

Queens Head-Namecard Project

Project involves the re-design of a namecard for a pub/restaurant located in the heart of Seoul, South Korea. Queens Head owns 2 different branches, the 1st branch in Suwon, Seoul, and the 2nd branch in Hong Dae, Seoul. Both provide a European pub like environment. They have a history of almost a decade, specialising in microbrewery and European pub food as well as light Italian delicacies.

Current namecard serves as an information card with a map. Namecard for personal/business purpose do not exist.

Client has requested a re-design of the namecard for both, store use & staff use.

- Both branches will use the same namecard format.
- Existing logo, brand, name must be implemented in the new design.
- Staff use namecards will be provided to 6 members only; **general manager, manager, main chef, second chef and 2 general staffs.**

SPECIFICATION:

Phase 1:

-Phase 1 will involve the re-design of the staff use namecards.

Phase 2:

-Phase 2 will involve the re-design of the store namecards.

PROJECT PHASE:

