THE DIRECTION / RESTAURANT

# Mango & Smoke

One restaurant. One connected impression.



## THE BRIEF

Bring Filipino food, American barbecue and generous hospitality into one recognizable restaurant concept. Give a hungry visitor useful places to go after the first impression.

## THE WORK

Website direction, category-led menu, food imagery and coordinated promotional artwork.

## DESIGN DECISIONS

A dark food-led website, a warmer printed menu and mango accents hold the different formats together. Promotions carry the same identity, with a clear occasion and a destination.

## EXPLORE THE CONCEPT WEBSITE

This file shows a design approach and sample working notes. It is not a client engagement, a record of measured business results or a final production specification.

THE HANDOVER / A WORKING STARTING POINT

# Make the next step useful.

Sample project notes for Mango & Smoke. The final content, access, ownership and review process would be agreed with the business.

## WORKING NOTES

01 Keep a single approved source for dishes, prices, ingredients and allergen wording.

02 Match the website, profile and poster before changing a promotion.

03 Confirm final hours, location, ordering and booking arrangements before a real launch.

## OWNER DECISIONS TO CONFIRM

## REVIEW PRIORITIES

- [ ] Check that menu categories are readable on a phone.
- [ ] Check every promotion against the approved dates, times and destination.
- [ ] Review food descriptions and final print files with the business owner.

## BEFORE A REAL PROJECT

Agree the deliverables, final content, account access, ownership, price, payment timing, feedback rounds and timeline separately. The working website demonstrations use sample information and do not take real bookings or orders.