THE DIRECTION / VENUE

Red River BBQ

Food and live music, sharing the same stage.



THE BRIEF

Make a barbecue and music venue feel like one destination. A visitor should understand the food, the atmosphere and the reasons to come back, without searching through separate stories.

THE WORK

Venue website, menu and music presentation, courtyard art direction and merchandise mockups.

DESIGN DECISIONS

Warm copper tones, a strong editorial headline and courtyard imagery connect the menu with the energy of a night out. The identity also has enough character to carry onto apparel.

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 Red River BBQ. The final content, access, ownership and review process would be agreed with the business.

WORKING NOTES

01 Treat event details as their own content: title, date, doors, location and next action.

02 Keep illustrative event examples separate from any real ticket or reservation service.

03 Use the approved artwork and final supplier specifications for any physical merchandise.

OWNER DECISIONS TO CONFIRM

REVIEW PRIORITIES

- [ ] Find the menu and music sections from the first screen.
- [ ] Read an event announcement for what, when, where and the next step.
- [ ] Check artwork placement and legibility at the actual print size.

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.