



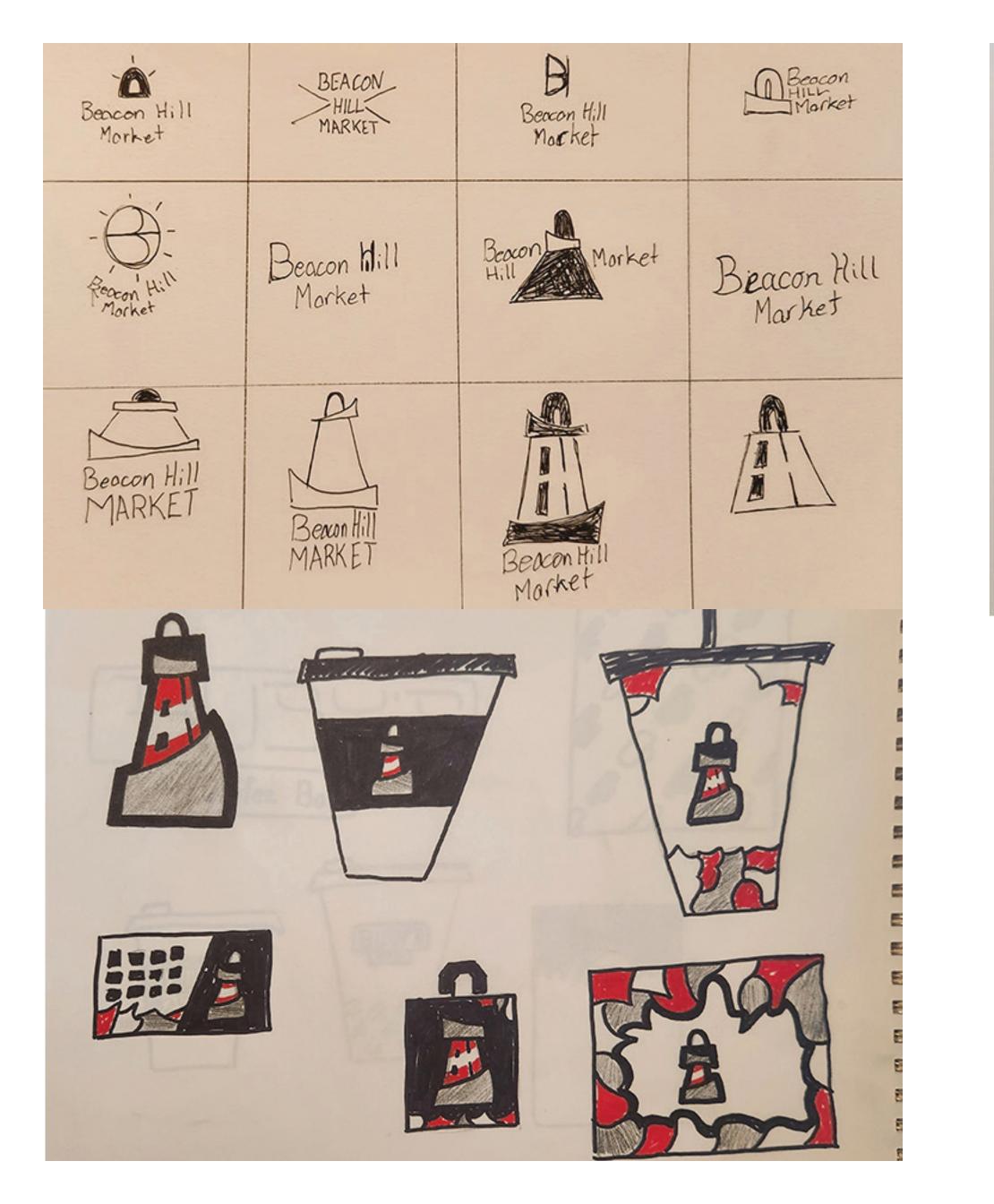
Beacon Hill Market The Store that will Light up any Adventure

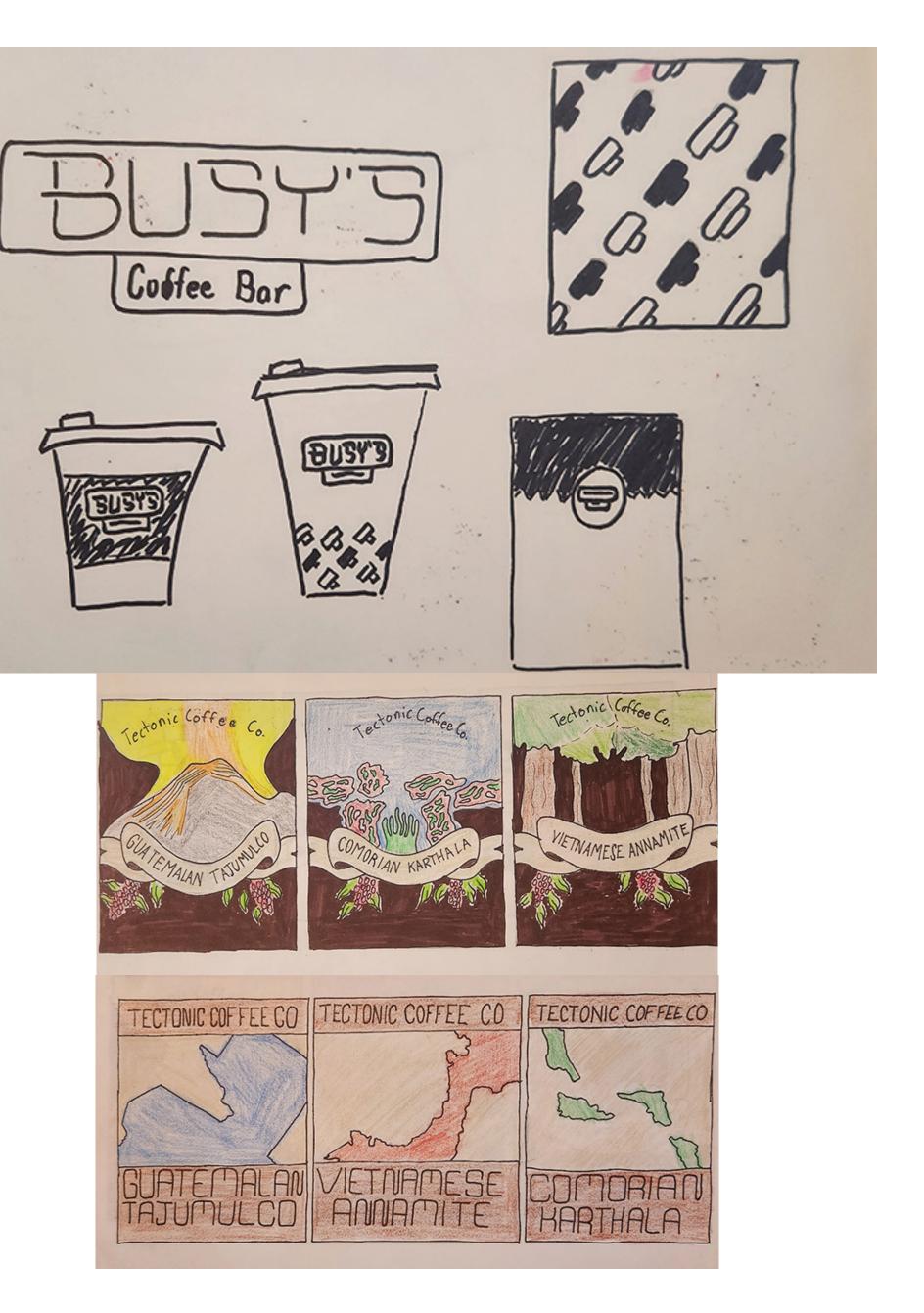
Beacon Hill Market is a made-up company in Portland Maine. Originally created when I was attending Susquehanna University, I took this project as an opportunity to see how well I could improve on a previous project. The primary goal of this project was to create a brand for a grocery store & café while creating a variety of applications to go along with it.

While producing an idea for this project, the name "Beacon Hill" inspired the idea of using a lighthouse as the company logo. Since the original project was in Seattle, Washington, I first tried to create an icon with elements of graffiti, so I created an asymmetrical lighthouse icon that strategically forms a "B" & "H." Through the refining process I moved the company to Maine since I have many fond memories of visiting the coast as a kid. I had the idea to use a grunge texture on a lot of the different applications to give the brand a weathered look that reflects many lighthouses aesthetics.

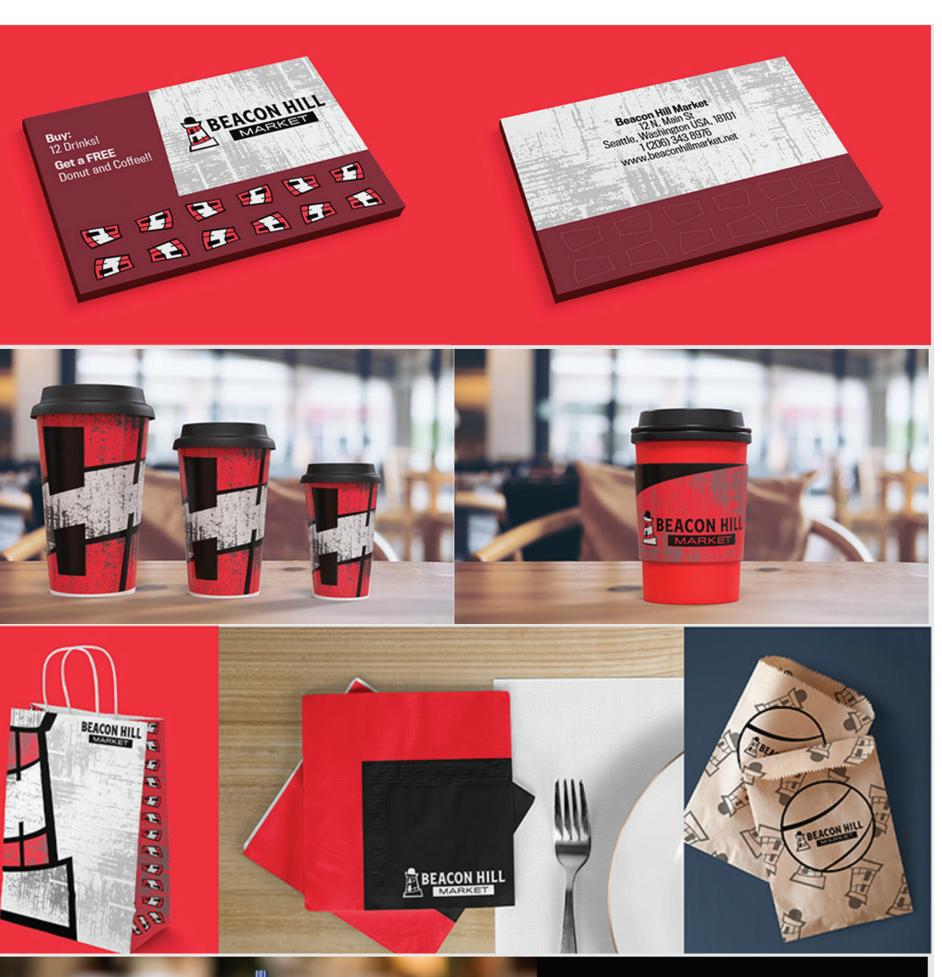
Turning my focus towards the applications, I first started with designing a menu for the market's café & deli. I then focus on creating secondary applications including butchers wrap, coffee cups, gift bags, and employee uniforms. Lastly, I created a coffee bag system that could be expanded upon into three separate coffee bag designs.

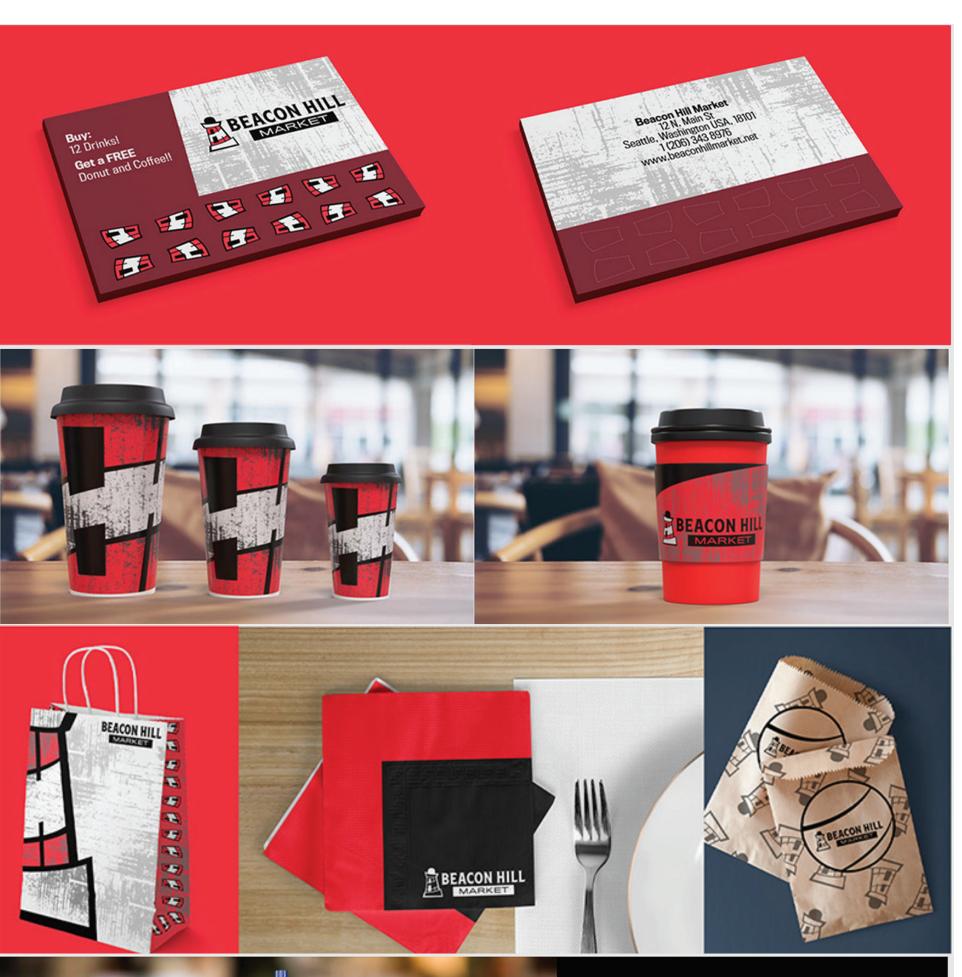
MARKET

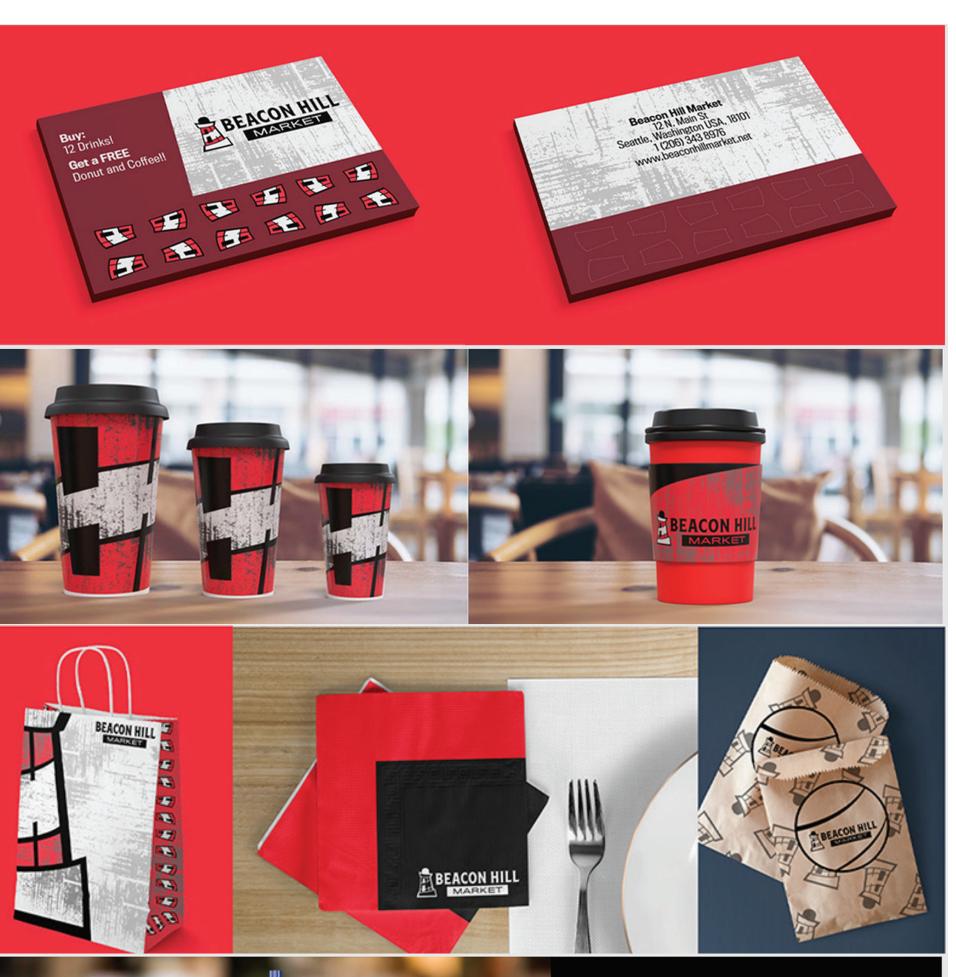




















LUNCH MENU

House Salad Cobb Salad.

Ceaser Salad

Mediterranean Salad.

Watermellon Smoothle

Pineapple Mango Sm

English Breakfast Tea

Americano.

Fresh Hot Coffee Cold Brew Coffee

Cappucch

Green Tea.

Lemon Blueberry Smooth

SALADS

DRINKS

Passionfruit Orange Smoothle

SANDWICHES Each Sandwich comes with 2 sides

Waffle

Swee

Bakec

Cole S

Cheddar Cheeseburger	
Chill Cheeseburger	
Avacado Bacon Burger	15
Blue Cheese Bacon Burger	
Egg Salad Sandwich	
Grilled Cheese	13
Turkey & Provolone Sandwich	
Reuben Melt	
Spicy Fried Chicken Sandwich	
Fire Roasted Chicken Sandwich	

SIDES

Fries	
t Potato Fries	
d Beans	A
Slaw	A

HALF & HALF COMBOS Choose One Sandwich and One Salad Listed Below

Half Sandwiches	Half Salads
Egg Salad Sandwich	House Salad
Grilled Cheese	Cobb Salad
Turkey & Provolone Sandwich	Ceaser Salad
Reuben Melt	Mediterranean Salad8
Spicy Fried Chicken Sandwich	Soup of The Day



