



SAVAGE GOODS  
COFFEE, FOOD, & MORE

# Savage Goods Rescue Plan

I chose this design because I heartily enjoy the cuisine and vibe they are trying to bring to El Paso. The only problem is they lacked a bit in the way of flamboyancy and clean design. They already had a very rustic logo that they would typically stamp haphazardly onto any merchandise: coffee bags, menus, attempt at a t-shirt design.

So I decided that I could help them design wise and (up)vamp their design and provide five deliverables.

For this project I chose, a **menu, business card, event poster, and a passport book**, along with multiple **variations of their basic logo** to make it a bit more eye-catching.

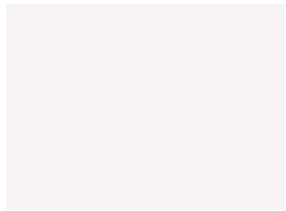
As they pride themselves in being a rustic, industrial, and modern hangout (more than slightly on the cool hipster vibe), I wanted to keep to softer tones (such as the dusty pinks) to offset with the harder tones of brown/black at different values. I also incorporated photos from my personal album to supplement the El Paso scenery and photos that Savage Goods had on their website or social media.

I feel confident that this is a project that I could potentially pitch to the company, should I return home anytime soon and they don't update anything until then.



# Color Scheme

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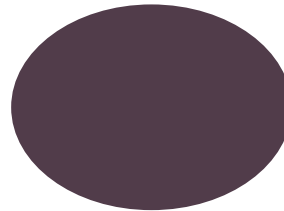
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RGB= 205-171-181  
Hex= #cdabb6

14% Opacity



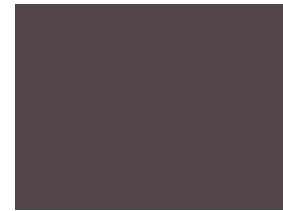
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RGB= 205-171-181  
Hex= #cdabb6

100% Opacity



CMYK= 62-73-49-40  
RGB= 81-60-74  
Hex= #513c4a

100% Opacity



CMYK= 0-24-0-96  
RGB= 48-30-37  
Hex= #301e25

83% Opacity



CMYK= 0-24-0-96  
RGB= 48-30-37  
Hex= #301e25

100% Opacity



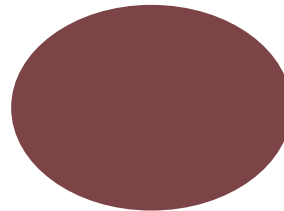
CMYK= 8-42-26-0  
RGB= 228-162-162  
Hex= #e4a2a2

100% Opacity



CMYK= 36-48-32-1  
RGB= 166-136-147  
Hex= #a68893

100% Opacity



CMYK= 39-75-61-31  
RGB= 124-68-70  
Hex= #7c4446

100% Opacity



CMYK= 29-42-25-1  
RGB= 183-153-163  
Hex= #b797a3

100% Opacity



CMYK= 8-35-0-97  
RGB= 39-16-30  
Hex= #27101e

90% Opacity



# Font Styles

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Avenir Next Condensed  
Ultra Light  
Aa Bb Cc Dd Ee Ff  
123456789

**Avenir Next Condensed  
Medium**  
**Aa Bb Cc Dd Ee Ff**  
**123456789**

Lato  
Light  
Aa Bb Cc Dd Ee Ff  
123456789

**Fredericka The  
Great  
Regular**  
**Aa Bb Cc Dd Ee Ff**  
**123456789**

**Avenir Next Condensed  
Demi Bold**  
**Aa Bb Cc Dd Ee Ff**  
**123456789**

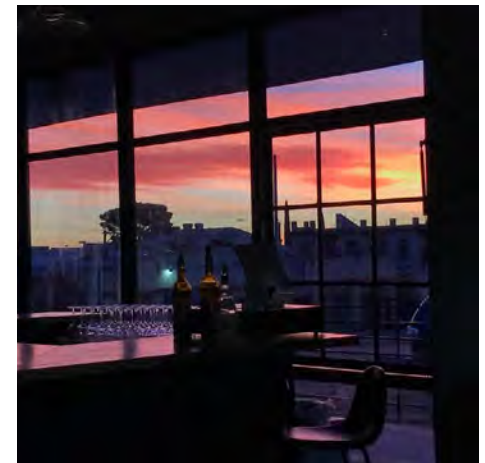
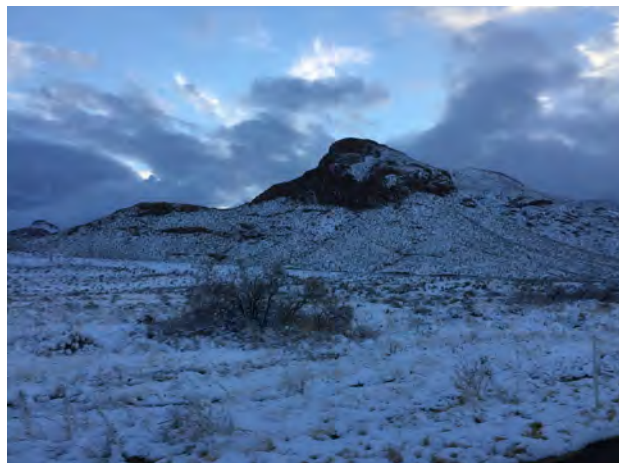
Avenir Next Condensed  
Regular  
Aa Bb Cc Dd Ee Ff  
123456789

Avenir Next  
Ultra Light  
Aa Bb Cc Dd Ee Ff  
123456789

*Marck Script  
Regular*  
*Aa Bb Cc Dd Ee Ff*  
*123456789*



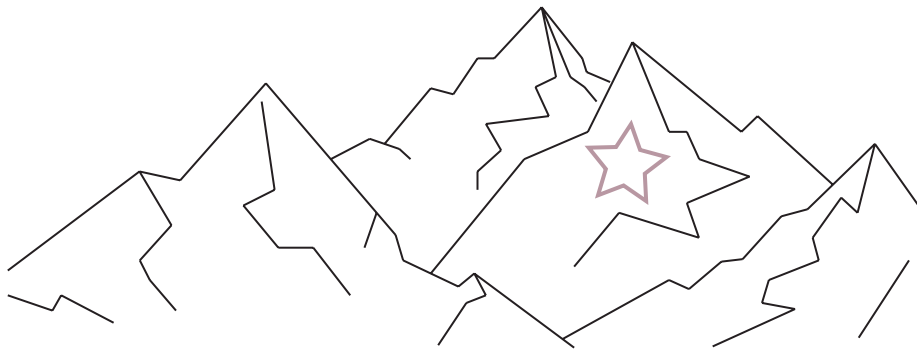
# Pictures





# Logo Ideas

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# Menu Rescue

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## IN THE MORNING

### BREAKFAST BURRITOS

served with housemade salsa | make it a burrito bowl +.50

**Bacon & Eggs\*** | 4.75  
scrambled eggs, thick cut bacon, cheese

**Eggrizo\*** | 4.50  
scrambled eggs, soyrizo, grilled onions, cheese

**Savage Scramble** | 5.50  
tofu scramble, potatoes, vegan cheese

### BUILD YOUR OWN BURRITO

start with eggs\* 3.50 or tofu scramble 4.50, then add:  
thick cut bacon\* 1 | soyrizo .75 | cheddar\* .75 | vegan cheese .75 | potatoes .25  
green chili .25 | grilled onions .25

### TOAST

sourdough | seeded wheat | gluten free multigrain +1

**Nostalgic** | 4  
almond butter, seasonal jam

**Savory** | 5  
cream cheese, pesto, tomato

**Fancy\*** | 6  
garlic herb cheese, soft boiled egg, arugula, radish

### GRANOLA

crunchy maple granola with oats, seeds, local pecans,  
and a hint of brown sugar  
served with fresh fruit and choice of milk  
whole\* 5.25 | almond 5.75 | soy 5.75

Check out the pastry case for our daily selection of fresh, homemade donuts and sweet treats!

## COFFEE | WINE | BEER

### Coffee

Locally roasted by picacho coffee roasters  
Milk Options: Whole Milk\* | Almond Milk +.50 | Soy Milk +.50

House Coffee | Espresso | Cappuccino | Latte | Americano | Cortado | Cold Brew

### Other Drinks

Hot Tea | Iced Tea | Chai Tea Latte | Jarritos | Milk | Orange Juice

### Wine & Beer

Stop by the bar to check out our seasonal selection of wine and local(ish) beers!

## IN THE AFTERNOON

### SALAD & SOUP

#### Rustic Salad | 9

Mixed Greens, Cucumber, Tomato, Onion, Red Cabbage + Your Choice Of Dressing,  
Cheese, and Protein

Dressing: Garlic Vinaigrette | Basil Caesar | Creamy Lemon Avocado

Cheese: Mozzarella\* | Cheddar\* | Provolone\* | Vegan Parmesan

Protein: Thick Cut Bacon\* 4 | Roasted Chicken\* 4 | Seasoned Tempeh 3 | Marinated Tofu 3

#### Ploughman's Lunch\* | 8.50

House Bread, Soft Boiled Egg, Aged Irish Cheddar, Pickled Vegetables, Mustard Or Seasonal Jam

#### Seasonal Soup | Cup 4 | Bowl 6

Seasonal Soup Served With House Bread

#### Soup & Salad | 8

Cup Of Soup + House Salad With Basil Caesar

### SANDWICHES

Served On Sourdough | Gluten Free Multigrain +2

Chips | Cucumber Chips | Side Salad +2 | Soup +3 | Fruit +3

#### Roasted Chicken\*^ | 10

Roasted Chicken, Sun Dried Tomato Pesto, Chipotle Aioli, Aged Provolone, Arugula

^ Ask How To Make It Vegan!

#### Blrt\* | 9

Thick Cut Bacon, Mixed Greens, Roasted Tomato, Garlic Herb Cheese

#### Golden Bbq Chicken\* | 9.50

Golden Bbq Chicken, Tangy Slaw, House Pickles

#### The Tasty Basic\* | 10

Roasted Chicken, Thick Cut Bacon, Mayo, Tomato, Mixed Greens

#### Garden Balsamic | 8.50

Basil Balsamic Vegetables, Garlic Herb Cheese, Mixed Greens

#### Marinated Tofu | 8.50

Marinated Tofu, Garlic Aioli, Pickled Onions, Tomato, Mixed Greens

#### Chipotle Veggie | 8.50

Sauteed Peppers & Onions, Chipotle Aioli, Arugula

#### Veggie Dream | 8.25

Hummus, Cucumber, Tomato, Onion, Mixed Greens, Sprouts

#### Almond Butter & Jam | 6.50

Almond Butter, Seasonal Jam

## AFTERNOON SNACKS

### Trash

Salty, Savory Snack Mix - A Grandma Savage Recipe!  
Small 4 | Large 6

#### Rosemary Cashews | 5

Roasted And Tossed With Fresh Herbs And Spices

#### Dip Flight

Hummus, Pesto, And Creamy Lemon Avocado | Served With House Bread Or Sliced Cucumbers  
Small (Serves 1-2) 8.50 | Large (Serves 3-4) 16

#### Chips & Salsa | 5

Housemade Tortilla Chips And Salsa

All menu items are plant-based unless noted by the \* symbol.  
We take every precaution to prevent cross contamination in our kitchen,  
but due to the shared nature of the space, we cannot guarantee an  
entirely gluten free environment.

Please make our staff aware of any allergies or dietary needs.





# Passport Book Rescue

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THIS PASSPORT  
BELONGS TO:

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JOIN THE TOUR  
DE SAVAGE!

P A S S P O R T



COMPLEMENTARY GIFT  
UPON GETTING ALL THE  
STAMPS FOR EACH ITEM

EL PASO, TX  
79902



Since our beginnings at the Farmer's Market, we have been creating rustic baked goods that everyone can enjoy - omnivore, herbivore, gluten-free, or gluten-full. Now, as a neighborhood cafe and bakery, we are giving the people more of what they want - breakfast, lunch, appetizers, beer and wine, the best coffee in town, and, of course, donuts!

Savage Goods is an experience in connection and community, a place to make your own, a place to belong. After all, food, like life, is best when shared.



## Roasted Chicken

Sun Dried Tomato Pesto | Chipotle Aioli  
Aged Provolone | Arugula

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*Our sandwich that captures the warm spice of El Paso's sunny days and the crisp texture of our Chihuahuan Desert nights. Paired with our homemade Chipotle Aioli and a fresh bed of Arugula. Feeling the heat? Pair it with a nice cold brew of the day!*



## Ploughman's Lunch

House Bread | Soft Boiled Egg | Aged Irish Cheddar  
Pickled Vegetables | Mustard Or Seasonal Jam

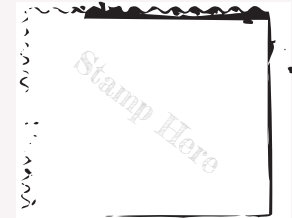
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*Our version of a typical English farmer's lunch: a soft-boiled egg, aged Irish cheddar, housemade pickled vegetables, and arugula, served with homemade sourdough bread and your choice of seasonal jam or course-grained mustard. Best with wine and sunshine!*



*\*Ask how to make it Vegan!*

*(But then again...what isn't?)*





# Business Card Rescue

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IT'S PRETTY SIMPLE REALLY.  
WE LOVE FOOD AND  
WE LOVE THIS CITY.



## CONTACT US

915.383.4765

[hello@savagegoods.com](mailto:hello@savagegoods.com)

## VISIT US

1201 North Oregon Street  
El Paso, TX 79902

## HOURS

Monday-Friday 7am-8pm

Saturday 9am-1pm

Sunday closed



# Event Poster Rescue

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# Beers + Bands

Thursday March 21  
6:30pm - 8pm  
@Savage Goods  
Great Local Music  
Fantastic Beer Specials

Savage  
GOODS

Featuring guest musicians Get Home

