



KEVIN AKERS design + imagery

Founded in 1981, Farmer Boys “Quick-Casual” restaurants have grown to become a Southern California icon.

Recently, Farmer Boys asked Kevin Akers design + imagery to redesign their menu signage panels which must comply with California’s 2011 nutritional regulations.

Here is a peek at the design process and how the look-and-feel rolled out, first, onto the menus and then onto a new website & product packaging system.

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Business:

Farmer Boys is a Quick Casual - American food concept serving neighborhoods hearty and wholesome farm fresh foods cooked to order in real kitchens in an inviting environment for a fair price by friendly people delivering genuine hospitality.

Communication Objectives:

To create a new menu board design that incorporates nutritional disclosure regulations (calories) and a template for additional pieces that harmonize with the restaurant interiors and supports the brand's personality.

CHEESEBURGER Combo
\$4.99
Includes Flame-Broiled Beef, Real Cheese, Lettuce, Tomato, Pickles, Onion, 1,000 Island Dressing, on a Sesame Seed Bun. With Sausage Only.

20% OFF
Entire order of \$10 or more

BREAD BOWL Combo
\$4.99
Includes Flame-Broiled Beef, Real Cheese, Lettuce, Tomato, Pickles, Onion, 1,000 Island Dressing, on a Sesame Seed Bun. With Sausage Only.



Farmer Boy® Cheeseburger

1/4 lb. Flame-Broiled Beef, Real Cheese.
TASTE GREATNESS!





WORLD'S GREATEST HAMBURGERS

All burgers come with 1/4 lb. flame-broiled all-beef patty, lettuce, tomato, pickles, onion, 1,000 Island Dressing, on a sesame seed bun.

- THE FARMER'S BURGER®** **\$5.49** Cal 1070
 Our legendary, half-pound, flame-broiled burger topped with double cheese, hickory smoked bacon and fresh avocado
- DOUBLE CHEESEBURGER**..... **\$4.59** Cal 920
- BACON CHEESEBURGER**..... **\$4.29** Cal 720
- DOUBLE BACON CHEESEBURGER**..... **\$4.99** Cal 990
- CHEESEBURGER**..... **\$3.39** Cal 650
- CHILI CHEESEBURGER**..... **\$4.59** Cal 570
- HAMBURGER**..... **\$2.99** Cal 590
- VEGGIE BURGER**..... **\$4.59** Cal 610

HOT DOG..... **\$2.29** Cal 413

MAKE IT A COMBO Fries & 22oz fountain drink..... **\$3.99** Cal 1070

ADD AVOCADO..... **\$.99** Cal 80

FRESH SIDES

CRISPY ZUCCHINI 4 Piece **\$2.39**/Cal 413 8 Piece **\$2.99**/Cal 613

GIANT ONION RINGS 4 Piece **\$2.39**/Cal 413 8 Piece **\$2.99**/Cal 613

CHILI CHEESE FRIES..... **\$3.69** Cal 1670

SIDE OF FRIES..... **\$1.79** Cal 1070

A coupon page and menu with a hand-painted look.

4-PIECE FISH & CHIPS PLATTER

Great Catch!

4-Piece Fish & Chips **\$8.99** Includes 22oz fountain drink With Ketchup Only

Fish Sandwich Combo **\$5.49** Includes 12oz and 22oz fountain drink With Ketchup Only

Hot Cakes Combo **\$3.99** 2 Pancakes 2 Eggs, one whole 2 Dishes, Syrup, Oil 2 Orange Patties With Ketchup Only

From Farmhouse to Garden. Freshness Matters. Taste the Difference of Farmhouse. www.farmhouse.com



THE FARMER'S BURGER

World's Greatest Hamburgers

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- Bacon Cheeseburger**..... **\$4.29** Cal 720
- Double Bacon Cheeseburger**..... **\$4.99** Cal 990
- Cheeseburger**..... **\$3.39** Cal 650
- Chili Cheeseburger**..... **\$4.59** Cal 570
- Hamburger**..... **\$2.99** Cal 590
- Veggie Burger**..... **\$4.59** Cal 610
- Hot Dog**..... **\$2.29** Cal 413

Add Avocado!
\$.99 Cal 80

Make it a Combo!
Fries & 22oz fountain drink
\$3.99 Cal 1070

Fresh Sides

- Crispy Zucchini**..... 4 Piece **\$2.39**/Cal 413 8 Piece **\$2.99**/Cal 613
- Giant Onion Rings**..... 4 Piece **\$2.39**/Cal 413 8 Piece **\$2.99**/Cal 613
- Chili Cheese Fries**..... **\$3.69** Cal 1670
- Side of Fries**..... **\$1.79** Cal 1070

What about if we introduce a Farmer Boy icon to the mix?

Client likes the continuity of this idea



World's Greatest Hamburgers



All burgers come with 1/4 lb. flame-broiled all-beef patty, lettuce, tomato, pickles, onion, 1000 Island Dressing, on a sesame seed bun.

The Farmer's Burger... \$5.49 Cal 1070
Our legendary, half-pound, flame-broiled burger topped with double cheese, hickory smoked bacon and fresh avocado

Double Cheeseburger... \$4.59 Cal 920

Bacon Cheeseburger..... \$4.29 Cal 720

Double Bacon Cheeseburger..... \$4.99 Cal 990

Cheeseburger..... \$3.39 Cal 650

Chili Cheeseburger..... \$4.59 Cal 570

Hamburger..... \$2.99 Cal 590

Veggie Burger..... \$4.59 Cal 610

Hot Dog..... \$2.29 Cal 413

Add Avocado..... \$.99 Cal 80

Make it a Combo!

Fries & 22 oz fountain drink
\$3.99 Cal 1070

Fresh Sides

Crispy Zucchini..... 4 Piece \$2.39/Cal 413 8 Piece \$2.99/Cal 613

Giant Onion Rings.. 4 Piece \$2.39/Cal 413 8 Piece \$2.99/Cal 613

Chili Cheese Fries..... \$3.69 Cal 1670

Side of Fries..... \$1.79 Cal 1070



Here is an update on the existing chalkboard theme.

How can we fold in a little of this feel?



WORLD'S GREATEST HAMBURGERS

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The Farmer's Burger®

Our legendary, half-pound, flame-broiled burger topped with double cheese, hickory smoked bacon and fresh avocado

\$5.49 Cal 1070



The Farmer's Burger

Double Cheeseburger	\$4.59	Cal 920
Bacon Cheeseburger	\$4.29	Cal 720
Double Bacon Cheeseburger	\$4.99	Cal 990
Cheeseburger	\$3.39	Cal 650
Chili Cheeseburger	\$4.59	Cal 570
Hamburger	\$2.99	Cal 590
Veggie Burger	\$4.59	Cal 610
Hot Dog	\$2.29	Cal 413
Add Avocado	\$.99	Cal 80

Make it a Combo!

Fries & 22oz fountain drink
\$3.99 Cal 1070

FRESH SIDES

<i>Crispy Zucchini</i>	4 Piece \$2.39 /Cal 413	8 Piece \$2.99 /Cal 613
<i>Giant Onion Rings</i>	4 Piece \$2.39 /Cal 413	8 Piece \$2.99 /Cal 613
<i>Chili Cheese Fries</i>		\$3.69 Cal 1670
<i>Side of Fries</i>		\$1.79 Cal 1070

Homestyle goodness meets with an upscale aesthetic.



French Toast & Hotcakes



French Toast Combo... \$5.39 Cal 890-1197
Hotcake Combo..... \$4.89 Cal 960-1267
 Combo Includes: 2 eggs (any style) and choice of 2 strips of Bacon (Cal 154) or 2 Sausage patties (Cal 460) or Tropical Fruit (Cal 90)

French Toast (6 Triangles) \$4.89 Cal 760
Stack of Hotcakes (4 Hotcakes) \$3.99 Cal 840
 ADD Sliced Strawberry Topping..... \$.99 Cal 55
 Syrup-Cal 240 (2 packets) Sugar Free-Cal 50 (2 packets)

Breakfast Burritos

Made with 3 Scrambled Eggs, Hash Browns, American Cheese & Salsa
with Bacon, Sausage, Ham or Chili
 \$4.99 Cal 1072-1240



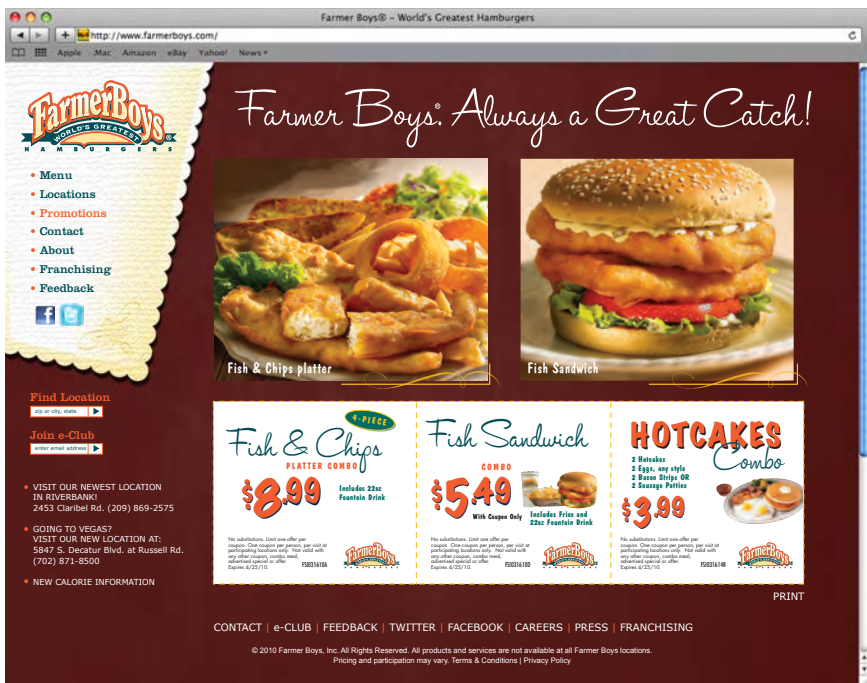
Farmer's Favorites

Egg Sandwich..... \$2.99 Cal 878
 with Bacon, Sausage Patty or Ham \$3.99 Cal 941-1150
Steel Cut Oatmeal... \$2.99 Cal 197-250
 Toppings: Strawberry, Mixed Berry or Brown Sugar
Tropical Fruit Bowl..... \$2.49 Cal 180
Biscuits & Sausage Gravy..... \$3.39 Cal 560

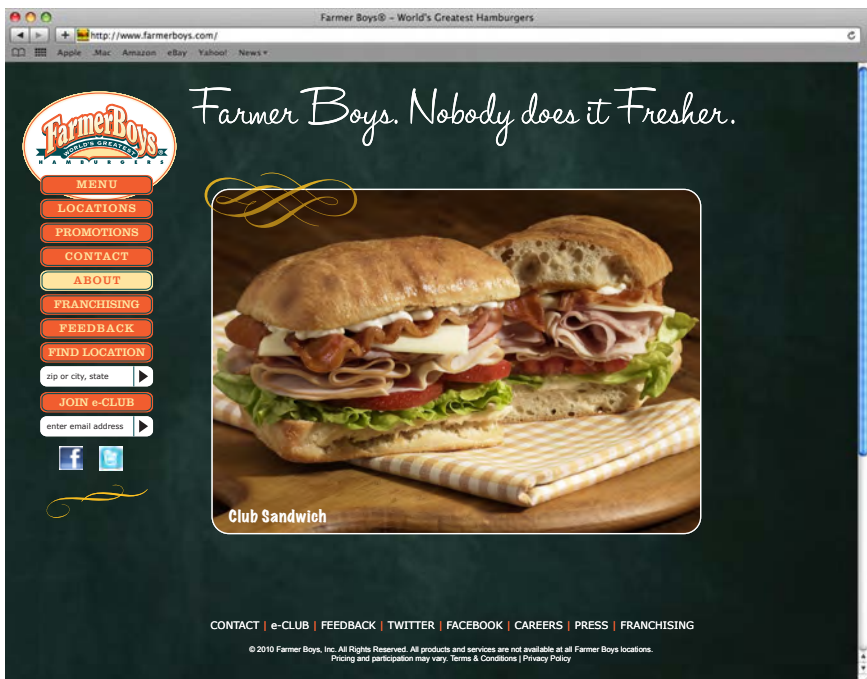
KID'S BREAKFAST

Lil' Farmhand Hotcake
 \$2.99 Cal 670/750

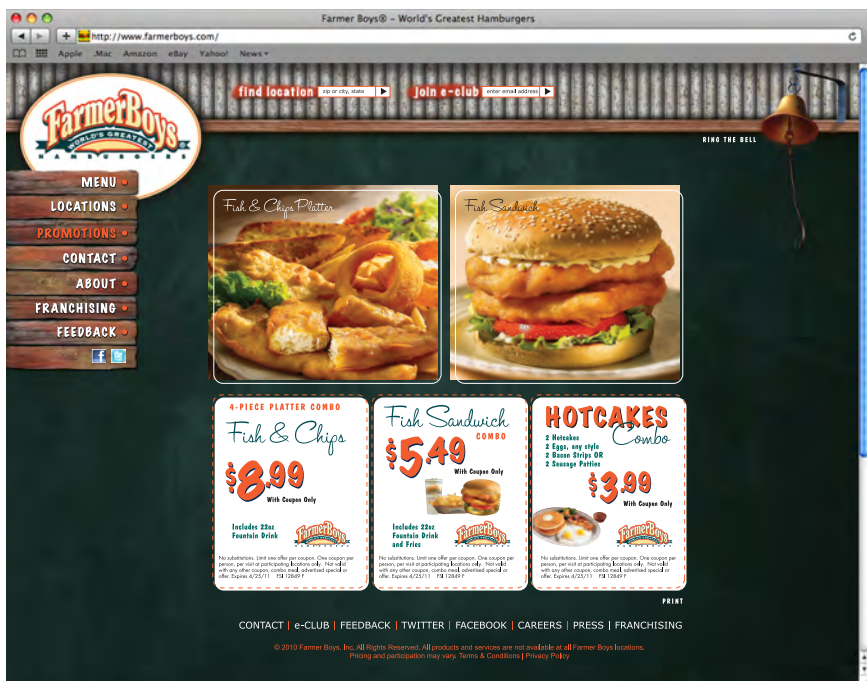
Lil' French Toast
 \$3.19 Cal 690/760



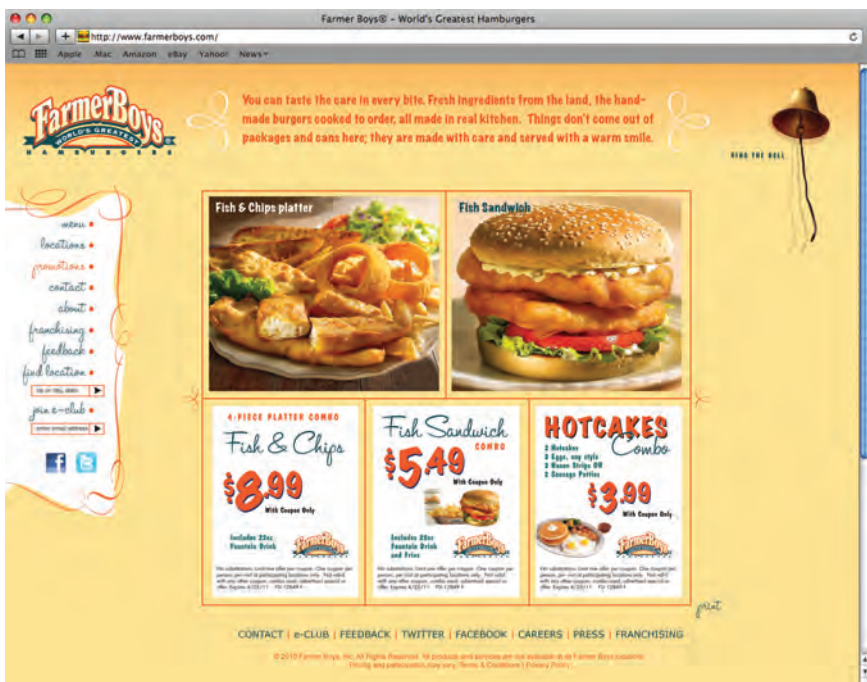
Website design explorations: The Classic Napkin



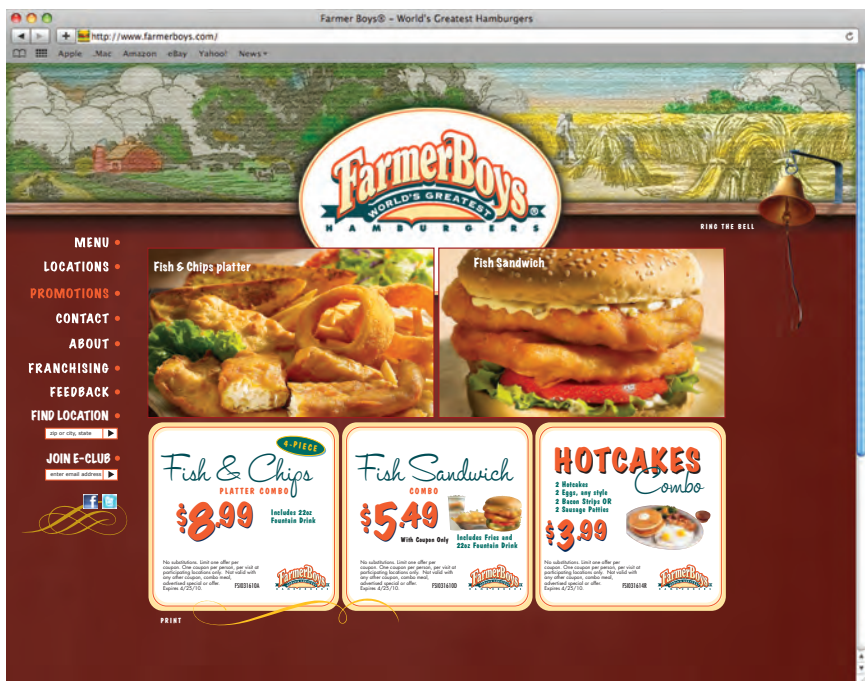
Bringing the new menu design to the web.



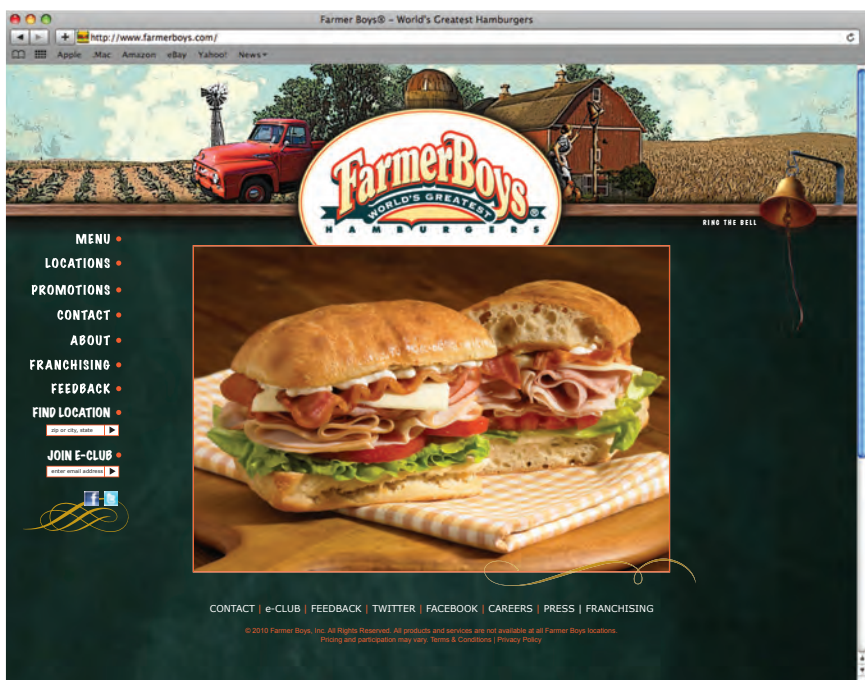
Let's use some of the restaurant's interior props...



Like the bell customers ring to show they had great service!



Yeah farm scenes, but what would be the perfect style?



And how can we take nostalgic and make it seem yummy?

Farmer Boys® - World's Greatest Hamburgers

http://www.farmerboys.com/

FarmerBoys
WORLD'S GREATEST
HAMBURGERS

3-Egg Breakfast

Cookin' up what you're Craving!

Welcome to Farmer Boys®, where you'll always find a warm welcome and fresh, wholesome food, cooked to order just for you. Our portions are generous and so are our people. Learn more about us and get to know our history. Then visit any one of our 68 locations for breakfast, lunch or dinner and be our guest. Be sure to ring the bell on the way out to let us know we made you happy!

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[RING THE BELL](#)

A header illustration that captures the freshness of the farm...

Farmer Boys® - World's Greatest Hamburgers

http://www.farmerboys.com/

FarmerBoys
WORLD'S GREATEST
HAMBURGERS

Franchising

The first Farmer Boys® restaurant opened its doors in Perris, California in August, 1961. Founded by the Havadjias brothers, this single restaurant focused on preparing generous portions of fresh food and serving it quickly to an ever-growing group of satisfied customers. The concept was so successful, that by 1997, the chain had grown to include eight family-owned restaurants, all in Southern California.

Due to the success of these eight restaurants, they decided to begin offering franchises. The first Farmer Boys® franchise was granted in 1998, and that restaurant opened the following year in Temecula, California.

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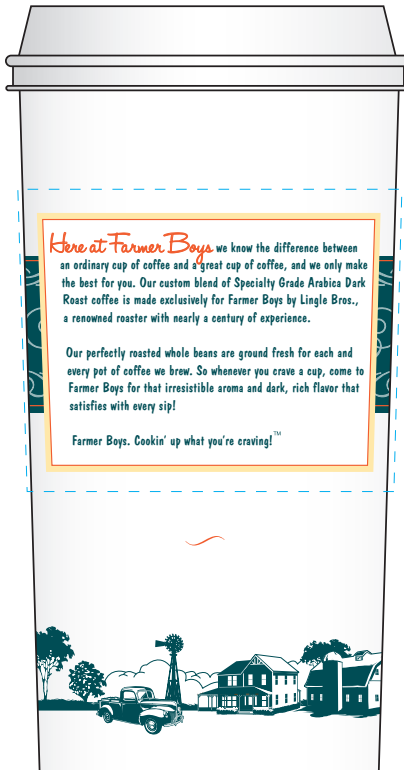
[JOIN E-CLUB](#)

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and the food...www.farmerboys.com



Now let's take that new logo lockup and create packaging.



Morning coffee—Farmer Boys style.



Classic Cravings #1: **MADE TO ORDER**

Here at Farmer Boys we know you crave that farm-fresh flavor in every meal! That's why we prepare all our ingredients fresh daily, from hand-cut onions and zucchini to juicy extra large tomatoes and ripe avocados. Every egg is hand-cracked the moment we get your order.

Each morning, we make our famous All Beef Chili from an original recipe and slow-cook it to the peak of flavor. We even make our Ranch and Thousand Island dressings in our own kitchens. Sure, we're freshness fanatics but when you get a craving, you deserve the best!

Farmer Boys. Cookin' up what you're Craving!™



Classic Cravings #2: **GIANT ONION RINGS**

Here at Farmer Boys lots of tender loving care goes into making our Giant Onion Rings. First we break open a sack filled with plump, sweet, yellow Colossal onions. We hand-slice each onion, dip them in our famous homemade buttermilk batter and toss them in breading. Then just for good measure, we dip them in batter again and finish with a final coat of breading before cooking your order to golden brown perfection.

So when you catch a craving for that crispy sensation with the tangy sweet center, come to the one place that still honors the art of making great onion rings.

Farmer Boys. Cookin' up what you're Craving!™



Classic Cravings #3: **CRISPY ZUCCHINI**

Here at Farmer Boys we have a special gift for transforming farm-grown zucchini into a taste-tantalizing side order. Maybe it's because our zucchini is grown especially for us, so it starts fresh and stays fresh. Or it could be because we hand-cut our zucchini sticks before hand-dipping them in our luscious homemade buttermilk batter and breading — not once, but twice!

Some folks say our house-made Ranch dressing creates the perfect marriage of crispy and creamy. But one thing is sure: After just one bite, you'll crave more of our Crispy Zucchini!

Farmer Boys. Cookin' up what you're Craving!™



Classic Cravings #4: **FARMER'S BURGER**®

Here at Farmer Boys we make an Award-Winning Burger that people crave. The Farmer's Burger is cooked to order with two flame-broiled beef patties, 3 slices of hickory smoked bacon, avocado, lettuce, tomato, onions, double cheese and pickles, served on a toasted bun spread with our house-made Thousand Island dressing.

So when that burger craving hits you, order one with a side of our giant, hand-battered onion rings or crispy zucchini sticks and dig in!

Farmer Boys. Cookin' up what you're Craving!™



On the drink cups, let's let the customer get to know us better.

If you have a craving for the
World's Greatest Hamburger
log onto
www.farmerboys.com
for a location
near you.

For more about
KEVIN AKERS design + imagery
please visit
www.kevinakers.com
or call 925.735.1015