

KOREAN **BANCHAN**
DOSHIRAK

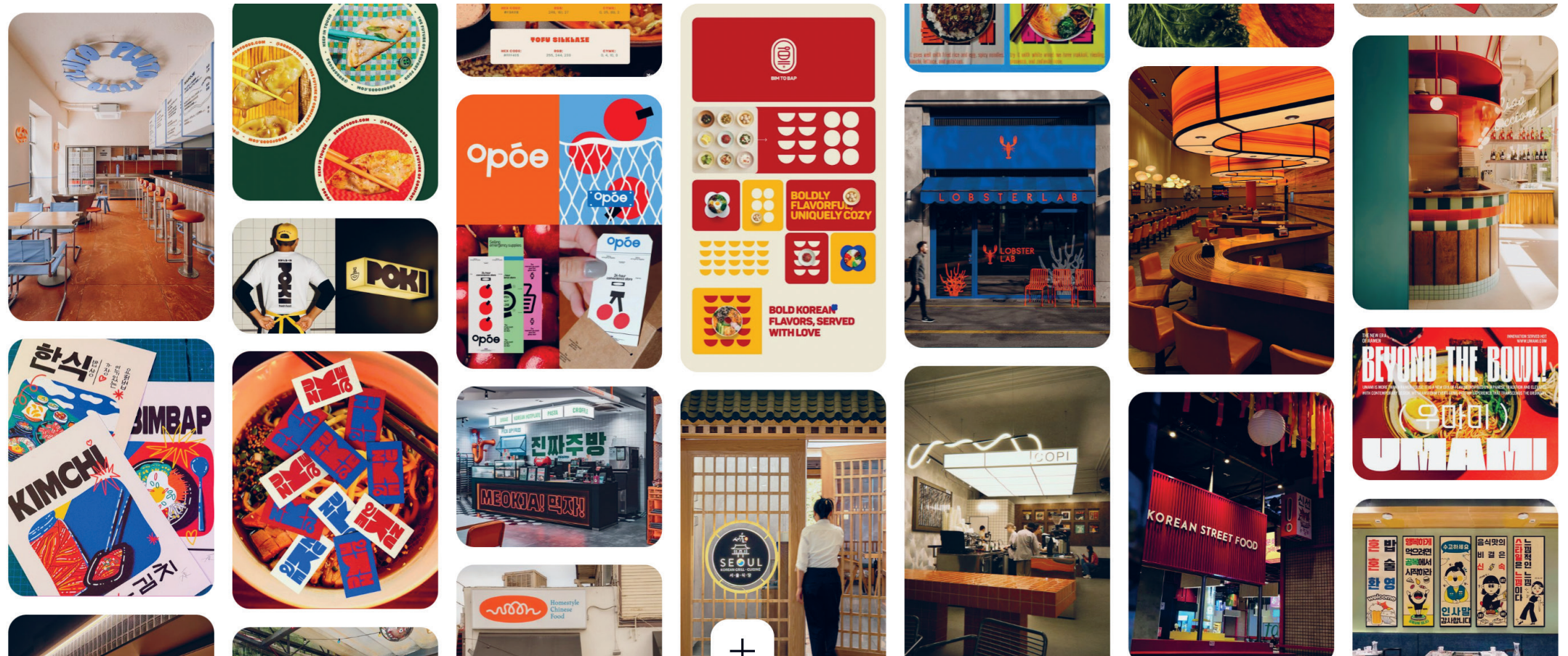
Concept

The concept for this project was to create a friendly, approachable Korean side-dish restaurant that catered towards a Western audience.

I considered how for other cuisines, there were many food spots that conveyed the cuisine, but for the Korean cuisine, it was often limited to K-BBQ.

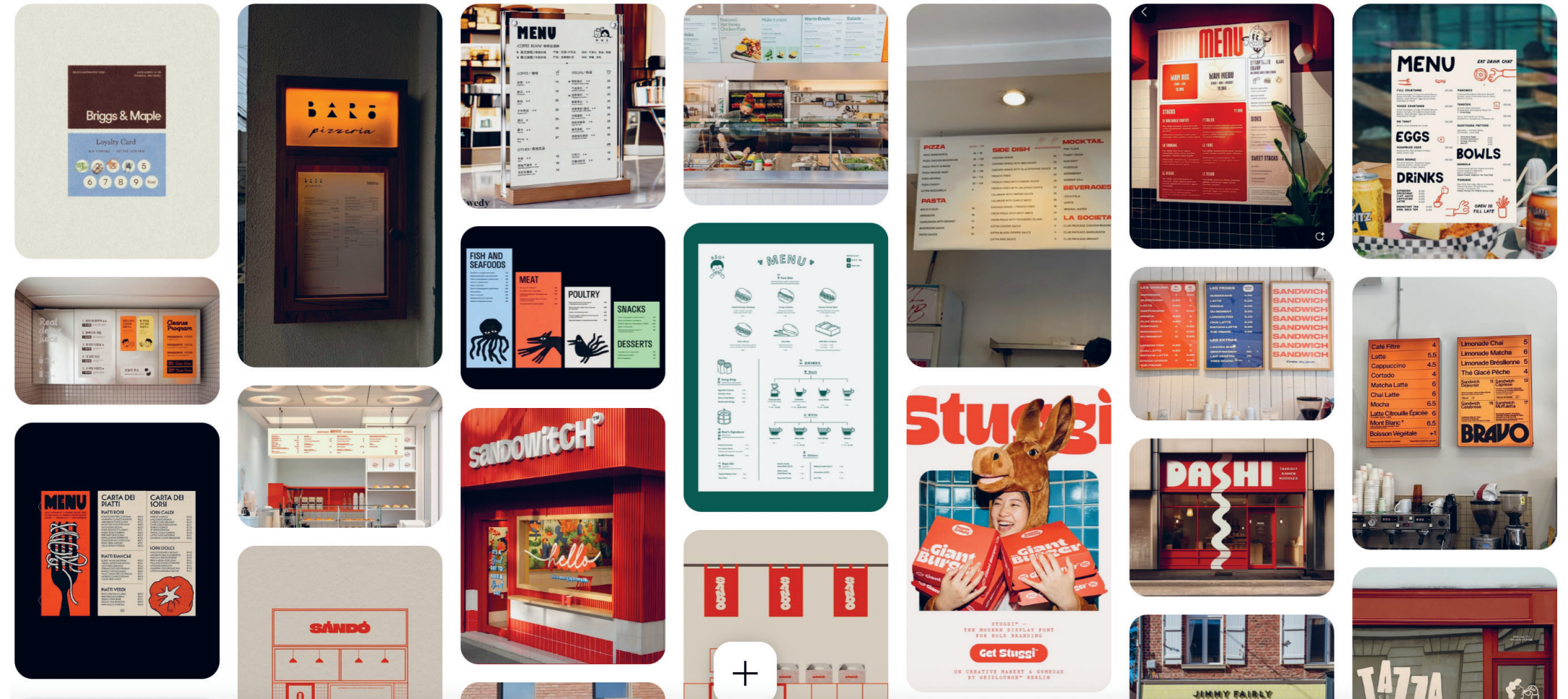
For example, think about the Japanese cuisine. There are ramen spots, sushi spots, katsu spots, etc.

I wanted to create a restaurant idea that was approachable and not intimidating - one that expressed the Korean culture to include many side dishes for meals. I wanted to convey this through friendly but confident branding.



Ideation

I started brainstorming by creating a visual moodboard to get the vibe, fonts, and colors to evoke my concept.



Logo & Font

After identifying the personality of my brand and the general colors, I explored typefaces in both English and Korean.

도시락
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도시락
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도시락
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도시락

doshirak

도시락

do shi rak

DSR

dsr

DSR

DSR

도시락

DOSHIRAK

Doshirak
Doshirak
Doshirak

Heading Font - Pacaembu

Ballinger Condensed

Bryant Condensed

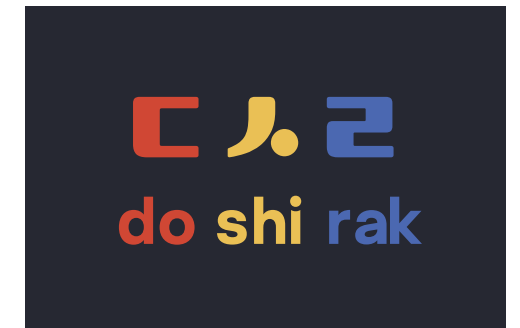
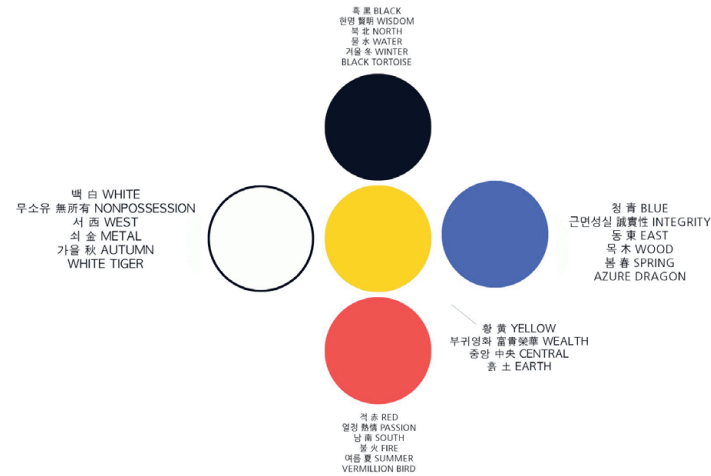
Pacaembu

Sofia Condensed

Colors

For a while, I wondered if I should take inspiration from the traditional Korean cardinal colors (obaengsaek), thinking that it would be a cool way to blend tradition with a modern style.

I was particularly struggling with the colors because on the one hand, using the traditional colors seemed like a powerful point of inspiration, while on the other hand, I believed that the brand could be stronger with just using the red - and expanding with green to make the brand seem more fresh, healthy, and delicious to eat.



First Direction

I felt like I solidified one strong direction!

But ... it felt plain and lacked personality. It felt cohesive, yes, but I envisioned a brand with more personality - at least a bolder font.

do shi rak

Title - Pacaembu
Heading - Sofia Condensed
Body - Pacaembu

Build Your Doshirak!

- 1 BASE (1)**
 - Rice
 - Rice with beans
 - Lettuce
- 2 PROTEIN (1)**
 - Bulgogi
 - Spicy Stir-Fried Pork
 - Braised Tofu
 - Soy Garlic Chicken Wings
- 3 SIDES (2-3)**
 - Kimchi
 - Japchae
 - Dumplings (Pork or Veggie)
 - Pajeon
 - Tteokbokki
- 4 ADD A STEW (+\$4)**
 - Kimchie Jigae
 - Doenjang Jigae



Try Our Combos:

CLASSIC SEOUL
Rice + Bulgogi + Kimchi + Japchae + Pork Dumplings

SWEET & SAVORY
Rice + Soy Garlic Chicken Wings + Kimchi + Japchae + Pajeon

SPICY SET
Rice + Spicy Stir-Fried Pork + Kimchi + Tteokbokki + Pork Dumplings

GREEN BOX
Lettuce + Tofu + Kimchi + Veggie Dumplings + Pajeon



do shi rak MENU ABOUT

Korean, made simple.

do shi rak MENU

BUILD YOUR OWN DOSHIRAK! \$14.50

- 1 BASE (1)**
 - Rice**
White rice
 - Rice with beans**
White and brown rice with black beans and soy beans
 - Lettuce**
Soft-leaf green lettuce
- 2 PROTEIN (1)**
 - Bulgogi**
Thinly sliced beef marinated in soy sauce, sesame oil, ginger, sugar, and Korean pear
 - Spicy Stir-Fried Pork**
Thinly sliced pork marinated in spicy gochujang paste, garlic, and ginger
 - Braised Tofu**
Sliced tofu slow-cooked in soy sauce, garlic, and caramelized onion
 - Soy Garlic Chicken Wings**
Fried chicken marinated with soy sauce, sesame oil, garlic, and ginger
- 3 SIDES (2-3)**
 - Kimchi**
Napa cabbage seasoned in gochugaru (chili powder), garlic, ginger, and scallions
 - Japchae**
Stir-fry glass noodles tossed with vegetables and marinated beef, seasoned with soy sauce and sesame oil
 - Dumplings (Pork or Veggie)**
Crunchy thin dough with either pork filling or vegetables filling, with scallions and sweet potato noodle filling
 - Pajeon**
Pan-fried "pancake" made from batter of flour, eggs, water, mixed with scallions (+\$1 for seafood or kimchi addition)
 - Tteokbokki**
Stir-fried, spicy rice cake marinated with gochujang (chili paste), served with tempura and hard-boiled egg
- 4 ADD A STEW (+\$4)**
 - Kimchi Jigae**
Spicy stew made with kimchi, pork, tofu, scallions, seasoned with gochugaru (chili powder) and gochujang (chili paste)
 - Doenjang Jigae**
Savory stew made with doenjang paste simmered with zucchini, onions, mushrooms, tofu, and pork

TRY OUR COMBOS: \$12.50

- CLASSIC SEOUL:** Rice + Bulgogi + Kimchi + Japchae + Pork Dumplings
- SWEET & SAVORY:** Rice + Soy Garlic Chicken Wings + Kimchi + Japchae + Pajeon
- SPICY SET:** Rice + Spicy Stir-Fried Pork + Kimchi + Tteokbokki + Pork Dumplings
- GREEN BOX:** Lettuce + Tofu + Kimchi + Veggie Dumplings + Pajeon

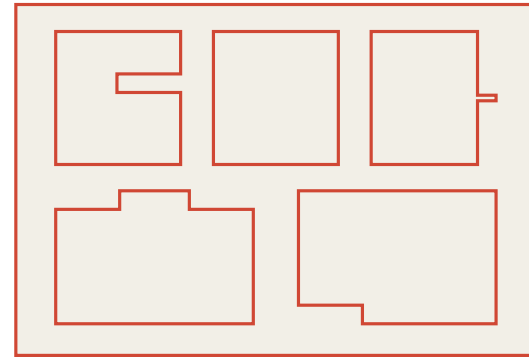


Calm, friendly,
mature, welcoming,
not intimidating

More Workshopping

I was back to square one, or at least it felt that way. However, I felt determined to express the brand in the way that I envisioned it myself.

I explored more fonts, specifically Korean ones



DOSHIRAK

도시락

DOSHIRAK
도시락

DOSHIRAK
도시락

DOSHIRAK
DOSHIRAK
DOSHIRAK 도시락
DOSHIRAK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KOREAN BANCHAN
DOSHI
RAK 도시락

KOREAN BANCHAN
DOSHI
RAK

DOSHIRAK
도시락

DOSHIRAK
도시락

DOSHIRAK
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DOSHIRAK
도시락

KOREAN BANCHAN
DOSHI
RAK

KOREAN BANCHAN
도시락

YO
OU

ASE

KOREAN BANCHAN
DOSHIRAK

DOSHIRAK

More Workshopping

I experimented with shapes; for example, I used ovals to evoke a sense of friendliness.

I wondered if using all the colors and round shapes communicated a younger targeted audience. In a critique session, a peer noted that while the first direction felt more mature (like sweetgreen), this second direction felt more youthful, solike somewhere that high schoolers would go after school (like Chipotle).

I wanted to find a middle ground.

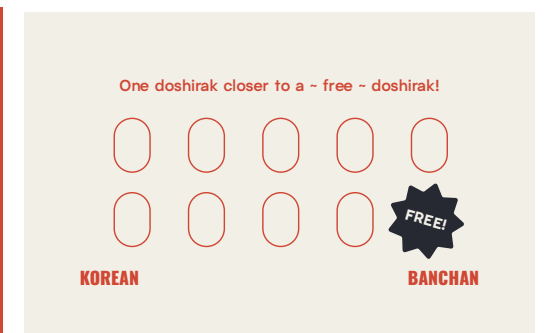
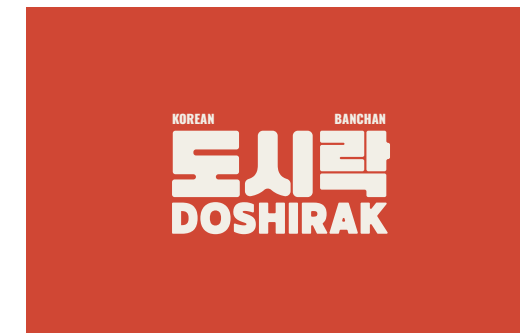
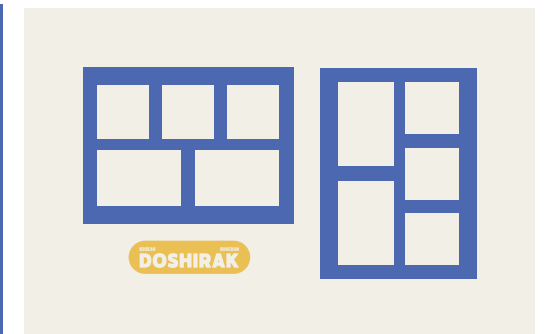


Additional Collateral

Out of the multiple touchpoints I wanted to include, I definitely wanted to create a strong menu and loyalty cards.

At first, I worked with 8.5 x 11 dimensions (in inches). After some feedback, I wondered if this was an awkward size to hold at a restaurant that I envisioned to run like Chipotle or sweetgreen.

I experimented with 11 x 17, as well as 8.5 x 11 but as a landscape brochure.



AI Generation

I used Chat GPT and Gemini to generate images that brought my concept to life. I used the second direction as my point of reference.

There were obviously some areas where AI generation fell short .. (for ex. the logo on the packaging of one of the boxes is distorted).



Final Deliverables

DOSHIRAK

KOREAN BANCHAN
DOSHIRAK

KOREAN BANCHAN
도시락

**DOSHI
RAK**
KOREAN
BANCHAN



#F6F0E7

#EAE4E0

#2B2B2B

#D4372C

#B62C27

DOSHI
RAK

KOREAN
BANCHAN

BUILD YOUR DOSHIRAK (\$14.50):

STEP 1: BASE

Rice
Rice with beans
Lettuce

STEP 2: PROTEIN

Bulgogi
Spicy Stir-Fried Pork 🔥
Braised Tofu
Soy Garlic Chicken Wings

STEP 3: SIDES

Kimchi 🔥
Japchae
Dumplings (Pork or Veggie)
Pajeon
Tteokbokki 🔥

MAKE IT
A SET!

ADD A STEW (+\$4)

Kimchi Jigae 🔥
Doenjang Jigae

Swap a side for a protein for +\$3

🔥 = Spicy

TRY OUR COMBOS (\$12.50):

CLASSIC SEOUL

Rice + Bulgogi + Kimchi +
Japchae + Pork Dumplings

SPICY SET 🔥

Rice + Spicy Stir-Fried Pork +
Kimchi + Tteokbokki +
Pork Dumplings

SWEET & SAVORY 🔥

Rice + Soy Garlic Chicken
Wings + Kimchi +
Japchae + Pajeon

GREEN BOX

Lettuce + Braised Tofu +
Kimchi + Veggie Dumplings
+ Pajeon

🔥 = Spicy

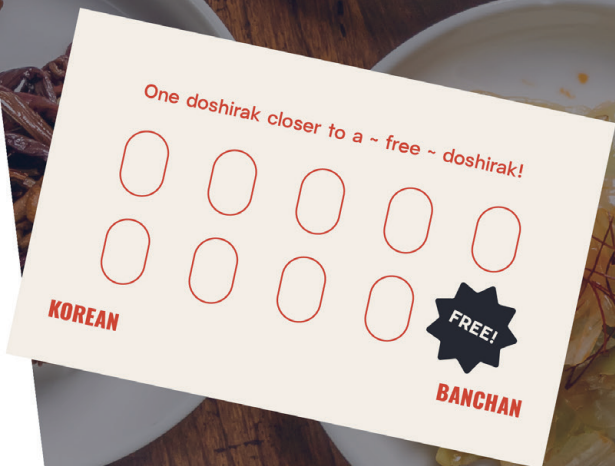
KOREAN BANCHAN DOSHIRAK

Doshirak
123 Doshirak St
doshirak.com

Quantity	Item	Price
1	BYOD B - Rice P - Bulgogi P - Soy Garlic Chicken Wings +\$3 S - Kimchi S - Japchae St - Kimchi jigae +\$4	\$14.50
1	Combo C - Green Box	\$12.50
Subtotal:		\$34.00
Tax:		\$1.98
Total:		\$35.98

Card: **** * 9831
Type: Mastercard
Entry: Contactless

감사합니다!



MENU

DOSHI
RAK

BUILD YOUR DOSHIRAK (\$14.50):

STEP 1: BASE

Rice

White rice

Rice with beans

White and brown rice with black beans and soy beans

Lettuce

Soft-leaf green lettuce

STEP 2: PROTEIN

Bulgogi

Thinly sliced beef marinated in soy sauce, sesame oil, ginger, sugar, and Korean pear

Spicy Stir-Fried Pork 🔥

Thinly sliced pork marinated in spicy gochujang paste, garlic, and ginger

Braised Tofu

Sliced tofu slow-cooked in soy sauce, garlic, and caramelized onion

Soy Garlic Chicken Wings

Fried chicken marinated with soy sauce, sesame oil, garlic, and ginger

(Swap a side for a protein for +\$3)

STEP 3: SIDES

Kimchi 🔥

Napa cabbage seasoned in gochugaru (chili powder), garlic, ginger, and scallions

Japchae

Stir-fry glass noodles tossed with vegetables and marinated beef, seasoned with soy sauce and sesame oil

Dumplings (Pork or Veggie)

Crunchy thin dough with either pork filling or vegetables filling, with scallions and sweet potato noodle filling

Pajeon

Pan-fried "pancake" made from batter of flour, eggs, water, mixed with scallions (+\$1 for seafood or kimchi addition)

Tteokbokki 🔥

Stir-fried, spicy rice cake marinated with gochujang (chili paste), served with tempura and hard-boiled egg



ADD A
STEW (\$4)

Kimchi Jigae 🔥

Spicy stew made with kimchi, pork, tofu, scallions, seasoned with gochugaru (chili powder) and gochujang (chili paste)

Doenjang Jigae

Savory stew made with doenjang paste simmered with zucchini, onions, mushrooms, tofu, and pork

TRY OUR COMBOS (\$12.50):

CLASSIC SEOUL: Rice + Bulgogi + Kimchi + Japchae + Pork Dumplings

SWEET & SAVORY: 🔥 Rice + Soy Garlic Chicken Wings + Kimchi + Japchae + Pajeon

SPICY SET: Rice + Spicy Stir-Fried Pork + Kimchi + Tteokbokki + Pork Dumplings

GREEN BOX: Lettuce + Tofu + Kimchi + Veggie Dumplings + Pajeon

🔥 = Spicy



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DOSHIRAK

DOSHI
RAK KOREAN
BANCHAN

