

KOREAN STYLE CHINESE RESTAURANT

# 安東莊

User/Target Audience



All age and gender

Mostly office workers / frequent customers/bloggers

People that are located near the restaurant

Koreans (since the restaurant is in Korea)

Tourists (the location of the restaurant is near a hot place in Korea)

# Survey Results

4. Do you pay any attention to the logos of the restaurant?

[More Details](#)

|           |   |
|-----------|---|
| Yes       | 3 |
| No        | 5 |
| Sometimes | 2 |



5. Do you pay attention to the cover page of the menu?

[More Details](#)

|           |   |
|-----------|---|
| Yes       | 4 |
| No        | 6 |
| Sometimes | 0 |



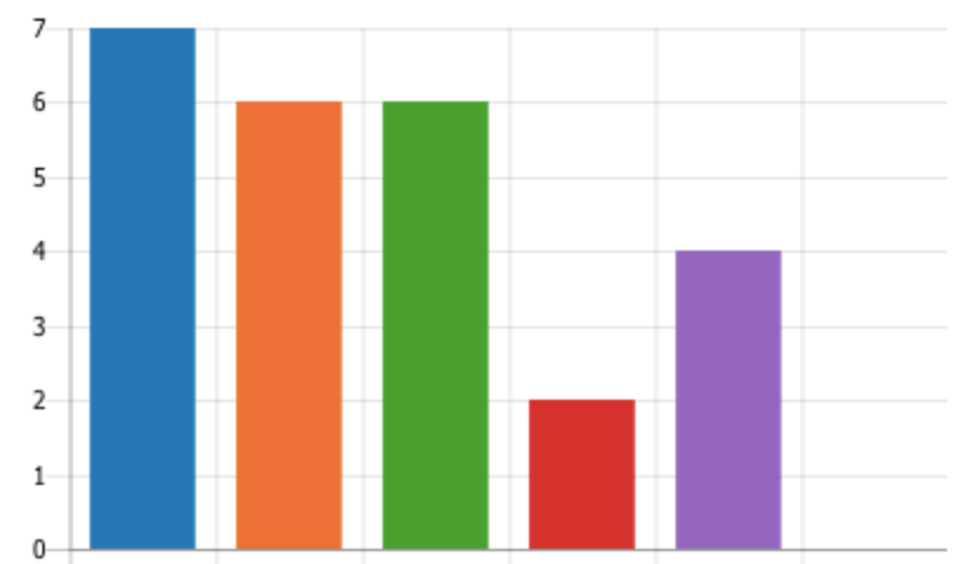
From these data results, we can see that not many people pay much attention to the logos or the cover page of the menu. This could be a challenge to me because, in order to make my graphic successful, I would need honest and positive feedback from the audience but if they don't have any interest in the logo, my design would not be able to get any attention.

From this data results, we can see that the audiences have a specific expectation for a logo. This data gives me a lot of help and suggestions because it tells me what I should put in the logo. With this result, I could start to navigate the approximate placing of my logo.

6. What do you think are the three most important aspects of a logo?

[More Details](#)

|              |   |
|--------------|---|
| Color        | 7 |
| Style        | 6 |
| Text         | 6 |
| Theme        | 2 |
| Illustration | 4 |
| Other        | 0 |



7. How should a logo of a Korean style Chinese restaurant look like?

Red...stylish

I think it sound look like red

red, yellow, dragon

it should have texts that have chinese styles

깔끔한것 Neat

pretty and something that really lights up our minds. THis means that it is attacking our minds, then I might go in.

멋있게 Cool

Text similar to Chinese characters with colors that hook consumers' eyes.

음식의 관한 로고면 기억에 많이 남을것같음. If it is something about food, then it would be memorable

From these data results, we can see that the audiences have similar ideas for a logo. One that came out frequently was the color red. This was really interesting because I think that when people think of something related to China, they think of the color red directly. They also wanted something that is neat, stylish, something connected with food, etc... From this result, I could start planning the things designs of the logo.