SAVANNA “SAVY” ESCOBAR | 2019 | GRAPHIC DESIGN
BELAFONTE

Restaurant design for a fictional seafood eatery inspired by the film, Life Aquatic With Steve Zissou, by Wes Anderson.
RESTAURANT DESIGN

style guide

LOGOS

BELAFONTE
SEAFOD EATERY

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SEAFOD EATERY

ICONs

PRIMARY PALETTE

SECONDARY PALETTE

TYPE

FUTURA

FUTURA MEDIUM

FUTURA HEAVY

FUTURA HEAVY

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**drink menu**

**BELAFONTE SEAFOOD EATERY**

**Cocktails**
- The Orient Express $15.00
- The Red Rose $15.00

**Wine on the Rocks** $15.00

**Wines**
- Oakleaf Chardonnay 10.50
- Cabernet Sauvignon 15.75
- Dry Semillons 12.96
- Dry Ries 10.60
- White Casa do Norte 15.90
- Pearl d'Alsace 18.90

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**main menu**

**BELAFONTE SEAFOOD EATERY**

**Starters**
- Fried calamari with our homemade pink sauce
- Housemade golden fries topped with a variety of cheeses, bacon, and crab
- Housemade buttermilk sauce
- All the items share it. Chelsea's potato, grilled shrimp, red pepper, and red onion
- Poached eggs topped with cheese, bacon, and sour cream

**Entrees**
- Grilled jumbo shrimp served with a side of our famous sweet onion sauce. Make it a "Other" by adding a spicy shrimp.
- Crab cake sandwich made from scratch with breading, lettuce, tomato, and our housemade remoulade sauce with crisp golden fries or a side salad.
- Our plate of crab cakes, stuffed shrimp, clam chowder, and breaded-calamari with a side of golden fries or a side salad.
- Seared mutton with our famous pink sauce, spinach, and plus-mozzarella cheese with our seasonal salad vegetables.

**Desserts**
- Handmade, soft-scoop chocolate, vanilla, or strawberry, red velvet, or any flavor.
- Electric Jellyfish $15.00
- Freshly fried donut holes filled with your choice of jelly, strawberry, or blackberry.
- Wild Snow Mangoes $15.00

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**dessert menu**

**BELAFONTE SEAFOOD EATERY**

**Desserts**
- Handmade, soft-scoop chocolate, vanilla, or strawberry, red velvet, or any flavor.
- Electric Jellyfish $15.00
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matchboxes
Re-design on an article from the New Yorker. The article was assigned as a class project and won a 2019 Silver ADDY Award.
American Culture Changed by Guns

By Julian Cribb
December 10, 2012

The New Yorker, December 10, 2012
WE LIVE in a city where children are dying of a raging infection. The good news is that it is well understood and its cure, an antibiotic, is at hand. The bad news is that our city council has been taken over by a faith-healing cult that will go to any lengths to keep the antibiotic from the kids. Some elders would disagree point out that faith healing is an ancient practice in our city, and we must regard the faith healers with respect—to do otherwise would show a lack of respect for their freedom in faith. (The faith healers’ prophecies is that if there were a faith healer in every kindergarten the kids wouldn’t get infections in the first place.) A few Tarsuins would see the children withdraw and leave in pain and the city, their hands in self-congratulatory pity and woe, why a god would set such a terrible ailment on the innocent—surely he must have a plan. Most of us—every person in the city, actually—would call the faith healers to go in hell, put off worrying about the Problem of Rail GE Friday or Saturday or whatever. But if we could get as much puffiness to the kids as quickly as we could.

5,740 CHILDREN & TEENS DIED FROM GUNFIRE IN THE UNITED STATES

As I wrote last January, the central insight of the modern study of criminal violence is that all crime—even the horrific student crimes of assault and mass-murder—is at some level opportunistic. Building a low-crime wall against them is almost as effective as building a high iron curtain. This is the core concept of Franklin Zimring’s amazing work on crime in New York City. Everyone said that, given the social pressures, the urban pathology, the profits to be made in drug dealing, the soaring levels of despair, that there was no hope of changing the ever-growing crime. The right-wing response was that the generation of problems would give way to a new generation of super-problems. There are complex, hand-written-worthy problems in our social life: deficits and debts and climate change; gun violence, and the work of eliminating gun massacres in schools and movie theatres and the like, is not one of them. Gun control works on gun violence as surely as antibiotics do on bacterial infections. In Scotland, after Dunblane, in Australia, after Tasmania, in Canada, after the Montreal massacre, in each case the necessary laws were passed to make gun owning hard, and in each case, well, you will note the absence of mass-murder-like episodes: the Prime Minister of Canada and Australia, in comparison with our own President.

What the New York Police Department found out, through empirical experience and better organization, was that making crime even a little bit harder made it much, much rarer. This is the fundamental flaw of pro-confiscation: it is an utter, absolute, and complete failure. Those who hold themselves together enough to be capable of killing anyone are subject to the same rules of opportunity as some people. Every mass-murderer has opportunities to play their masses, behave in different ways depending on the possibilities at hand. But we need a degree of determination and organization from someone intent on committing a violent act, and the odds that the violent act will take place are radically reduced, in many cases to zero.

Lori is the Harvard social scientist David Hemenway’s work on gun violence to see how simple it is the phrase “more guns = more homicide,” indeed if you are a gun owner, the more guns there are in a country, the more gun owners there are. Not only do they have fewer gun murders (and suicides and accidental shootings) than those without. (Hemenway is also the one who has shown that the inflated figure of guns used in self-defense every year, running even to a million or two million, is a gross exaggeration, even though it’s still cited by pro-gun enthusiasts. Those hundreds of thousands of interviews by gun owners left no record in emergency wards or morgues; instead, left no record in ward of bruised or broken. This is because they did not exist. Hemenway has discovered, in his discussion in this interview with Harvard Magazine, that what is usually presented as a case of self-defense with guns is, in the real world, almost invariably a story about an excitable quarrel. “How often might you appropriately use a gun in self-defense?” Hemenway asks rhetorically. “Answer: zero to one in a half-million.” The eight-warriors who were killed, either from a confrontation on the street, they were killed, either from a confrontation on the street, or in a situation they were in, or in a situation they were in a confrontation on the street.

So don’t listen to those who, seeing twenty dead kids and seven-year-olds in ten minutes, say that the only solution is to build a wall. There are no walls in the world that can stop the hate. There are no walls in the world that can stop the hate. There are no walls in the world that can stop the hate. There are no walls in the world that can stop the hate. There are no walls in the world that can stop the hate. There are no walls in the world that can stop the hate. There are no walls in the world that can stop the hate. There are no walls in the world that can stop the hate. There are no walls in the world that can stop the hate. There are no walls in the world that can stop the hate.
Re-design of three Arctic Monkeys albums: *AM, Tranquility Base Hotel And Casino*, and *Suck It And See*. 
photography: Zackery Michael
ARCTIC MONKEYS
TRANQUILITY BASE HOTEL & CASINO

photography: Zackery Michael
LOGOS

A mix of re-designed logos that already exist and logos from fictional companies.
1. EXPLORATORIUM: A learning museum for science enthusiasts.
2. THE GOOD MOOSE: Company that makes drinks and snacks for the outdoors.
3. ROB’S CHOP SHOP: 50’s style haircuts for men and sell appropriate product line.
4. YARN BARN: A down-to-earth and quirky knitting and crochet store.
4. TWO SWANS WINERY (fictional): A winery based in California.
5. SOHEE FIT: A personal training and nutrition coach.
6. BOP (fictional): A baby toy company based in Switzerland.
7. URBAN ARCHEOLOGY: Lighting, architectural elements, and bath accessories based on the urban vernacular.
10. BELAFONTE (fictional): Seafood eatery inspired by the movie Life Aquatic with Steve Zissou by Wes Anderson.
11. UNLOCKED COFFEE CO. (fictional): Urban and industrial-inspired coffee shop in Austin, Texas.
12. ONE TO ONE (fictional): Company that sells produce from local farmers and donates produce to households with low food security.
A fictional baby toy company based in Switzerland. BOP only uses wood from recycled resources and non-toxic, harmless paints.
style guide

logo

BOP BOP BOP

colors

- Blue: C: 85%, M: 0%, Y: 0%, K: 0%
- Red: C: 0%, M: 95%, Y: 89%, K: 0%
- Orange: C: 0%, M: 30%, Y: 84%, K: 0%
- Green: C: 23%, M: 0%, Y: 35%, K: 0%
- White: C: 0%, M: 0%, Y: 0%, K: 100%

- R: 14, G: 177, B: 180
- R: 238, G: 48, B: 49
- R: 251, G: 179, B: 66
- R: 198, G: 228, B: 183
- R: 35, G: 31, B: 32

- Helvetica
- Helvetica Bold

- Pattern

- Shapes
instagram ads

boptoys
Sponsored

Shop Now

5,512 likes

photography: HeirLoomKidsUSA
web landing page

BOP TOYS FOR TINY PEOPLE

SHOP OUR PRODUCTS  SPECIALS  ABOUT US  FAQ

Photography: HeirLoomKidsUSA
ONE TO ONE

A company that sells produce from local farmers and donates produce to households with low food security.
produce shipping box design
FOOD SECURITY

STATUS OF U.S. HOUSEHOLD IN 2017

FOOD INFUSION

At this year's rate, there are millions of children who do not have enough food to eat. Food insecure households include those with low food security and very low food security.

WHAT WE ARE
Provided in 2012, 1/1 One to One is an organization of hard-working farmers, culinary artists, nutritionists, and communities that want to put an end to food insecurity.

WHAT WE LOVE
Our love is for people and food. To be more specific, we love people and whole foods. Our mission is to provide people with the foods they need to have a good diet and a nutritionally sound lifestyle.

HOW WE LIVE
We wake up with your local farmers to provide you with your weekly box of nutritious, Colorado-grown fruits and vegetables. Every time you purchase a box you are also paying for a box that same produce that goes to a family in need with food insecurity. That's the way it's supposed to be here.

Every box of produce you purchase, you are not only giving the local farmers the chance to lead the way of innovation and pass along your food security. You are giving income to your local farmers and giving food to families in need.

FOOD SECURITY
- high food insecurity, no reported instances of food access problems or barriers
- moderate food insecurity, some or no reported food insecurity, typically of anxiety over food availability or shortage of food in the household, lack of or uncertainty of changes in income or food assistance

FOOD INSECURITY
- low food insecurity, reports of reduced quality, serving, or frequency of meals, social or psychological induction of reduced food intake
- very low food insecurity, reports of multiple instances of disrupted eating patterns and reduced food intake

FIND RECIPES AND HELPFUL TIPS
www.eatlocalco.org
www.1to1one.org
@one_to_one

WEbsites
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www.1to1one.org
@one_to_one

NOTE TO LEARN HOW YOU CAN HELP MORE VOLUNTEERS FOR FOOD DELIVERY

Get certified and become a professional driver and deliverer!
www.eatlocalco.org/deliver
Thank you for taking the time to view my portfolio!

Savy