



CULINARY CATALOGUE

GRAPHIC DESIGNS BY CHUKWUDI PATRICK ENUMAH





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CULINARY
CATALOGUE COVER
GRAPHIC DESIGN
CONCEPT FOUR

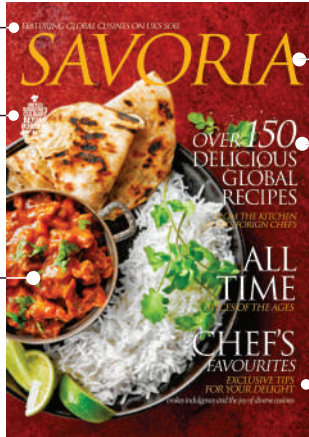
CULINARY CATALOGUE DESIGN - CONCEPT FOUR

Ideas creatively put together through the use of graphic design tools



Back cover

- CAPTION THAT DEFINES THE PURPOSE OF BRAND
- HOST'S BRAND IDENTITY
- COMPELLING QUOTE THAT SELLS THE CATALOGUE'S PURPOSE
- COMPELLING PICTURE THAT DEPICTS THE PURPOSE OF THE CATALOGUE (APPLIES TO THE BACK COVER AS WELL)



Front cover

- CAPTIVATING TITLE THAT DEFINES THE MISSION AND VISION OF BRAND
- CONTENT THAT CONVERTS THE AUDIENCE AT THE POINT - OF - SALE
- SUB-TITLE THAT FURTHER DEFINES THE CAPTION (APPLIES TO OTHER CAPTIONS ON THE FRONT COVER)

"A Chronicle of Flavours, Heritage, and Harmony."



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