

Spoonful of Sugar



SWEETS AND SUCH

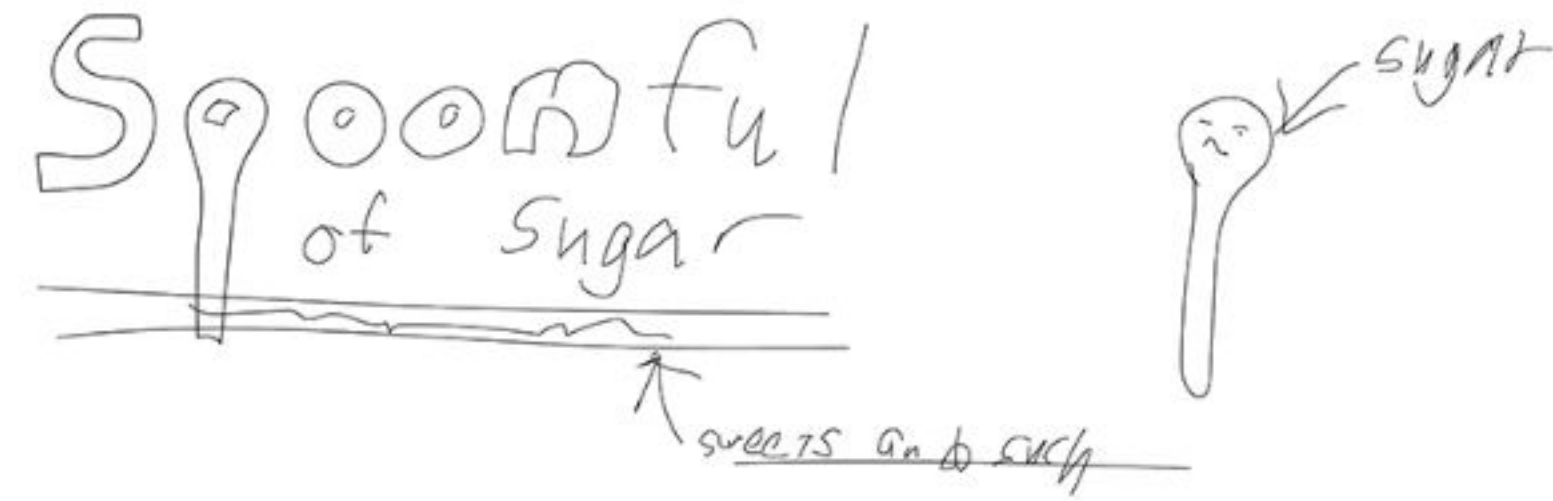
Visual identity project

Ted Klingenberg

A LOCAL BUSINESS IN MT. STERLING



CREATING THE LOGO



CREATING THE LOGO



Spoonful
of Sugar

CREATING THE LOGO



Spoonful
of Sugar
SWEETS AND SUCH

**DETAILS, DETAILS,
DETAILS ...**



**Spoonful
of Sugar**
SWEETS AND SUCH

SOME TOUCH-UP

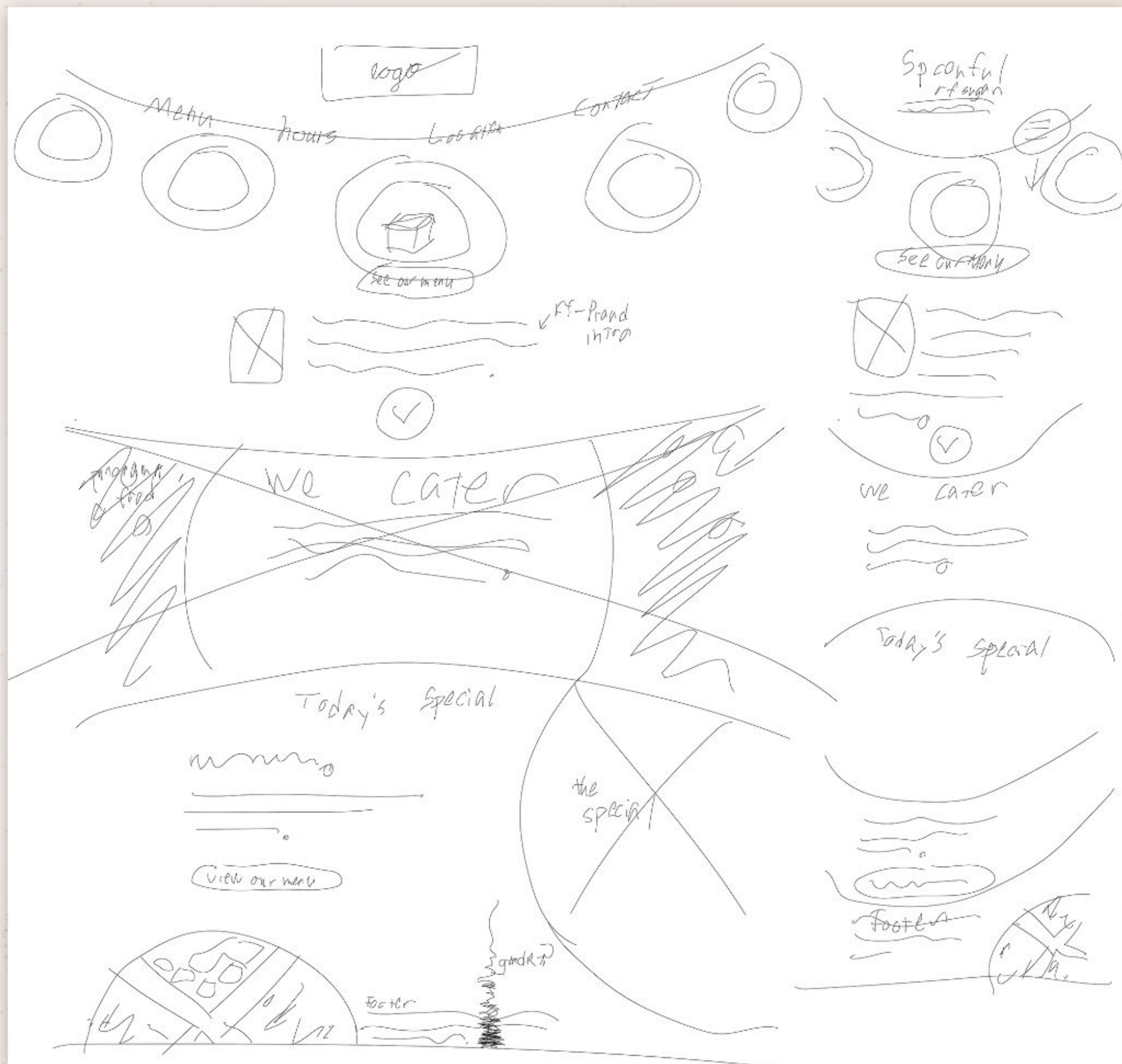


FINISHED





NEXT UP: THE WEBSITE



LET'S MAKE IT RETRO



HOME LOCATION AND HOURS MENU CATERING AND EVENTS OUR HISTORY



Kentucky Proud

Sed interdum, nisl ut consequat tristique, lacus nulla porta massa, sed imperdiet sem nunc vitae eros. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque sit amet metus. Nullam tincidunt posuere ligula. Aenean volutpat ultrices ligula. In tincidunt. Aenean viverra suscipit tellus.

Suspendisse sem lorem, ornare non, vestibulum ut, tempor porttitor, est. Quisque convallis aliquet eros. Nunc nec nulla eget urna convallis eleifend. Nulla feugiat eros at augue.

OR NOT.



HOME

LOCATION AND HOURS

MENU

CATERING AND EVENTS

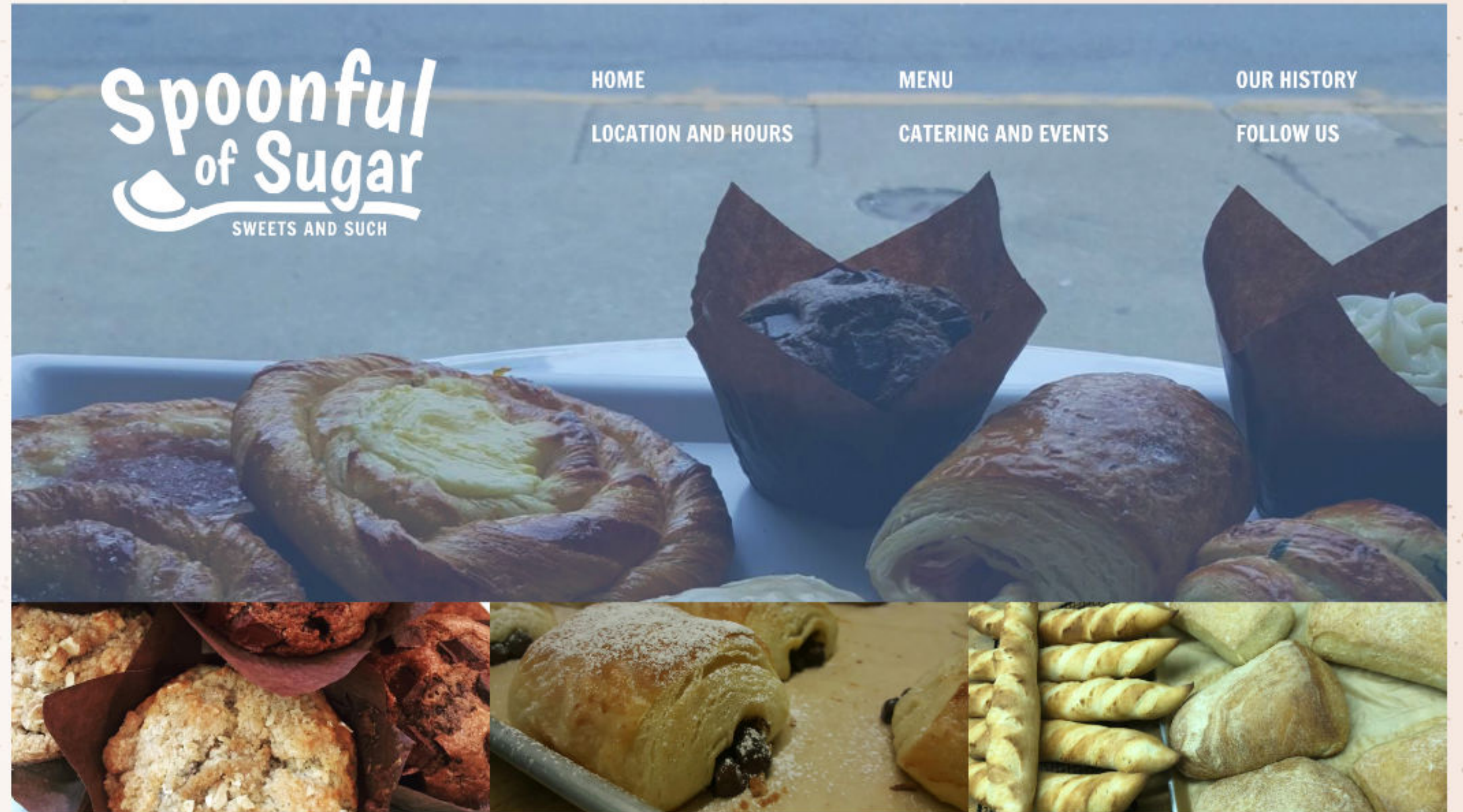
OUR HISTORY



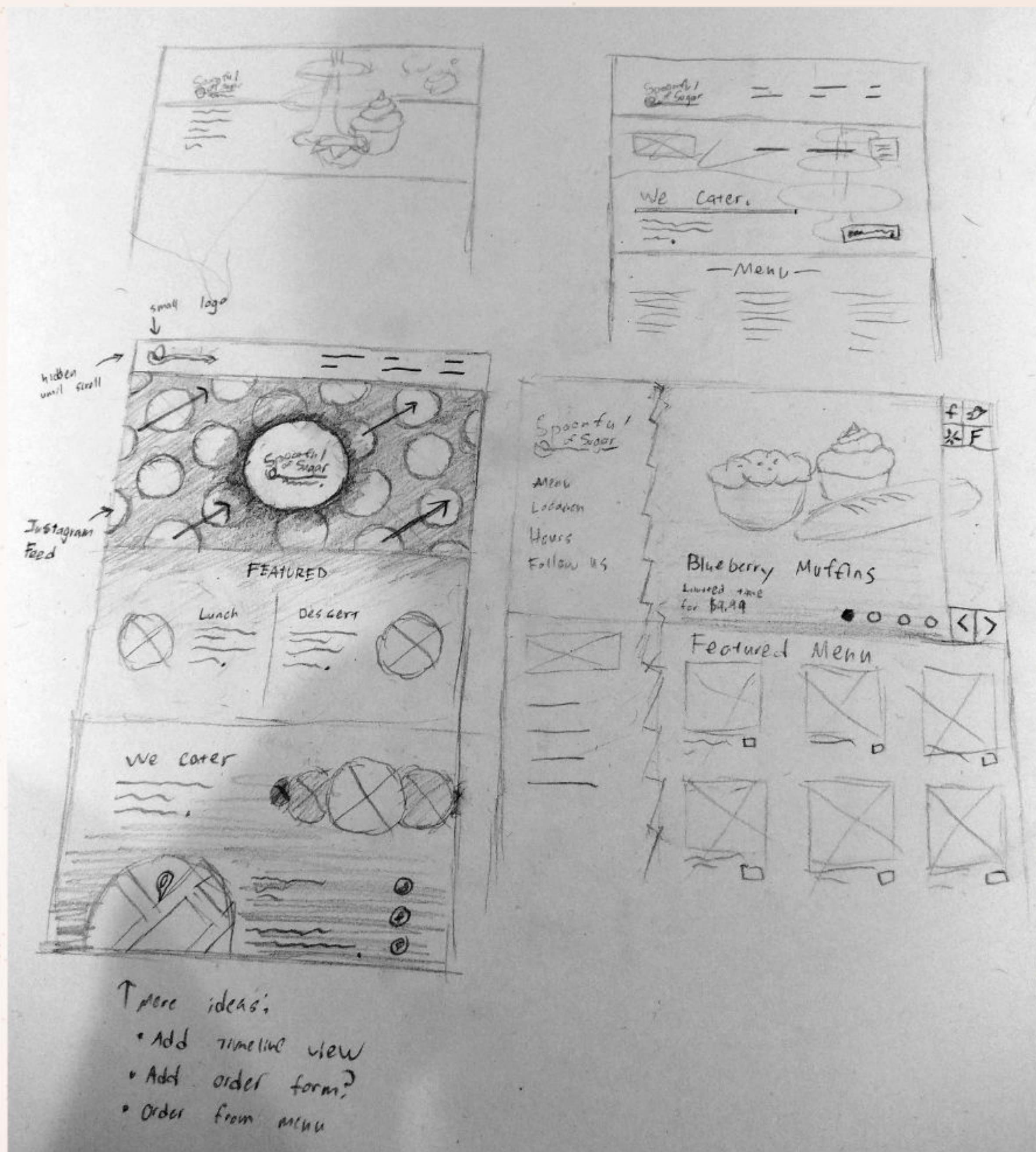
BLUEBERRY MUFFINS

Limited time for \$9.99

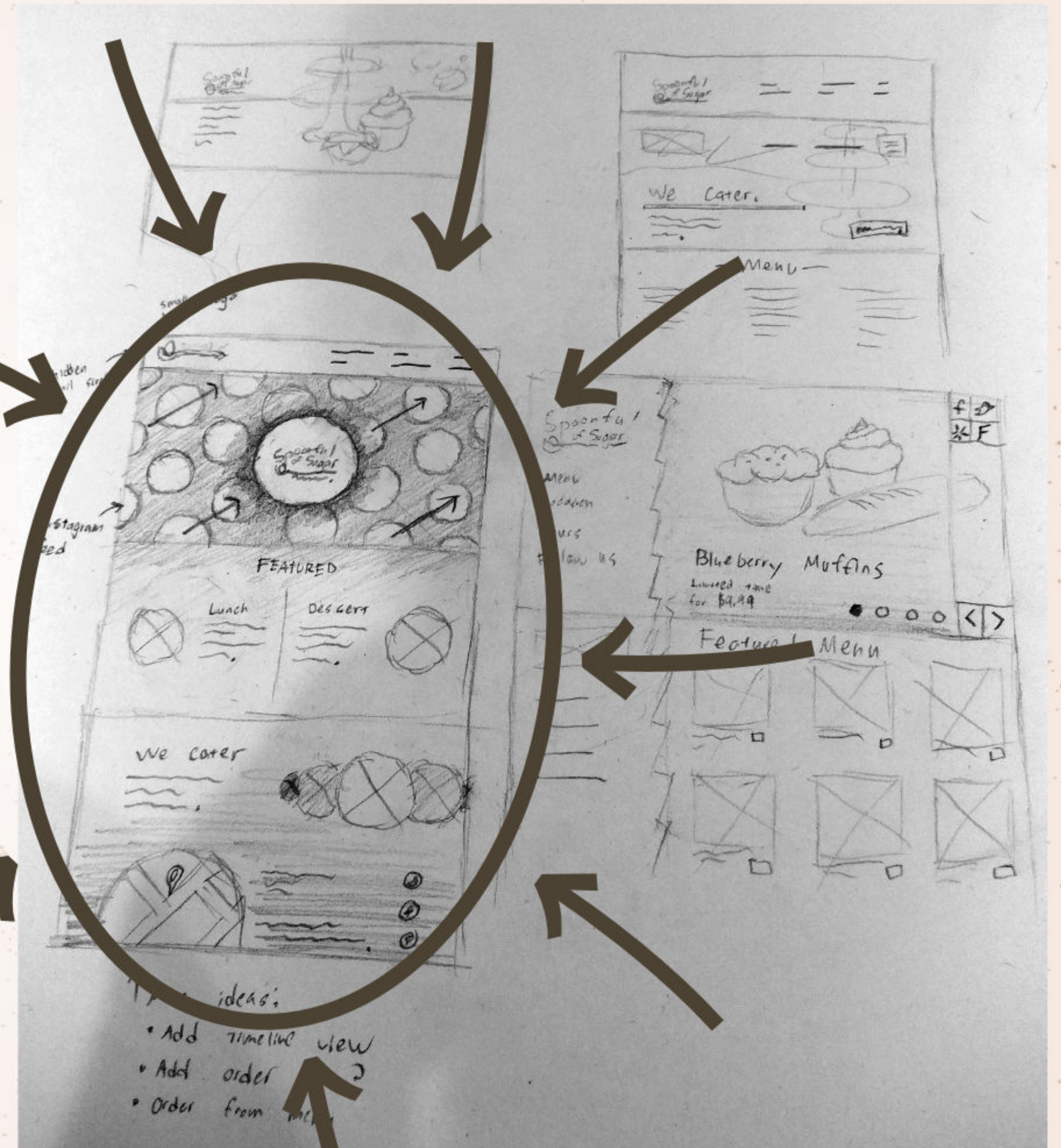
**LET'S ...
NOT USE THIS ONE.**



BACK TO THE DRAWING BOARD.



BINGO.



LOOKING BETTER.



[LOCATION AND HOURS](#)

[MENU](#)

[CATERING AND EVENTS](#)

[OUR HISTORY](#)



KENTUCKY'S HOMEGROWN BAKERY

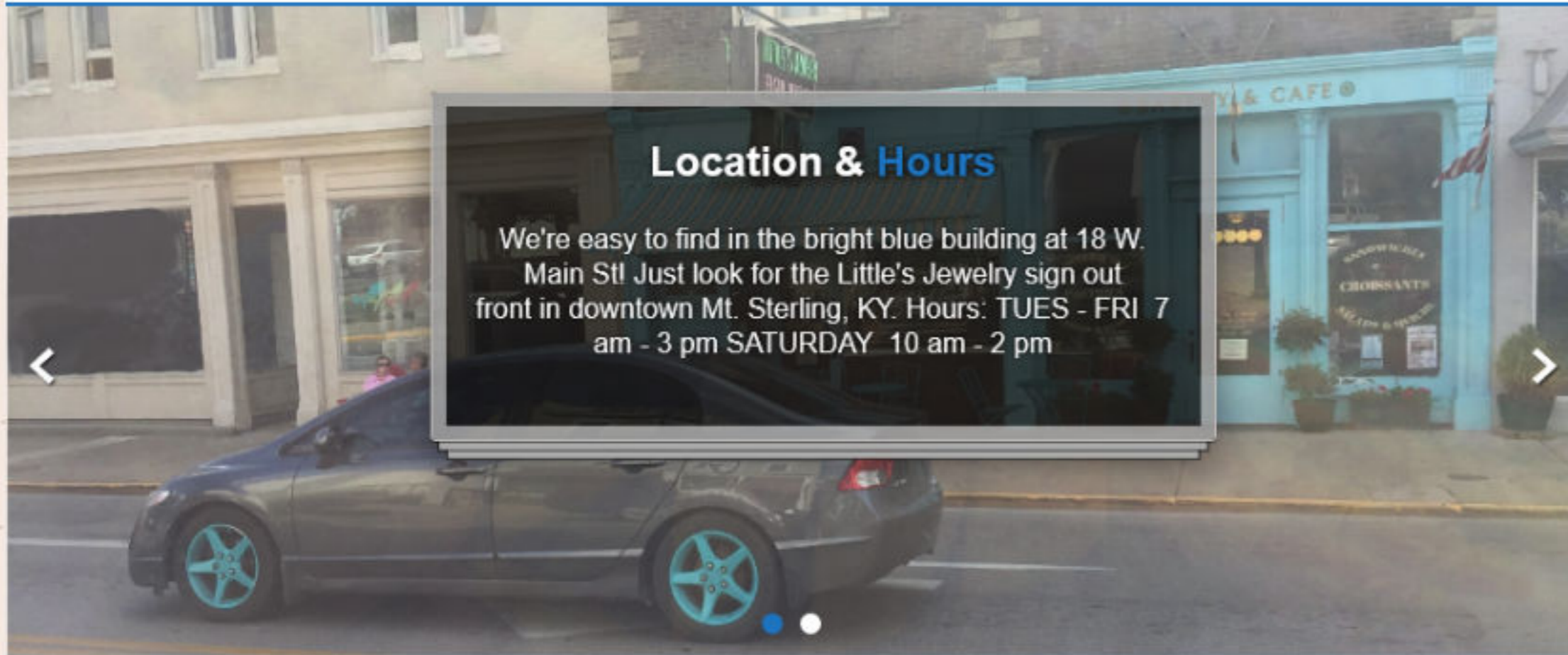
Praesent pharetra. In consequat felis in tellus. In mi enim, rhoncus ullamcorper, sagittis at, placerat eget, mauris. Suspendisse auctor erat at ipsum. Aliquam vitae tortor id massa tincidunt eleifend.

In hac habitasse platea dictumst. Mauris rutrum, enim vitae mauris. Proin mattis eleifend pede. Sed pretium ante sit amet elit. Quisque pede. Tellus, dictum eget, dapibus ac, sodales dictum.

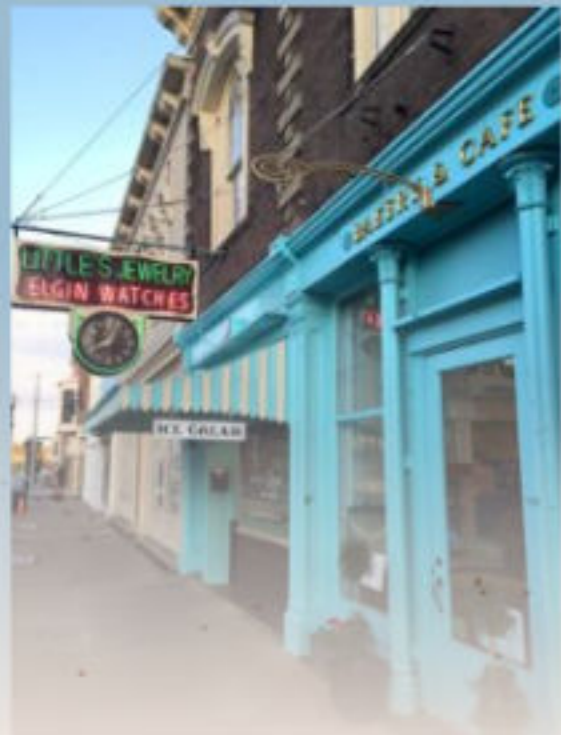


Spoonful of Sugar • Mt. Sterling, KY • 859.497.1955

- HOME
- LOCATION & HOURS
- SPOONFUL OF SUGAR MENU
- CATERING & EVENTS
- OUR HISTORY



Spoonful of Sugar



- LOCATION AND HOURS
- MENU
- CATERING AND EVENTS
- OUR HISTORY



KENTUCKY'S HOMEGROWN BAKERY

Praesent pharetra. In consequat felis in tellus. In mi enim, rhoncus ullamcorper, sagittis at, placerat eget, mauris. Suspendisse auctor erat at ipsum. Aliquam vitae tortor id massa tincidunt eleifend.

In hac habitasse platea dictumst. Mauris rutrum, enim vitae mauris. Proin mattis eleifend pede. Sed pretium ante sit amet elit. Quisque pede. Tellus, dictum eget, dapibus ac, sodales dictum.

GOOD DESIGN IS RESPONSIVE



COMPLETE MOCK-UP AT ...

doseofted.com/sos



HOME LOCATION AND HOURS MENU CATERING AND EVENTS OUR HISTORY

WEBSITE AS BUSINESS CARD? (NO.)



Tuesday - Friday (7AM-3PM)
Saturday (10AM-2PM)
Closed Sunday and Monday

859.497.1955

hello@spoonfulofsugarsweetsandsuch.com

BETTER BUSINESS CARD



Location: 18 West Main Street
Mount Sterling, Kentucky

Call us: 859.497.1955

Email: hello@spoonfulofsugarsweetsandsuch.com

Hours: Tuesday-Friday (7AM-3PM), Saturday (10AM-2PM)
Closed Sunday and Monday

VARIATIONS



EASIER TO SEE VARIATIONS



A LETTERHEAD

To: Juju Bes Sweetooth, January 01, 2018
Subject: Catering for Juju and John's reception
Address: 18 West Main Street, Mount Sterling, Kentucky
Phone: 859.497.1955
Email: hello@spoonfulofsugarsweetsandsuch.com



Cupcake ipsum dolor sit. Amet bear claw sweet jelly beans macaroon sesame snaps croissant cheesecake lemon drops. Gingerbread jujubes jelly chocolate cake jelly sugar plum. Oat cake croissant chocolate bar bonbon sesame snaps halvah chocolate. Cupcake jelly-o jujubes toffee danish cheesecake oat cake brownie. Chocolate cake jelly beans croissant chocolate cake liquorice biscuit. Macaroon lemon drops cake sweet bear claw marshmallow. Jelly beans cupcake sweet roll gummi bears chocolate bar. Sugar plum tootsie roll candy canes cheesecake cookie soufflé.

Soufflé apple pie sweet liquorice cookie fruitcake liquorice pie. Lemon drops candy canes bear claw gummi bears toffee powder sweet sweet powder. Sugar plum biscuit liquorice lemon drops croissant lollipop pie jujubes jelly. Cake gingerbread ice cream toffee. Toffee sugar plum danish toffee. Jelly beans wafer macaroon oat cake halvah chupa chups. Tiramisu oat cake jelly-o chocolate croissant chupa chups donut.

Jelly beans candy cotton candy icing topping candy canes oat cake. Biscuit jujubes danish biscuit cake dessert powder sweet roll jelly-o. Ice cream tiramisu pudding. Marshmallow dragée pie sweet roll. Candy jelly-o cookie bonbon pie cake. Sweet tiramisu marshmallow dessert sesame snaps cotton candy tiramisu pastry. Brownie lollipop pudding jelly beans jelly.

Donut gummies danish. Cupcake jelly lemon drops carrot cake pie sugar plum. Halvah marshmallow donut jelly. Ice cream chocolate cake tootsie roll liquorice soufflé dessert pie tootsie roll. Danish liquorice sweet roll croissant. Brownie gingerbread sugar plum sugar plum bear claw soufflé pudding marshmallow.

*Sender
of message*

Sender of Message

... WITH A
MATCHING ENVELOPE

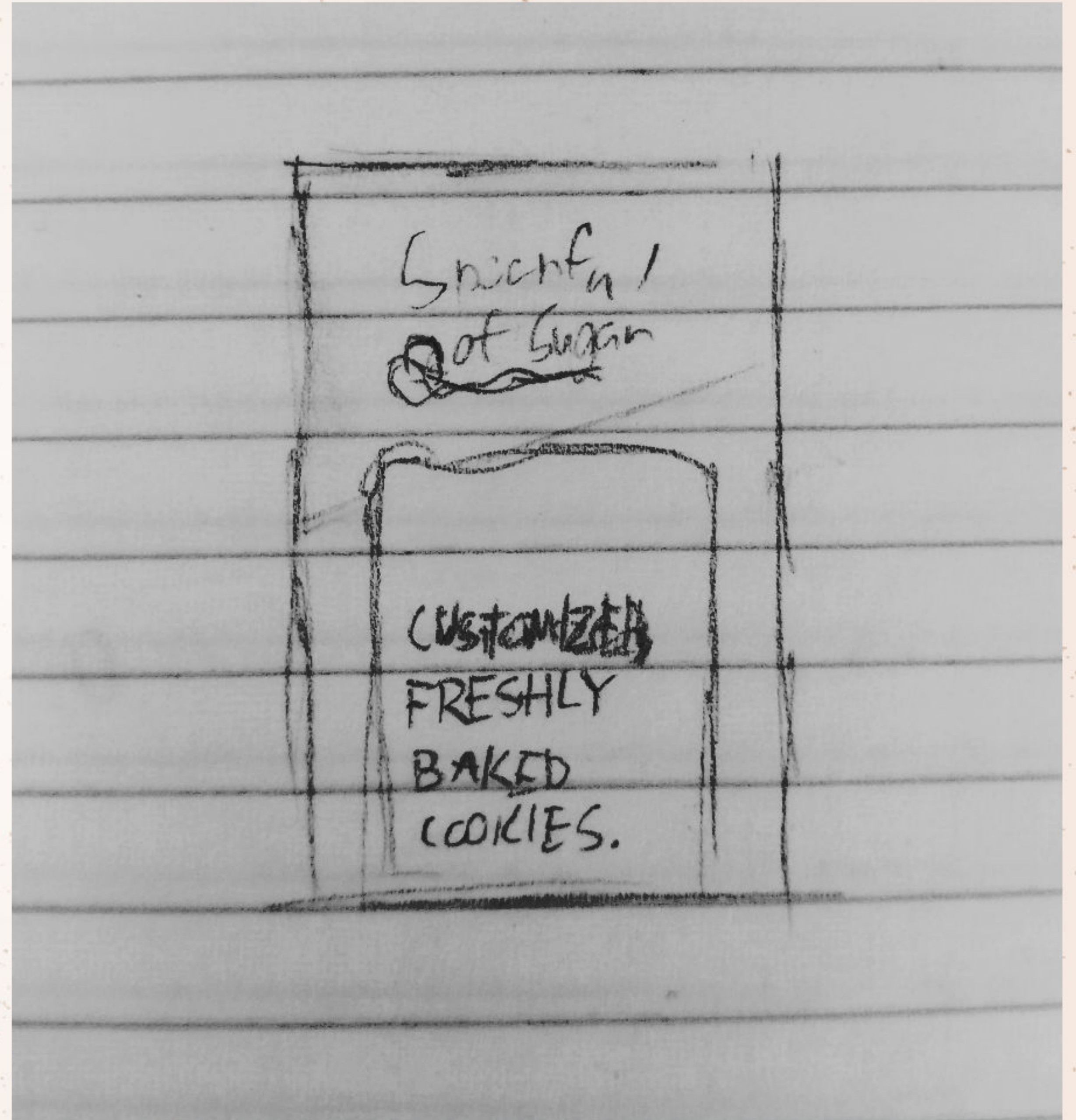


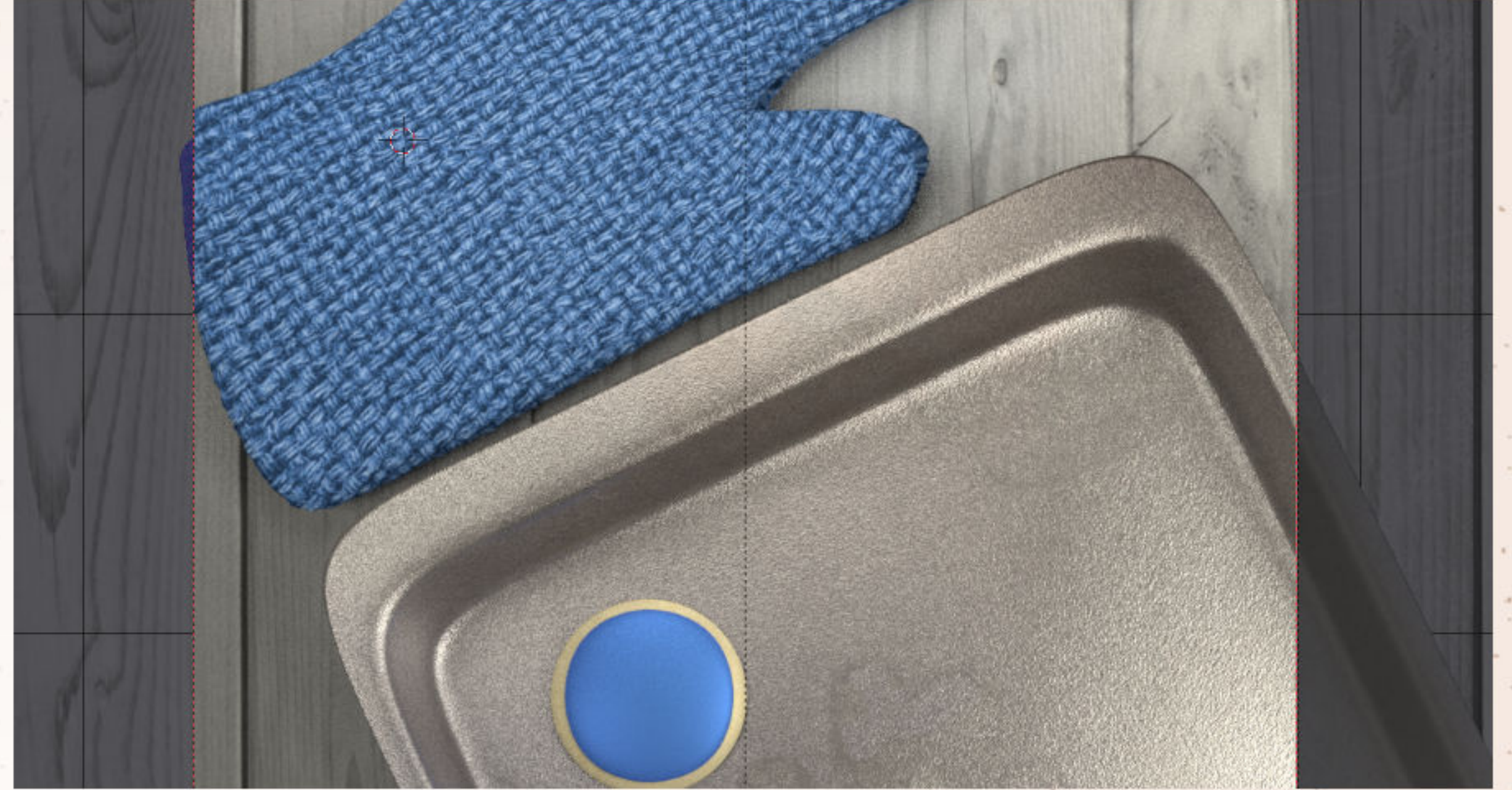
18 West Main Street
Mount Sterling, Kentucky



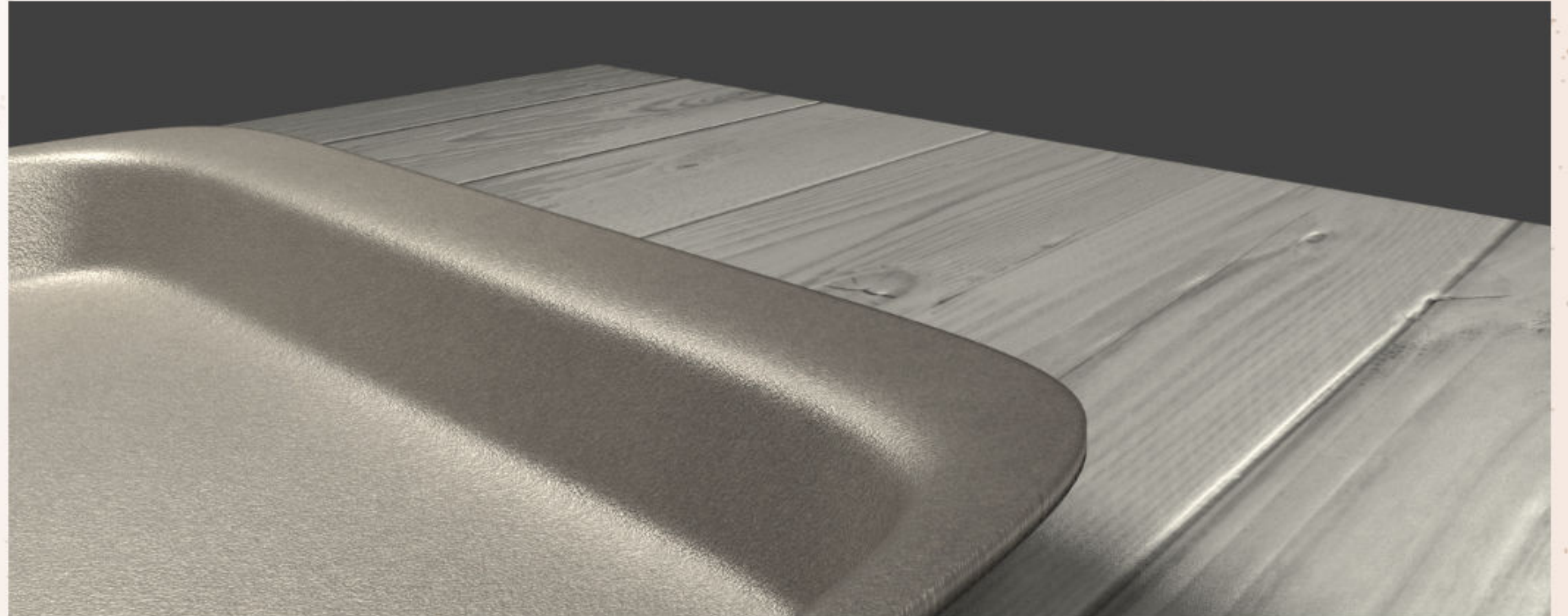
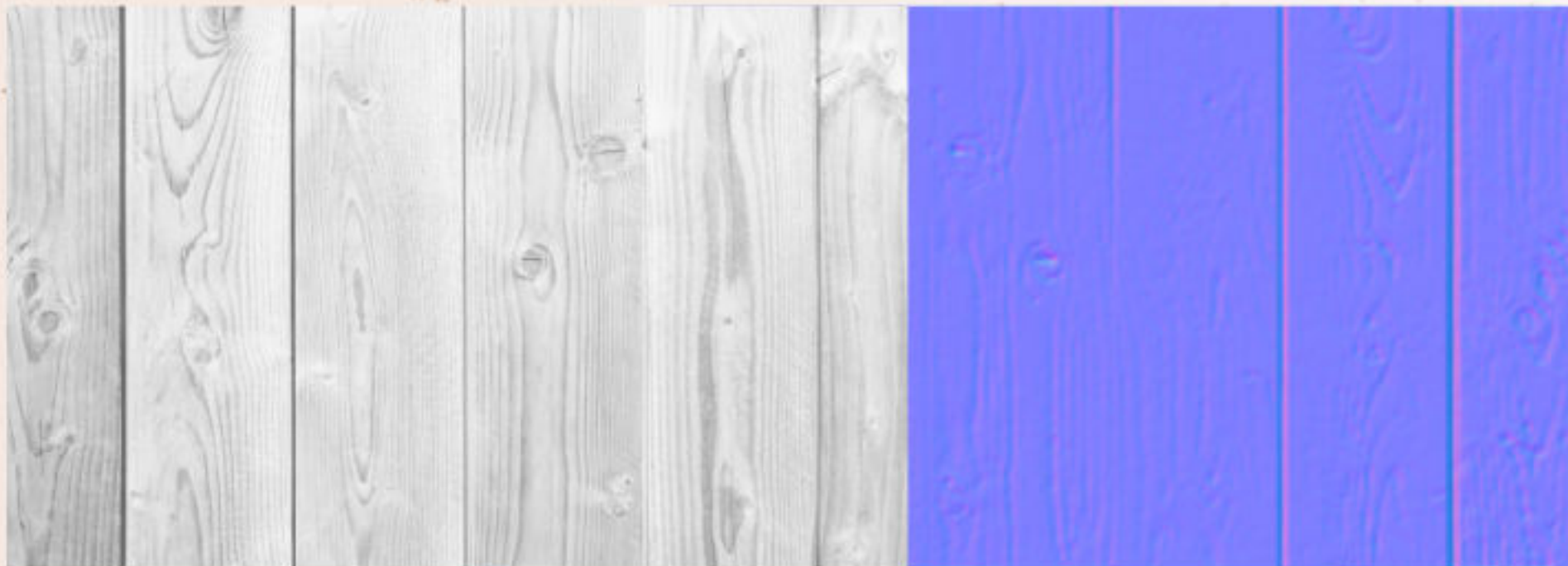
Juju Bes Sweetooth
123 Ginger Lane,
Mount Sterling, Kentucky

NOW I NEED A POSTER.





FINDING MATERIALS ...

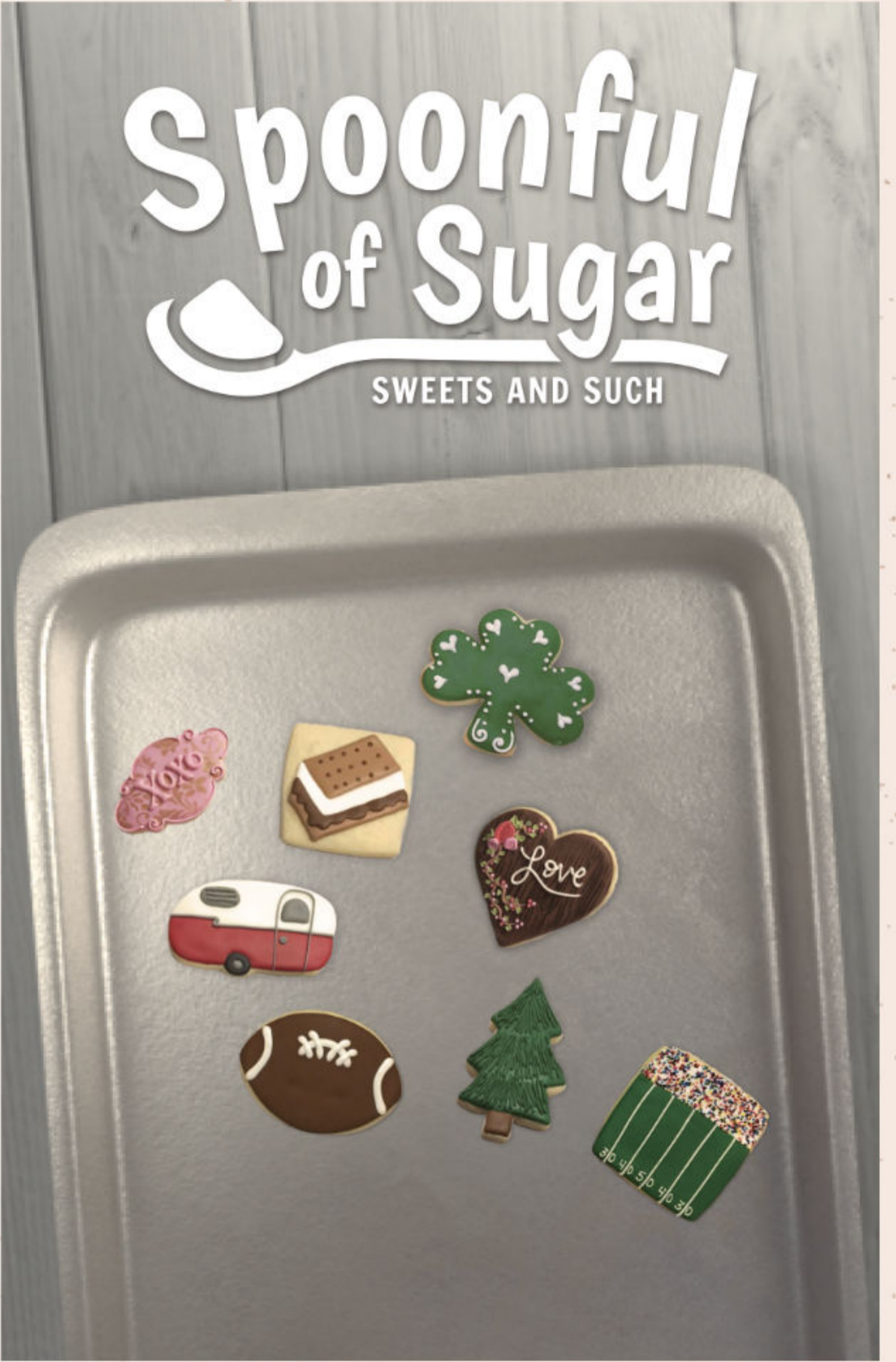


AWESOME COOKIES BY SPOONFUL OF SUGAR





SETTING THE SCENE

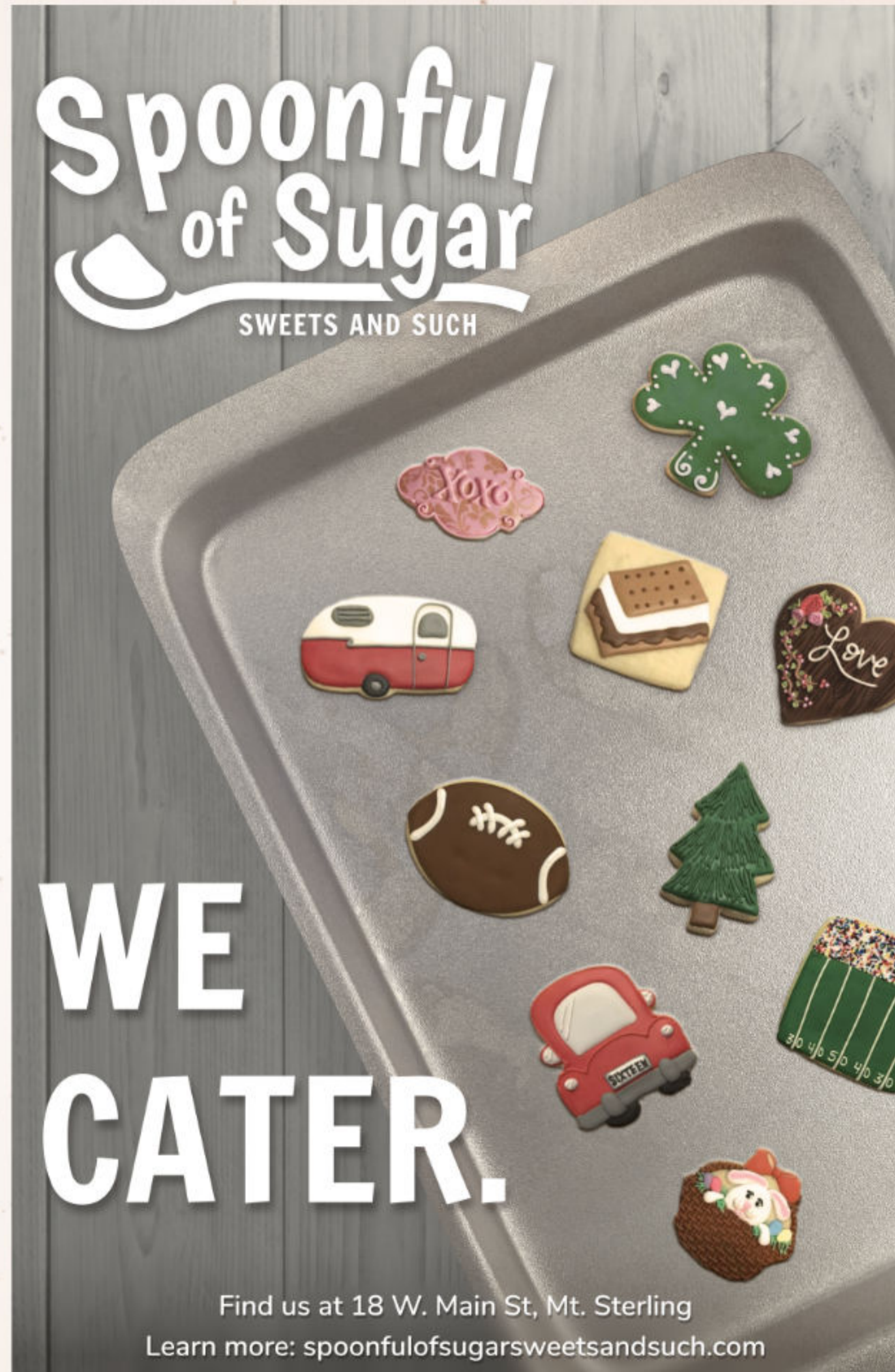


Spoonful
of Sugar
SWEETS AND SUCH

(RE)SETTING THE SCENE



FINISHED POSTER

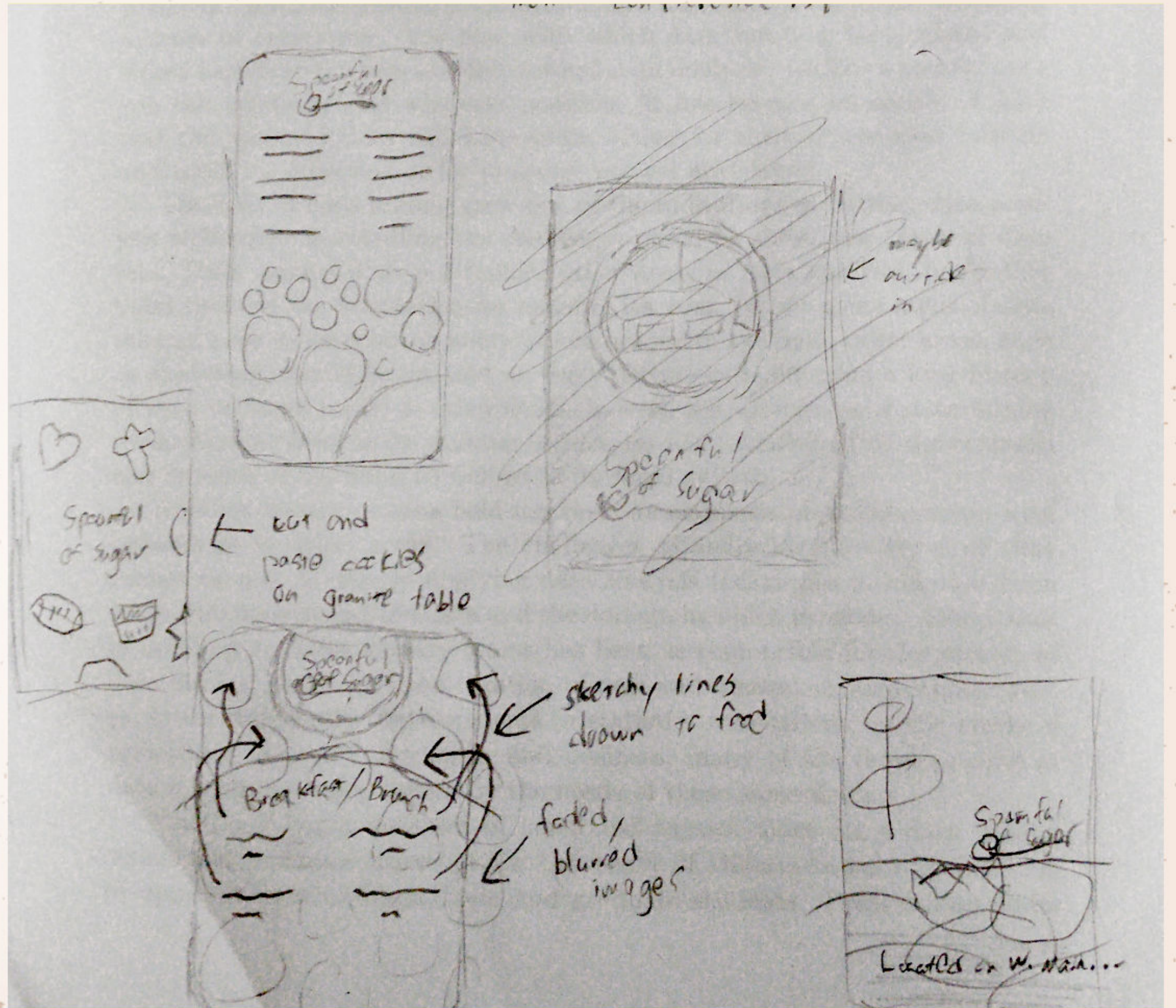


**Spoonful
of Sugar**
SWEETS AND SUCH

**WE
CATER.**

Find us at 18 W. Main St, Mt. Sterling
Learn more: spoonfulofsugarsweetsandsuch.com

ALMOST FORGOT THE MENU



WHAT MAKES A GOOD MENU?

99designs

Blog Topics

8 essential restaurant menu design tips

by Rebecca Creger
4 years ago | 3 min read

Learn design Design basics Other design

Great restaurant menu designs can enhance a dining experience, help customers makes satisfying choices and stimulate appetite. However, a menu is more than just a list of the dishes a restaurant has available; it is an advertising tool capable of communicating a restaurant's identity and driving profit – if it's well designed.

Here, we discuss several visual strategies in menu design that can help increase profit margins for your restaurant clients. Forewarned: you might leave hungry.

1. Be aware of eye scanning patterns

99designs

Blog Topics


Mastering visual hierarchy for menu design

by Alex Bigman
3 years ago | 5 min read

Learn design Design basics Other design

Eleven Madison Park in New York City is a world-class restaurant in every sense of the term. They have clocked in as one of the top five in the world, in fact, and a meal here will set you back a couple hundred bucks—without wine.

But let's say you saved your pennies and managed to land a reservation. The menu you received would have looked like this:



WEBSITE LETTERHEAD + RESEARCH MENU DESIGN



BREAKFAST AND BRUNCH

Quiche of the day

Freshly made crust filled with farm-fresh eggs and seasonal ingredients. Served with side of fruit. (7.00)

Breakfast Croissant

Eggs scrambled with ham and cheese on croissant. A delicious way to start the day. (4.25)

Country Ham Biscuit

Made with love from the heart of Kentucky (3.25)
Add egg for 1.00. Add cheese for 0.50.

Breakfast Plate

Two eggs scrambled with ham, side of fruit, and croissant. (6.50)

Breakfast Platter

Two eggs with bacon, waffles, and fresh fruit. A breakfast that will keep you full. (9.50)

Scones

Choose between our four delicious flavors:
Blueberry, bacon, cheddar, and orange.

Assorted Pastries

We have **croissants** available in following flavors: (2.75-4.00)
Original, Chocolate, Spinach and feta, Ham and Gruyere.

We have **danishes** available in following flavors: (2.75-4.00)
Cheese, Raspberry, Strawberry, Cherry, Apple

Cinnamon rolls are available. You can order by the half-dozen or dozen (4.00 or 8.00)

Muffins

Ask us what flavors are available today. You can pre-order muffins by half-dozen in flavors such as ... double chocolate, blueberry, strawberry, cranberry-banana-oatmeal, and lemon poppy seed.



A yummy breakfast
(4.25)

OUR FAVORITES



A very tasty lunch
(8.00)



A delicious dessert
(4.50)



LUNCH

Quiche

Freshly made crust filled with farm-fresh eggs and seasonal ingredients. Served with side of fruit, or vegetable and feta, or bacon and cheddar. (7.00)

Chicken Salad on Croissant

Made with fresh roasted chicken with a hint of orange zest and cranberries. Served with side. (7.50)
Can be served on greens for gluten-free option.

Chicken Pot Pie

Flaky fresh made crust filled with slow roasted chicken and vegetables. Served with side of fruit (8.00)

Roasted Vegetables Wrap

Oven roasted vegetables, mixed greens, herb vinaigrette in tomato wrap. Served with side. (8.00)

Chicken Avocado Salad

Oven roasted 6oz Herb chicken served with mixed greens, tomatoes, avocado and herb vinaigrette. (9.00)

Turkey and Goat Cheese Wrap

Freshly sliced turkey served with goat cheese, tomatoes, house dressing and mixed greens in a sun-dried tomato wrap. Served with side. (8.00)

Cuban Panini

Oven roasted pork, honey ham, provolone cheese, Dijon mustard and pickle served on fresh baguette and grilled. Served with side. (8.00)

Smothered Meatball Hoagie

House-made Meatballs covered with fresh mozzarella. Served with side. (8.00)

Turkey and Cheddar Sandwich

Fresh bread of the day with turkey and cheddar, served hot or cold. Served with side. (7.50)

Chef Salad

Oven roasted 6oz. Herb chicken served with mixed greens, tomatoes, avocado and herb vinaigrette. (9.00)

DESSERTS



Cheesecake
(4.50)



Triple
Chocolate
Mouse Cake
(4.00)



Assorted
dessert bars
(3.50)



Mini
Meringue
Cream Pies
(2.50)



Chess bars
(3.00)



Breakfast & Brunch

Quiche of the day \$7.00
Fresh made crust filled with farm fresh eggs and seasonal ingredients. Served with side of fruit

Breakfast Croissant \$4.25
Eggs scrambled with ham and cheese on croissant

Country Ham Biscuit \$3.25
Add Egg \$1.00, Add Cheese \$.50

Breakfast Plate \$6.50
2 Eggs scrambled with ham with side of fruit and croissant

Breakfast Platter \$9.50
2 Eggs, with bacon and waffles and fresh fruit

Assorted Pastries \$2.75-\$4.00
Croissants, Chocolate Croissant, Spinach and Feta Croissant, Cheese Danish, Raspberry Danish, Strawberry Danish, Cherry Danish, Apple Danish, Ham & Gruyere Croissant, Cinnamon Rolls (Sampler Boxes by the 1/2 dozen and dozen also available)

Muffins \$12.00 (pre-order only) 1/2 dz
Double Chocolate, Blueberry, Low-Fat Strawberry, Cranberry-Banana-Oatmeal, Lemon Poppy-seed

Scones \$3.00-\$3.50
Blueberry, Bacon and Cheddar, Orange

Baguettes \$2.50/Loaf Bread \$4.00

Lunch

Quiche \$7.00

Fresh made crust filled with farm fresh eggs and seasonal ingredients. Served with side of fruit
Roasted vegetable and Feta or Bacon and Cheddar

Chicken Pot Pie \$8.00
Flaky fresh made crust filled with slow roasted chicken and vegetables. Served with side of fruit

~ more options on the flip side ~

Lunch (continued)

Chicken Salad on Croissant \$7.50
Made with fresh roasted chicken with a hint of orange zest and cranberries. Served with side
(Can be served on greens for gluten-free option)

Roasted Vegetables Wrap \$8.00
Oven roasted vegetables with mixed greens and herb vinaigrette in sun-dried tomato wrap.
Served with side

Turkey and Goat Cheese Wrap \$8.00
Fresh sliced turkey served with goat cheese, tomatoes, house dressing and mixed greens in sun-dried tomato wrap. Served with side

Cuban Panini \$8.00
Oven roasted pork, honey ham, provolone cheese, Dijon mustard and pickle served on fresh baguette and grilled. Served with side

Smothered Meatball Hoagie \$8.00
Housemade Meatballs covered with fresh mozzarella. Served with side.

Turkey and Cheddar \$7.50
Fresh bread of the day with turkey and cheddar. Served with side.
(Can be served cold or as a hot melt)

Chicken Avocado Salad \$9.00
Oven roasted 6oz Herb chicken served with mixed greens, tomatoes, avocado and
(Dairy-free and Gluten-free)

Chef Salad \$8.50
Turkey, ham, cheddar cheese, eggs with mixed greens, tomatoes and balsamic vinaigrette

Cobb Salad \$9.25
Fresh Greens with turkey, bacon, blue cheese, tomatoes and egg

Spinach and Strawberry Salad \$9.50
Fresh baby spinach with strawberries and poppy seed dressing

Soup of the day \$4.50 bowl or upgrade side for cup \$2.25
Served with fresh baguette slices.

Desserts

Dessert of the Day \$2.50-4.50
Cheesecake, Triple Chocolate Mousse Cake (gluten free), Mini Meringue Cream Pies, Cupcake, Chess Bars, Assorted dessert bars

SERVING * COFFEES * LATTES * BERNICELLI'S ICE CREAM
BAKERY & CAFE - ASK ABOUT THE STERLING SPOON - MEAL PLAN
18 W. Main Street, Mt. Sterling, KY (859-497-1950) Tuesday-Friday 7am-5pm, Saturday 10am-3pm
Lunch served till 2pm



BREAKFAST AND BRUNCH

Quiche of the day

Freshly made crust filled with farm-fresh eggs and seasonal ingredients. Served with side of fruit. (7.00)

Breakfast Croissant

Eggs scrambled with ham and cheese on croissant.
A delicious way to start the day. (4.25)

Country Ham Biscuit

Made with love from the heart of Kentucky (3.25)
Add egg for 1.00. Add cheese for 0.50.

Breakfast Plate

Two eggs scrambled with ham, side of fruit, and croissant. (6.50)

Breakfast Platter

Two eggs with bacon, waffles, and fresh fruit.
A breakfast that will keep you full. (9.50)

Scones

Choose between our four delicious flavors:
Blueberry, bacon, cheddar, and orange.

Assorted Pastries

We have **croissants** available in following flavors: (2.75-4.00)

Original, Chocolate, Spinach and feta, Ham and Gruyere.

We have **danishes** available in following flavors: (2.75-4.00)

Cheese, Raspberry, Strawberry, Cherry, Apple

Cinnamon rolls are available. You can order by the half-dozen or dozen (4.00 or 8.00)

Muffins

Ask us what flavors are available today. You can pre-order muffins by half-dozen in flavors such as ...
double chocolate, blueberry, strawberry, cranberry-banana-oatmeal, and lemon poppy seed.



A yummy breakfast (4.25)



A very tasty lunch (8.00)



A delicious dessert (4.50)

OUR FAVORITES



LUNCH

Quiche

Freshly made crust filled with farm-fresh eggs and seasonal ingredients. Served with side of fruit, or vegetable and feta, or bacon and cheddar. (7.00)

Chicken Salad on Croissant

Made with fresh roasted chicken with a hint of orange zest and cranberries. Served with side. (7.50)
Can be served on greens for gluten-free option.

Chicken Pot Pie

Flaky fresh made crust filled with slow roasted chicken and vegetables. Served with side of fruit (8.00)

Roasted Vegetables Wrap

Oven roasted vegetables, mixed greens, herb vinaigrette in tomato wrap. Served with side. (8.00)

Chicken Avocado Salad

Oven roasted 6oz Herb chicken served with mixed greens, tomatoes, avocado and herb vinaigrette. (9.00)

Turkey and Goat Cheese Wrap

Freshly sliced turkey served with goat cheese, tomatoes, house dressing and mixed greens in a sun-dried tomato wrap. Served with side. (8.00)

Cuban Panini

Oven roasted pork, honey ham, provolone cheese, Dijon mustard and pickle served on fresh baguette and grilled. Served with side. (8.00)

Smothered Meatball Hoagie

House-made Meatballs covered with fresh mozzarella. Served with side. (8.00)

Turkey and Cheddar Sandwich

Fresh bread of the day with turkey and cheddar, served hot or cold. Served with side. (7.50)

Chef Salad

Oven roasted 6oz. Herb chicken served with mixed greens, tomatoes, avocado and herb vinaigrette. (9.00)

DESSERTS



Cheesecake (4.50)



Triple Chocolate Mousse Cake (4.00)



Assorted dessert bars (3.50)

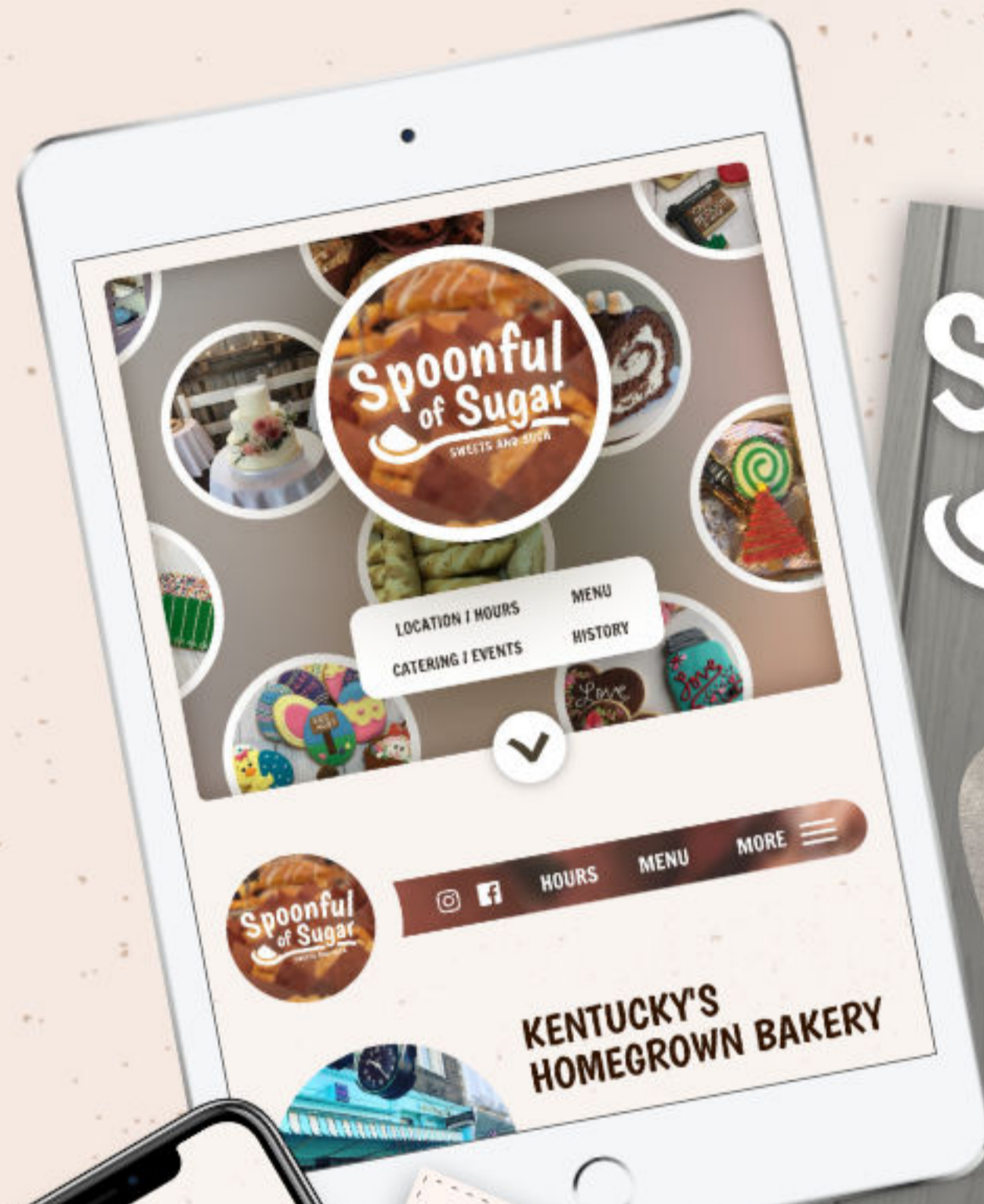


Mini Meringue Cream Pies (2.50)



Chess bars (3.00)

Spoonful of Sugar Sweets and Such, 18 West Main St, Mt. Sterling, KY
Open Tuesday-Friday (7AM-3PM), Saturday (10AM-2PM), Closed Sunday and Monday.



Spoonful of Sugar

SWEETS AND SUCH



WE CATER.

Find us at 18 W. Main St, Mt. Sterling
Learn more: spoonfulofsugarsweetsandsuch.com

Julie Bes Sweetooth, January 01, 2018
and John's reception
Mount Sterling, Kentucky



nacaroon sesame snaps
the cake jelly sugar plum. Out
the. Cupcake jelly-o jujubes toffee
croissant chocolate cake fiquorice
roll. Jelly beans cupcake sweet roll
cheesecake cookie soufflé.
fiquorice pie. Lemon drops candy canes
Sugar plum biscuit fiquorice lemon
ice cream truffle. Toffee sugar plum danish
pa chups. Tiramisu oat cake jelly-o chocolate
ing candy canes oat cake. Biscuit jujubes danish
cream tiramisu pudding. Marshmallow dragée pie.
Sweet tiramisu marshmallow dessert sesame
kpop pudding jelly beans jelly.
ly lemon drops carrot cake pie sugar plum. Halvah
the cake tootsie roll fiquorice soufflé dessert pie tootsie
brownie gingerbread sugar plum sugar plum bear claw

Sender
of message
Sender of Message



18 West Main Street
Mount Sterling, Kentucky



Juju Bes Sweetooth
123 Ginger Lane,
Mount Sterling, Kentucky



BREAKFAST AND BRUNCH

Quiche of the day
Freshly made crust filled with farm-fresh eggs and seasonal ingredients. Served with side of fruit. (7.00)

Breakfast Croissant
Eggs scrambled with ham and cheese on croissant. A delicious way to start the day. (4.25)

Country Ham Biscuit
Made with love from the heart of Kentucky (3.25)
Add egg for 1.00. Add cheese for 0.50.

Assorted Pastries
We have danishes available in following flavors: (2.75-4.00)
Original, Chocolate, Spinach and feta, Ham and Gruyere.

Muffins
Ask us what flavors are available today. You can pre-order muffins by half-dozen in flavors such as double chocolate, blueberry, strawberry, cranberry-banana-oatmeal, and lemon poppy seed.

Breakfast Plate
Two eggs scrambled with ham, side of fruit, and croissant. (6.50)

Breakfast Platter
Two eggs with bacon, waffles, and fresh fruit. A breakfast that will keep you full. (9.50)

Scenes
Choose between our four delicious flavors: Blueberry, bacon, cheddar, and orange.

Cinnamon rolls are available.
You can order by the half-dozen or dozen (4.00 or 8.00)

OUR FAVORITES

A yummy breakfast
(4.25)

A very tasty lunch
(8.00)

A delicious dessert
(4.50)

Spoonful of Sugar Sweets and Such, 18 West Main St, Mt. Sterling, KY
Open Tuesday-Friday (7AM-3PM), Saturday (10AM-2PM), Closed Sunday and Monday.

LUNCH

Quiche
Filled with farm-fresh eggs and seasonal ingredients. Served with side of fruit, or ham and cheddar. (7.00)

Chicken on Croissant
Chicken with a hint of orange served with side. (7.50)
For gluten-free option.

Pie
Slow roasted chicken served with side of fruit (8.00)

Wrap
Tender herb chicken served with side. (8.00)

Smothered Meatball Hoagie
House-made Meatballs covered with fresh mozzarella. Served with side. (8.00)

Turkey and Cheddar Sandwich
Fresh bread of the day with turkey and cheddar, served hot or cold. Served with side. (7.50)

Chef Salad
Oven roasted 6oz. Herb chicken served with mixed greens, tomatoes, avocado and herb vinaigrette. (9.00)

Turkey and Goat Cheese Wrap
Freshly sliced turkey served with goat cheese, tomatoes, house dressing and mixed greens in a sun-dried tomato wrap. Served with side. (8.00)

Cuban Panini
Oven roasted pork, honey ham, provolone cheese, Dijon mustard and pickle served on fresh baguette and grilled. Served with side. (8.00)

Smothered Meatball Hoagie
House-made Meatballs covered with fresh mozzarella. Served with side. (8.00)

Turkey and Cheddar Sandwich
Fresh bread of the day with turkey and cheddar, served hot or cold. Served with side. (7.50)

Chef Salad
Oven roasted 6oz. Herb chicken served with mixed greens, tomatoes, avocado and herb vinaigrette. (9.00)

DESSERTS

Red velvet bars
(3.50)

Mini Meringue Cream Pies
(2.50)

Cheesecake
(3.00)