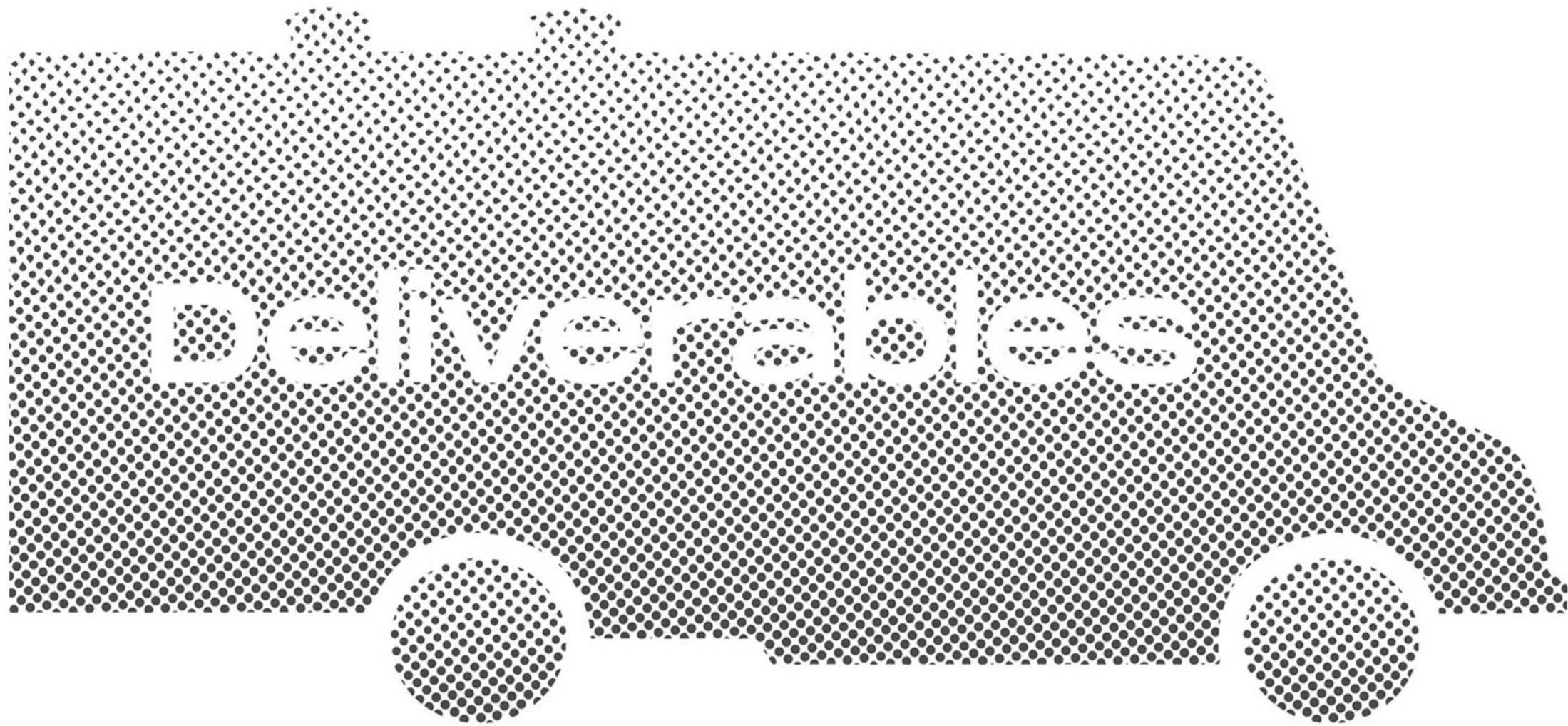


**B-Line Check In**



For this check in we wanted to focus on branding online and implementing the logo and ideas presented last time to see if our design strategies are successful in practice. We also refined some of the menu and product design to further promote seasonality.

# 1 • Website

For the website, Anne focused on implementing aspects of the logo and branding design to create a site that felt unique yet related to all the other aspects of branding. Dotted lines, a colorful palette, and dots and dashes are used to incorporate the other elements of the logo apart from the truck to let customer's get a better sense of the brand.

[menu](#)

[about](#)

[map](#)

[schedule](#)

# B·LINE



home

menu

map

schedule

# ABOUT

fresh ● local ● seasonal ● convenient

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil



# MENU

## MAIN EATS

### The Standard ... \$9

Farm Eggs, Bacon, Seasonal Greens, Dijon Mayo, sandwiched between Hearth Bread

### The Basics ... \$9

Farm Eggs, Avocado, on a slice of Toasted Sourdough

### Scrams ... \$9

Farm Eggs, Caramelized Onion, Feta Cheese, Dill

### The Slim ... \$9

Farm Eggs, Potatoes, Seasonal Greens, with a slice of Hearth Bread

### Farm Cakes ... \$9

Pancakes, Seasonal Fruit, Organic Butter, Wisconsin Maple

## BOWLS

### The gOAT ... \$8

Whole Grain Rolled Oats, Yogurt, Sliced Almonds, Sun Dried Raisins, Michigan Honey, Ceylon Cinnamon

### PB & B ... \$8

Whole Grain Rolled Oats, Smooth Churned Peanut Butter, Sliced Banana, Michigan Honey

## COFFEE

\*LOCALLY ROASTED BEANS\*

### Batch Brew ... \$4

### Cold Brew ... \$4

## VEGGIE JUICE

\*BASED HEAVILY ON SEASONALITY\*

### Green Machine 1 ... \$6

Apple, Romaine Lettuce, Kale, Cucumber, Celery, Chard

### Green Machine 2 ... \$6

Apple, Celery, Spinach, Parsley, Lemon Juice

### Mixer ... \$6

Beet, Carrot, Pear, Pineapple, Orange, Lemon, Ginger

## FRUIT JUICE

\*BASED HEAVILY ON SEASONALITY\*

### Spiced ... \$6

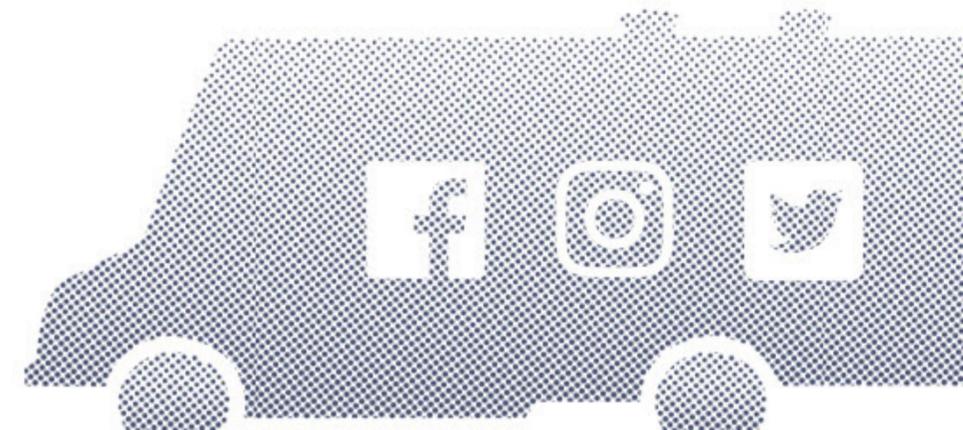
Grapefruit, Squeezed Lemon, Turmeric, Cayenne, Michigan Honey, Chicago's Finest

### Nutty ... \$6

Almond, Cinnamon, Dates, Wisconsin Maple, Vanilla, Chicago's Finest

### Market ... \$6

Apple, Pear, Squeezed Lemon, Carrots



home

about

map

schedule

# MENU



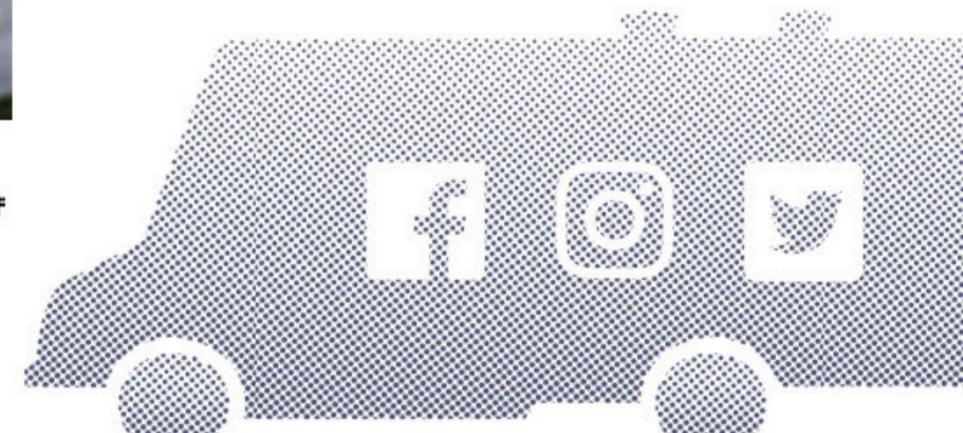
## The Standard ... \$9

Farm Eggs, Bacon, Seasonal Greens, Dijon Mayo, sandwiched between Hearth Bread



## The Basics ... \$9

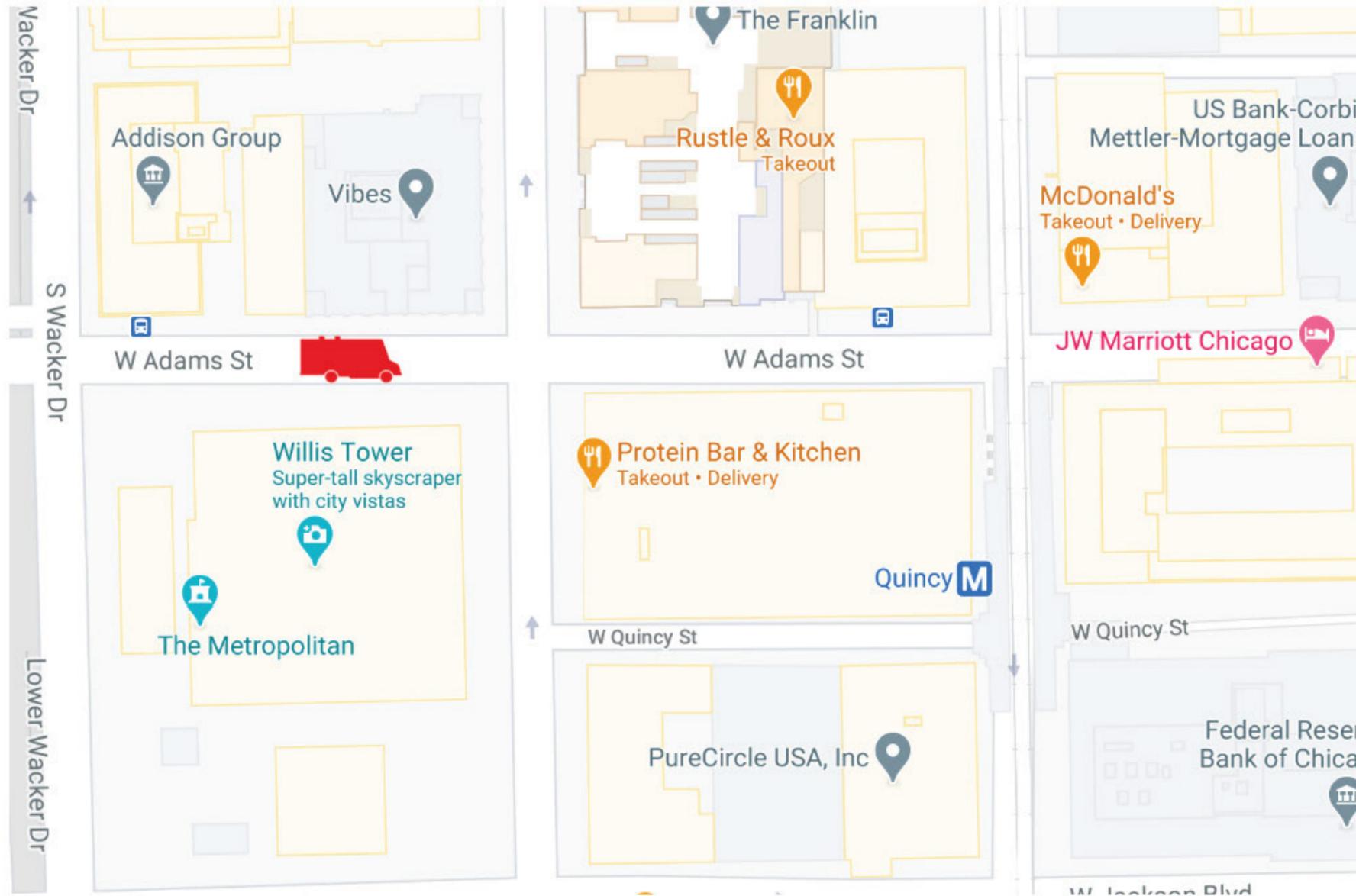
Farm Eggs, Avocado, on a slice of Toasted Sourdough



# MAP



Check here for live updates of where B-Line Truck is right now!



\*LOOK FOR THE LITTLE RED TRUCK!\*



## 2 • App

Alyssa focused on creating a cohesive and intuitive app for customers to order food, find the truck, check out the menu, and get a feel for B-Line's aesthetic.



Home

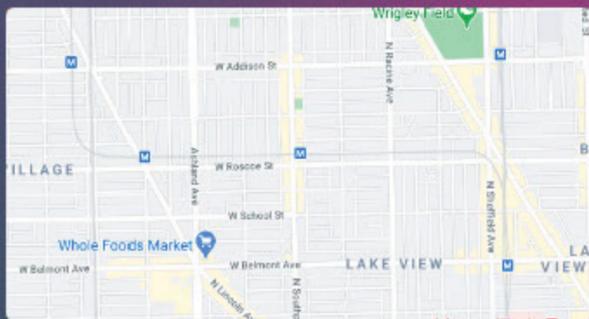


New 2021 Spring Truck Design

ARTIST: ANNE ARNOLD, CALIFORNIA



MENU & order ahead online



LOCATE THE TRUCK



Order Online



Breakfast Bowls

GOOD MORNING IN A BOWL



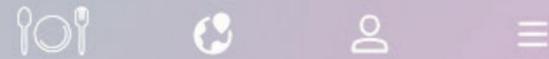
Breakfast Bites

START YOUR DAY RIGHT



Juices

MORNING FUEL



The Standard



The Standard

\$0.00

Farm eggs, bacon, seasonal greens, dijon mayo, sandwiched between hearth bread.

[Add Notes](#)

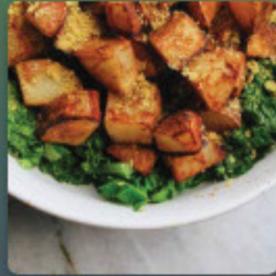
Quantity:

Add to Cart

## Order History



**Jungwoo Choi**  
j\_choi@gmail.com



Spring Special - 3  
\$5.99

[RATE](#) [RE-ORDER](#)



Spring Special - 2  
\$5.99

[RATE](#) [RE-ORDER](#)



Spring Special - 1  
\$5.99

[RATE](#) [RE-ORDER](#)



## Pick-Up Order

Your order will be ready  
in \_\_ minutes.

Add a tip?

15% 20% Custom

Order:

The Standard \$0.00

Quantity: 1

Tax \$0.00

Tip \$0.00

Order Total: \$0.00

Pick up location:

123 Main St.

Billing Info:

[change](#)



..... 0000

**Place Order**

# 3 • Social Media

Alyssa focused on creating a facebook page that brings attributes of the website to another user interface. Anne worked on making the instagram app colorful and half-tone inspired like the rest of the branding but with its own flare for the app.



B-LINE  
@b-line\_chicago

- Home
- About
- Photos
- Reviews
- Events
- Posts
- Community

Create a Page



Like Follow Share

Learn More Send Message

Status  
Write something on this Page...

Search for posts on this Page

Posts

B-LINE  
18 hrs  
Catch a locally green breakfast at B-LINE this spring!  
#local #chicago #foodtrucks #sustainable



Like Comment Share

62

Write a comment...

Community

- Invite your friends to like this Page
- 107,476 people like this
- 99,000 people follow this
- Sara Helwe likes This

About

- Contact B-LINE on Messenger
- Food Truck

People

107k likes

Pages liked by this page

- Local
- Chicago
- Produce

9:41 PM

b.line

**B-LINE** 334 Posts 211K Followers 134 Following

**B-LINE CHICAGO**  
Food Truck  
Fresh. Local. Sustainable. Fast!  
b.line.com

Follow Message Email

the truck spring menu winter menu fall menu summer

Home Search Add Like Profile

9:41 PM

Instagram

You chicagofoodie graffitiart girlandthegoat depe

b.line

Liked by chicagofoodie and others  
Having fun with our seasonal produce. Naturally dyed merch on our website! #bline #foodtruck  
View all comments

Add a comment... 2 1

Home Search Add Like Profile

b.line 14h

# FALL MENU IS HERE

Swipe for a sneak peak of our brand new seasonal AND locally sourced menu items. Check out the full menu on our website!!!

**LINK IN BIO**

Send Message

9:41 PM

Instagram

You, chicagofoodie, graffitiart, girlandthegoat, depe

b.line



Liked by chicagofoodie and others

We are so thrilled to have Cesar Torres painting the truck this weekend! And you know what that means.. our seasonal menu is changing! Stop by, watch him paint, and try our winter eats!

Add a comment... 2 1

9:41 PM

Instagram

You, chicagofoodie, graffitiart, girlandthegoat, depe

b.line



Liked by chicagofoodie and others

NEW MERCH!!! Check it out in person or on our website!

Add a comment... 2 1

9:41 PM

Instagram

You, chicagofoodie, graffitiart, girlandthegoat, depe

b.line



Liked by chicagofoodie and others

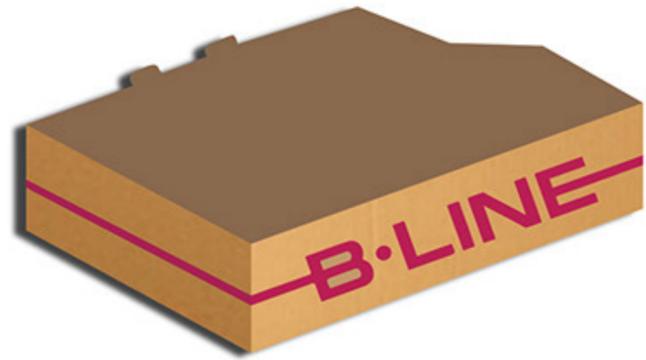
Summer is here! And so are our locally sourced summer greens. Come by and try our power greens fruit smoothie bowl! #bline

Add a comment... 2 1

# 4 • Packaging

Jungwoo focused on creating a bento box to provide a convenient portable container to carry both a meal and juice along with napkins and utensils for easy on the go dining. He also expanded the seasonal packaging design to signify the change in menu through the to go boxes.

B·LINE



Bento Box





# 6 • Business Cards



# 7 • Menu

The image displays four identical menu boards for 'B-Line Menu' Food Bowls, arranged horizontally. Each board is color-coded: pink, blue, orange, and green. The menu items are consistent across all boards, including 'The Standard', 'The goAT', 'The Basics', 'Scraps', 'The Slim', 'Farm Cakes', 'PB&B', 'Vegetable Juices', 'Fruit Juices', and 'Coffee'.

Item	Price
<b>The Standard</b>	\$ 1.00
<b>The goAT</b>	\$ 2.00
<b>The Basics</b>	\$ 1.00
<b>Scraps</b>	\$ 1.00
<b>The Slim</b>	\$ 1.00
<b>Farm Cakes</b>	\$ 1.00
<b>PB&amp;B</b>	\$ 2.00
<b>Green Machine 1</b>	\$ 6.00
<b>Green Machine 2</b>	\$ 6.00
<b>Mixer</b>	\$ 6.00
<b>Spiced</b>	\$ 6.00
<b>Nutty</b>	\$ 6.00
<b>Market</b>	\$ 6.00
<b>Batch Brew</b>	\$ 4.00
<b>Cold Brew</b>	\$ 4.00



B·LINE MENU		B·LINE MENU		B·LINE MENU		B·LINE MENU	
FOOD BOWL		FOOD BOWL		FOOD BOWL		FOOD BOWL	
<b>The Standard</b> \$4.00	<b>The goat</b> \$4.00						
<b>The Basics</b> \$3.00	<b>Scraps</b> \$3.00						
<b>The Slim</b> \$3.00	<b>Farm Cakes</b> \$3.00						
<b>VEGETABLE JUICES</b>		<b>VEGETABLE JUICES</b>		<b>VEGETABLE JUICES</b>		<b>VEGETABLE JUICES</b>	
<b>Green Machine 1</b> \$4.00	<b>Green Machine 2</b> \$4.00	<b>Green Machine 1</b> \$4.00	<b>Green Machine 2</b> \$4.00	<b>Green Machine 1</b> \$4.00	<b>Green Machine 2</b> \$4.00	<b>Green Machine 1</b> \$4.00	<b>Green Machine 2</b> \$4.00
<b>Mixer</b> \$4.00	<b>Fruit Juices</b>						
<b>Spiced</b> \$4.00	<b>Nutty</b> \$4.00						
<b>Market</b> \$4.00	<b>Coffee</b>						
<b>Batch Brew</b> \$4.00	<b>Cold Brew</b> \$4.00						



# 8 • Merch







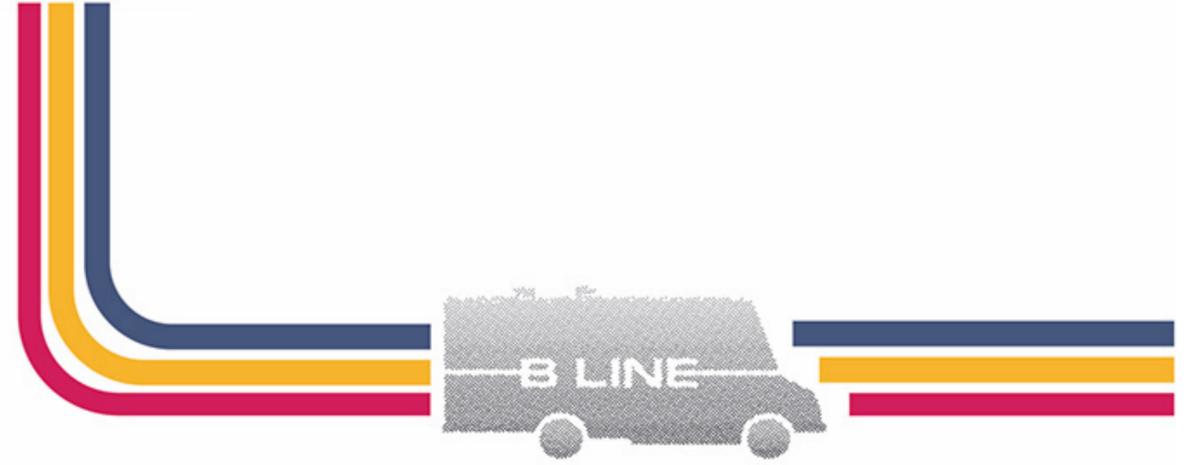
# 8 • Out of Home



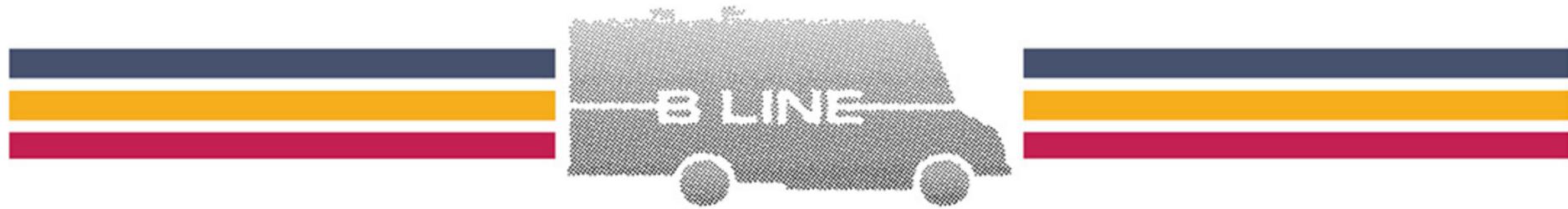




hungry?  
let's go



hungry?  
let's go





# Contact Info

We really appreciate this opportunity and thank you so much for your time. Please reach out with any questions.

Alyssa Odeste  
ajodeste@gmail.com

Anne Arnold  
annebrockarnold@gmail.com

Jungwoo Choi  
jwoo2047@gmail.com

