BoxPark Sushi

BRAND RULES AND DESIGN BRIEF

Introduction

Boxpark Sushi is a Japanese resturant inside the pop up mall, Boxpark. Boxpark describes themselves as, " Boxpark is the world's first pop-up mall – fusing the concepts of modern street food and placing local and global brands side by side to create a unique shopping and dining destination." Boxpark Sushi Milwaukee needs an updated brand to bring Sushi to the everyday Midwestener. Based around community and understanding, Boxpark Sushi will not only make sushi approachable but provide a unique experience to patrons.

Table of Contents

Mission Statement

THE MISSION OF BOOXPARK SUSHI MILWAKEE IS TO PROVIDE HIGH-QUALITY MEALS FILLED WITH FRESH (LOCAL WHERE WE CAN) INGREDIENTS WE CAN FEEL GOOD ABOUT SERVING TO OUR CUSTOMERS WHILE LIMITING OUR HARM ON COMMUNITIES AND ECOSYSTEMS. WE STRIVE TO GIVE A FUN EXPERIENCE WHILE SHARING OUR PASSION FOR SUSHI.

Vision

BOXPARK SUSHI HOPES TO GROW THEIR BUSINESS THROUGHOUT
MILWAUKEE WHILE CONTINUING TO FOCUS ON SOCIAL,
COMMUNITY ISSUES, OUR EFFECT ON THE ENVIROMENT AND OUR
RESPOSIBLY SOURCED MENU.

Onliness Statement

BOXPARK SUSHI MILWAUKEE IS THE ONLY SUSHI RESTURANT IN MILWAUKEE TO SERVE RESPONSIBLY SOURCED, FAST SEAFOOD THAT IS HIGH QUALITY. IT ALSO HAS A MORE VAST VEGAN MENU THAN ANY OTHER SUSHI RESTURANT IN THE ARE. BOXPARK SUSHI IS ALSO THE ONLY SUSHI RESTURANT IN THE AREA THAT FOCUSES ON COMMUNITY ISSUES.

Moodboard

BoxPark Sushi

(5th Avenue by 50Fox Studio)

Brand Personality

FLAVORFUL
CULTURAL EXPERIENCE
FUSION TRADITIONAL APPETIZER
POLARIZING
FINGER FOOD ATTAINABLE DIVERSE UNACCUSTOMED HEALTHY
AMERICANIZED VARIED
AESTHETICS COLORFUL
DIFFERENT HANDMADE INTIMIDATING
FRESH AFFORDABLE
AUTHENTICITY ACCESSIBLE

Brand Voice

THE VOICE USED SHOULD BE FRIENDLY, AS IF TALKING TO AN OLD FRIEND. IF THIS VOICE WAS A PERSON IT WOULD BE JENNIFER LAWRENCE - THE CURRENT AMERICAN SWEETHEART.

Research Findings

Who is Milwaukee?

With a 2020 population of 585,589, it is the largest city in Wisconsin and the 31st largest city in the United States. Milwaukee is well known for it's beer culture. Domestic beer companies such as Miller, Pabst Blue Ribbon, Schlitz, and Blatz. Along with domestic beer, Milwaukee has a seemingly endless amount of craft breweries.

Milwaukee is the home to the international headquarters of six Fortune 500 companies: Johnson Controls, Northwestern Mutual, Manpower, Rockwell Automation, Harley-Davidson and Joy Global.

Along with industry, Milwaukee is rich in art and culture. There is much public art around Milwaukee as well as plenty of museums and performance halls.

Milwaukee Median Age: 31.4

Fast Milwaukee Facts:

Milwaukee has a population density of 6,088 people per square mile.

The average household income in Milwaukee is $55,556 with a poverty rate of 26.65%.

The median rental costs in recent years comes to $842 per month, and the median house value is $118,000.

Milwaukee is the center of the Milwaukee-Waukesha-West Allis Metropolitan Statistical Area with a population of 1.57 million.

30% of the entire state's population lives in the 5-country metro area, with 10% of Wisconsin's population within the Milwaukee city limits.

Milwaukee Demographics

Milwaukee is a vastly diverse city with 38.84% of it's population being Black or African American. Nearly 15% of the population in Milwaukee speaks Spanish.

In traditional gender terms, 51.81% of Milwaukee's population identifies as female. 45.1% of the population live in homes that are considered non-family; much of the inner city population is young and unmarried. However, in the suburbs nearly 70% of home owners are married.

Much of Milwaukee's population of adults have a high school education and above. 29.86% of Milwaukee's population have at least a high school diploma whereas 34% of the population has at least some college to a Bachelor's degree.

Fast Milwaukee Facts:

Milwaukee has a population density of 6,088 people per square mile.

The average household income in Milwaukee is $55,556 with a poverty rate of 26.65%.

The median rental costs in recent years comes to $842 per month, and the median house value is $118,000.

Milwaukee is the center of the Milwaukee-Waukesha-West Allis Metropolitan Statistical Area with a population of 1.57 million.

30% of the entire state's population lives in the 5-country metro area, with 10% of Wisconsin's population within the Milwaukee city limits.

BoxPark Sushi Target Market

Based on the research, BoxPark Sushi Milwaukee's Target Market are Millennials with some college education and a well paying job that keeps them above the large impovershed population. Enough disposable income is needed for regular meals outside of the home. Especially at resturants that cost a bit more like BoxPark Sushi.

Secondly, the target market is mostly female and progressive in their social beliefs and politics.

Getting to know Millennials

Millennials are the second most ethnically and racially diverse generation, beat only by their successors Generation Z. 19% of Milennials are Hispanic, 14% African-American and 5% Asian. An impressive 38% of Millennials are bilingual.

Milennials are historically progressive and socially aware. They use these principles to make buying decision. Younger Millennials are familar with "Cancel Culture" as well as participating in "Cancel Culture".

Millennials are also more educated than any generation before with Almost 1 in 4 (23%) have a Bachelor's degree or higher. They are also an open-minded generation that is more likely to try new things over their predicessors.

Fast Millennials Facts:

Millennial women are more likely to live independently and join the workforce than women in any generation before.

Nearly 25% of Millennials have some kind of college education

Milennials, as a generation, are more progressive than generations before.

19% of Milennials are Hispanic, 14% is Black, and 5% Asian making them the second most diverse generation, beat by Generation Z.

Milennial's are extremely effected by wealth gaps including the wealth gap made by those who are blue collar and those who are white collar.

Milennials are much slower to buy homes than generations before but eat out much more often.

Target Market Persona

ASIA SAAVADRA, 31

Asia is an outgoing, confident, **vivacious Milwaukee local.** She has a medium-sized friend group consisting of both chuldhood and adult friends. She is unmarried and loves her nights out on the weekends. She is passionate about life, her family and her career.

DEMOGRAPHICS

occupation: **account executive**

income: **$45,000/yr**

ethnicity: **black + hispanic**

education: **bachelors degree**

sexuality: **bisexual**

household: **single, no children**

PERSONAL MANTRA:
Success is earned, not given.

MEDIA USE

social media:

media stats:
heavy mobile user
heavy streamer
comfortable with technology

PSYCHOGRAPHICS

politics: **progressive**

hobbies:
knitting + DIY
going out with friends
spending time with family

values:
family - especially her nieces
race and gender equality
going green for the earth

BoxPark Sushi Brand Guidelines

Mission Statement

THE MISSION OF BOOXPARK SUSHI MILWAKEE IS TO PROVIDE HIGH-QUALITY MEALS FILLED WITH FRESH (LOCAL WHERE WE CAN) INGREDIENTS WE CAN FEEL GOOD ABOUT SERVING TO OUR CUSTOMERS WHILE LIMITING OUR HARM ON COMMUNITIES AND ECOSYSTEMS. WE STRIVE TO GIVE A FUN EXPERIENCE WHILE SHARING OUR PASSION FOR SUSHI.

Brand Voice

THE VOICE USED SHOULD BE FRIENDLY, AS IF TALKING TO AN OLD FRIEND. IF THIS VOICE WAS A PERSON IT WOULD BE JENNIFER LAWRENCE - THE CURRENT AMERICAN SWEETHEART.

Brand Personality

Brand Tone

THE TONE SHOULD BE CASUAL AND PLAYFUL BUT NOT PETULANT OR CHILDISH

Horizontal Logo with a Light Background

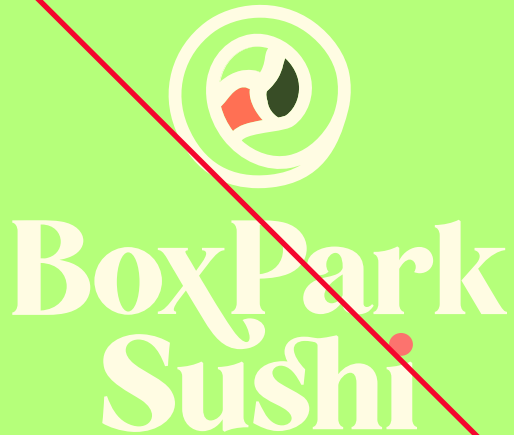# Horizontal Logo with a Dark Background

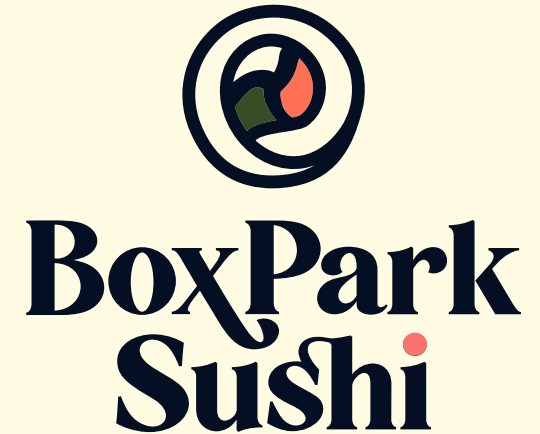**BoxPark Sushi**

BoxPark Sushi

Logo Symbol

BoxPark Sushi

Laws of the Logo: Background Colors

THE LOGOS TO THE RIGHT ARE
THE PREFERRED LOOK OF
THE LOGO.

KEEP THE BACKGROUND OF
THE LOGOS TO THE PRIMARY
BRAND COLORS

FOR THE BENEFIT OF COLOR
BLIND PATRONS AND CITIZENS
OF THE COMMUNITY, THE
COLOR CONTRAST RATIO
SHOULD BE
NO LESS THAN 7:1.

MINIMUM COLOR CONTRAST RATIO FOR ALL BRAND COLLATORAL SHOULD BE 7:1

Allowed Logo Colors

The main logo colors for the wordmark and symbol have a few general rules.

Keep the main color of the logo to the primary brand colors from the brand color guide.

One of the colors in the center of the sushi roll should be the color of the background, unless the background is pure white.

The center of the sushi roll should always be three different colors chosen from the brand colors based on the main color of the logo and the background.

Minimum color contrast is 7:1

DISCUSS BREAKING ANY BRAND LAWS WITH YOUR BRAND MANAGER

Laws of the Logo: Dot the I

Also know as a tittle, the dot on the i at the end of BoxPark Sushi should be a different color than the rest of the wordmark. The color of the tittle should come from one of the three different colors in the sushi roll. The tittle should have proper color contrast from the rest of the wordmark.
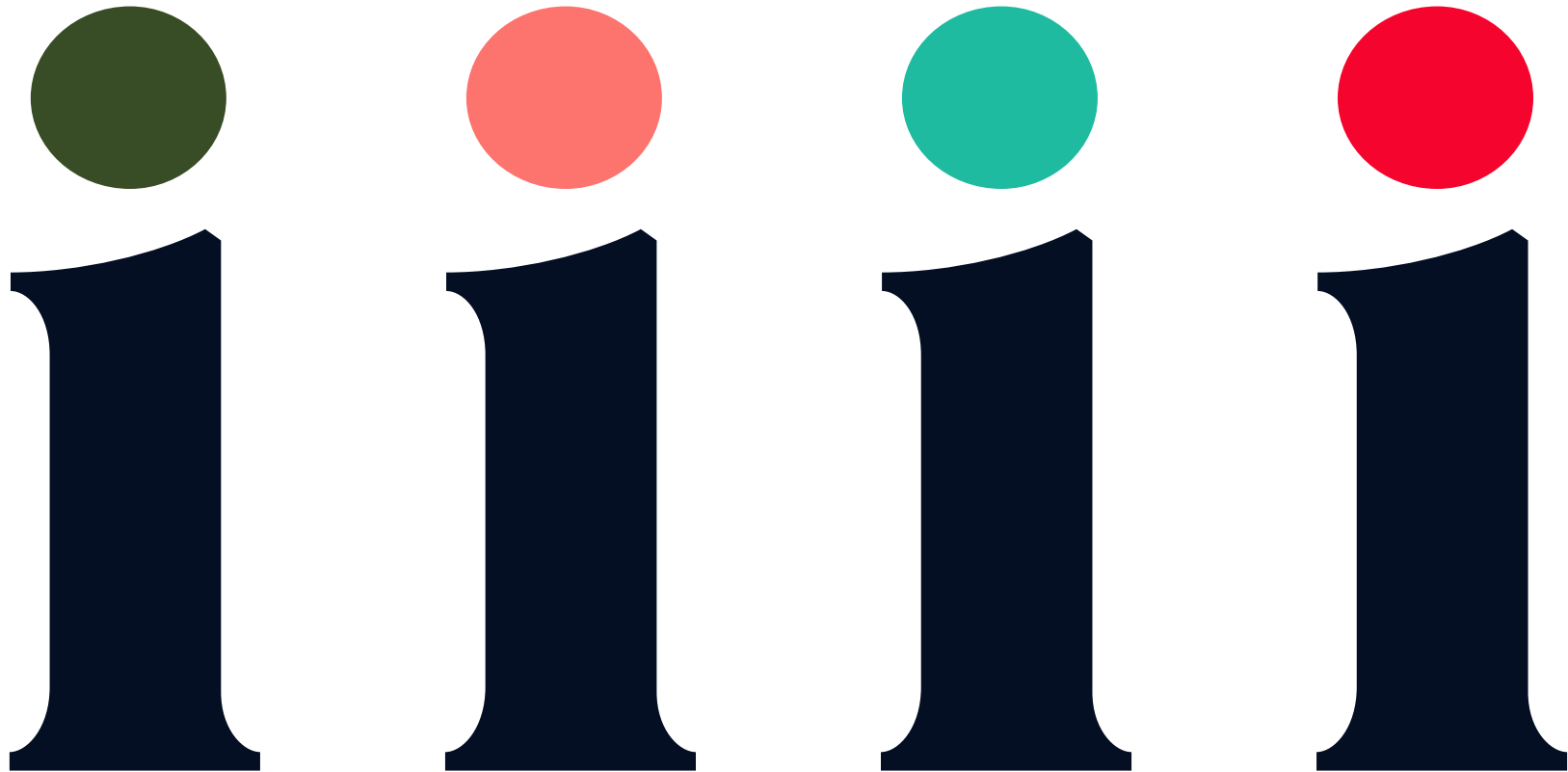
DISCUSS BREAKING ANY BRAND LAWS WITH YOUR BRAND MANAGER

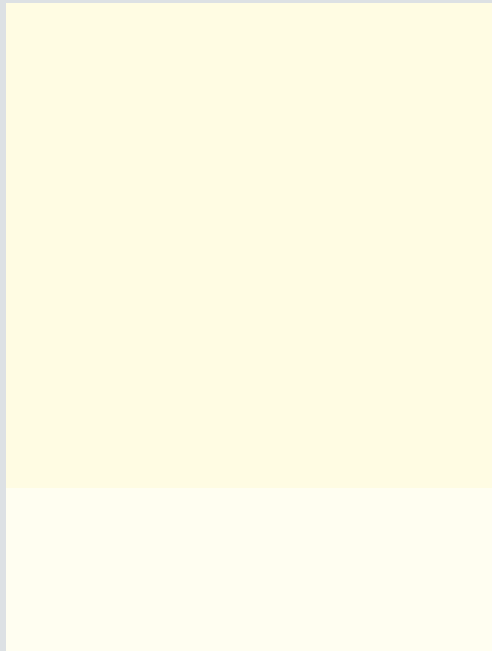# BoxPark Sushi

MON-SAT / 11AM-11PM
SUN / 11AM-10PM

Primary Brand Colors

Daffodils Pedals

RGB: 00,00,00

CMYK: 00,00,00,00

PMS: 00,00,00

HSB: 00,00,00

Deep Ocean Depths

RGB: 00,00,00

CMYK: 00,00,00,00

PMS: 00,00,00

HSB: 00,00,00

Secondary Brand Colors

Sea of Japan

RGB: 00,00,00

CMYK: 00,00,00,00

PMS: 00,00,00

HSB: 00,00,00

Salmon

RGB: 00,00,00

CMYK: 00,00,00,00

PMS: 00,00,00

HSB: 00,00,00
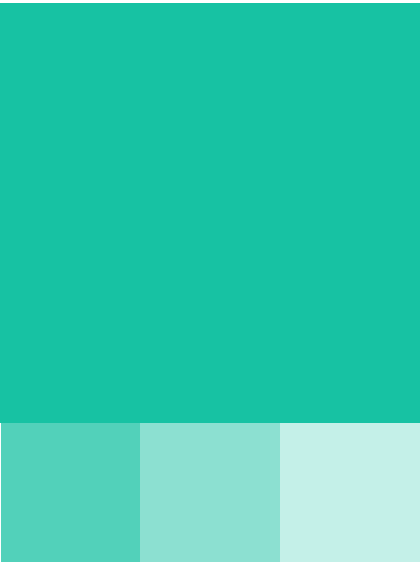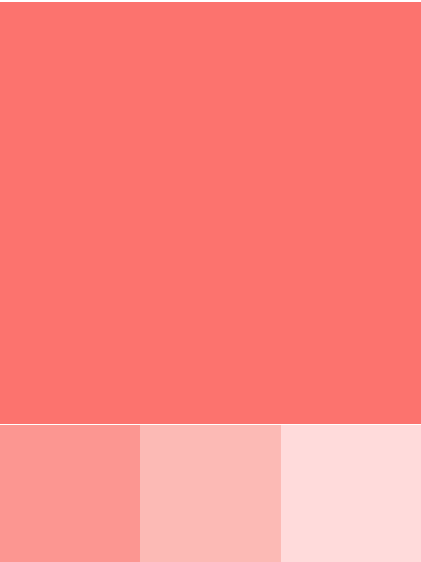
Bamboo Stick

RGB: 00,00,00

CMYK: 00,00,00,00

PMS: 00,00,00

HSB: 00,00,00

Triterary Brand Colors
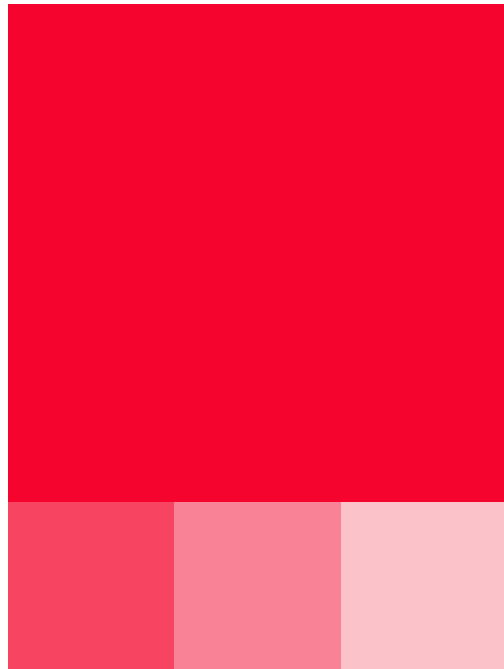
Japanese Red

RGB: 00,00,00

CMYK: 00,00,00,00

PMS: 00,00,00

HSB: 00,00,00

Purple Emperor

RGB: 00,00,00

CMYK: 00,00,00,00

PMS: 00,00,00

HSB: 00,00,00

5th Avenue Brand Font

B

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 i.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w
x y z | 1 2 3 4 5 6 7 8 9 0 : ;""!@

Approved Alternative Glyphs: Capitals

A B C F G H H
L J K M N N
O O P Q Q T T

Approved Alternative Glyphs: Lower Case

a a b d f g g h h j k k k m
ŋ o p v v v x z

Montserrat - SemiBold

B

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 : ; " " ! @

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 i.

Montserrat - Light

B

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 : ; " " ! @

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 i.

Bebas Neue Typeface - Bold

B

ABCDEFGHIJKLMNOPQRST
UVWXYZ
1234567890:;""!@

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 i.

Food Imagery

Also know as a tittle, the dot on the i at the end of BoxPark Sushi should be a different color than the rest of the wordmark. The color of the tittle should come from one of the three different colors in the sushi roll. The tittle should have proper color contrast from the rest of the wordmark.
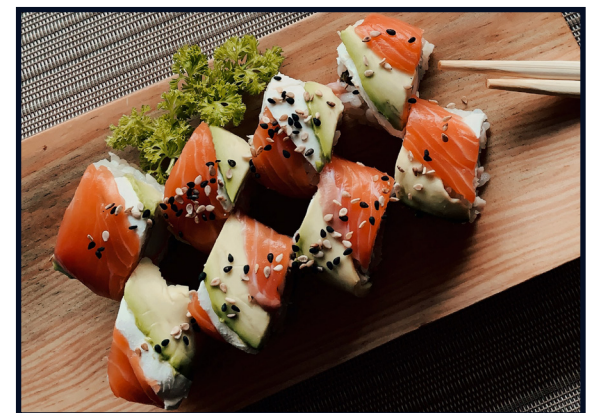
Other Imagery

Also know as a tittle, the dot on the i at the end of BoxPark Sushi should be a different color than the rest of the wordmark. The color of the tittle should come from one of the three different colors in the sushi roll. The tittle should have proper color contrast from the rest of the wordmark.

Media Plan

Outdoor Signage

There are four functions to outside signage according to Integrated Signs' blog article "Benefits of Outdoor Signs" for your business. Firstly, outdoor signage should improve the customer's experience by helping with "wayfinding". Wayfinding is the customer's ability to find and get to a business. Secondly, outdoor signage should get attention and spark interest. Outdoor signage should also claim the location and advertise the business.

For the main business sign, I chose a sign that protrudes from the wall. This type of sign is better for visibility on the street. The clean, black and white design makes for quick communication with the passersby. Once a possible patron has seen the protruding outdoor sign, the window decal allows for them to see the hours of business. The window decal also causes the possible patron to look through the business windows to see the activity inside.

In-Store Signage

Inside signage and table tents are for selling to the patrons already inside the restaurant. Inside signage will be used to reinforce the brand with loud declarations of local community pride, support of social issues, and informing of specials as well as available dishes. "Posters as a way to generate awareness about an issue started their journey in the 1880s. At that time, this means of advertisements were restricted to propagate political and social events. Now, posters have been turned into a form of guerilla marketing or a way to aggressively project a brand amid target customers," writes Henny Kel in his article Top 20 Poster Ideas To Promote Your Business featured on Design Hill.

Pole Banner

Pole banners are not only a way to promote a business; they also show a partnership with the city. In Milwaukee, Illinois, as well as nearly all cities, to get a pole banner you have to apply and work with the city. The City of Milwaukee Public Works is specifically responsible for pole banner and features an application on their website. To be featured on a pole banner is not just great for spreading marketing around a small area, it also shows a willingness to work with local government and be a member of the community.

Employee Uniforms

Much like to-go elements, uniforms offer a sense of cohesion for the brand. Additionally, the shirts will be for sale for extra income and brand awareness. BoxPark Sushi employees will be required to wear the BoxPark Sushi apron as well as their choice of shirts. Employees will be allowed to wear their own jeans and other bottoms for added individuality. Millennials and Generation Z are very familiar with retail and service jobs; they easily empathize with those in the customer service field. According to Generation Progress, ". Seventy-one percent of minimum wage workers are Millennials," (Ahuja and Audelo, 2013, p. 1). BoxPark Sushi wants to encourage the individuality of staff while continuing brand consistency.

Take Out Packaging

One aspect of my target market has stayed consistent throughout the project: Millennials and Generation Z purchase based on their social views. Millennials and Generation Z notice when to-go packaging is not eco-friendly and it affects their buying decisions. That is why all of the to-go packagings will be biodegradable and recyclable. There is a badge on the side of the to-go box encouraging patrons to compost or recycle the packaging; even if they don't, the packaging is still biodegradable.

There are a few reasons to-go containers and cutlery should be branded. Firstly, it provides a professional image and continues branding. Secondly, branded to-go items like boxes, bags, and cups help with brand awareness. Think about co-workers have a delicious lunch of sushi in the breakroom; with branded boxes and to-go bags, those around the customer will see the logo and brand.

Billboards

On a daily basis, Milwaukee highways are driven 22,729 miles. Highway traffic makes up 12.6% of all traffic in Milwaukee. Second to the highway traffic in the inner city traffic which is traveled for 27,696 miles per day. This accounts for 15.3% of all traffic in the area. In 2019, there were 31,371 active and valid private drivers in Milwaukee County.There are two main types of transportation around Milwaukee; citizens take the bus or drive-in. For those 31,371 Milwaukee residents that drive daily, billboards will allow for brand awareness as well as information on specials and new dishes. Between posters at the bus stops and billboards on the highway and in the city, BoxPark Sushi can reach every resident traveling around Milwaukee.

Bus Stop Posters

Milwaukee is a metropolitan area with many colleges and universities. Bus stops signage is beneficial when advertising to locals in the immediate area. According to The Milwaukee County Transit System's (MCTS) website, Milwaukee city buses provide 29 million rides per year. Also according to MCTS's website, there were 28,965,674 passenger ridership. With 48 bus routes connecting Milwaukee County, bus stops are key to reaching the local population, including the target market of young urbanites.

Social Media

Social media is a rare kind of media that allows companies to connect directly with their audience. Additionally, Millennials and Generation Z are heavily active on social media. In fact, many Millennials base their purchase decisions on social media. Social media is a way for brands to connect directly with the community and on. Favorite social media of the target market are Instagram, Facebook, Linkedin, and Pinterest. The social media best for BoxPark Sushi's brand are Facebook (for the coverage) and Instagram (the aesthetics). According to a 2020 report done by 5W Public Relations, "77% of 18 – 34-year-olds use Facebook on a daily basis," (Pickard-Whitehead, 2020, para. 3).
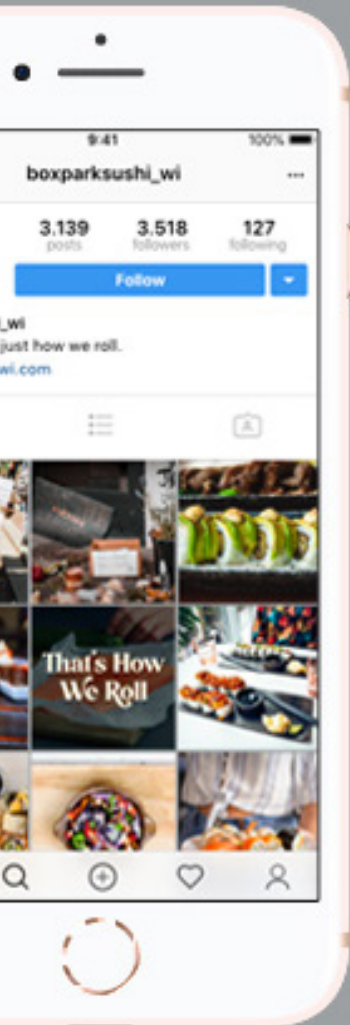
Website

Websites are so beneficial for businesses. Firstly, for businesses in areas of high foot traffic, websites allow people on the go to quickly find the business, see the menu, make a reservation, or order takeout. Websites are like a one-stop hub for brands. Websites are a favorite source of information for Generation X, Millennials, and Generation Z. They have become essential to a business' marketing plans. A professional website adds professionalism to a brand and extends a customer's understanding of the business. It also allows for quick, no-contact take out orders. BoxPark Sushi is also active on DoorDash, UberEats, Postmates, and GrubHub making BoxPark Sushi extremely accessible despite the COVID outbreak.

BoxPark Sushi

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod incididunt ut labore. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Add to Order

Today's Specials

Daily Special One Title	Daily Special One Title	Daily Special One Title	Daily Special One Title	Daily Special One Title	Daily Special One Title
$5.99	$5.99	$5.99	$5.99	$5.99	$5.99

See Full Menu   Start an Order

Full Menu

| Sushi & Sashimi		Regular Rolls	
TUNA (MAGURA)	$3	TUNA	$4
FATTY TUNA (TORO)	$3	TUNA & AVOCADO	$5
ALBACORE TUNA	$2	SPICY TUNA & CUCUMBER	$5
WHITE TUNA (SHIRO MAGURA)	$2	SALMON	$6
SALMON (SAKE)	$3	SALMON & AVOCADO	$6
YELLOWTAIL (HAMACHI)	$2	ALASKA	$6
RED SNAPPER (IZUMI DAI)	$3	SPICY SALMON & AVOCADO	$5
MACKEREL (SABA)	$3	YELLOWTAIL & SCALLION	$4
SWEET SHRIMP (AMA EBI)	$2	CALIFORNIA	$5
SHRIMP (EBI)	$2	SPICY CALIFORNIA	$5
FLYING FISH ROE (IKURA)	$3	EEL & AVOCADO	$6
SMOKED SALMON	$2	EEL & CUCUMBER	$6
OCTOPUS (TAKO)	$3	GREEN RIVER	$6
SQUID (IKA)	$3	PHILADELPHIA	$5
EEL (UNAGI)	$2	SHRIMP TEMPURA	$4
CRAB STICK (KANI)	$2	CRUNCH	$5
MARINATED TOFU (INARI)	$3	CHICKEN	$5
EGG (TAMAGO)	$2	SPICY WHITE TUNA	$6

See Full Menu   Start an Order

Don't Take Our Word for it

Jenny Walsh
2 days ago
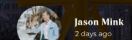
Jason Mink
2 days ago
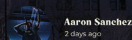
Aaron Sanchez
2 days ago

BoxPark Sushi

Order Delivery   Order Take Out   Dine In

psum dolor sit amet, tur adipiscing elit, sed od tempor incididunt

met, consectetur adipiscing elit, sed do eiusmod tempor ipsum dolor sit amet, consectetur adipiscing elit, sed do unt ut labore.

9:41

BoxPark
Sushi

9:41

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mo
finibus, nunc ut finibus ornare. **Here is a link**.

A title for the daily special

Lorem ipsum dolor sit amet, consectetur adipis
elit. Morbi finibus, nunc ut finibus ornare.

Add to Order

Show me something else

Start Order   Reorder
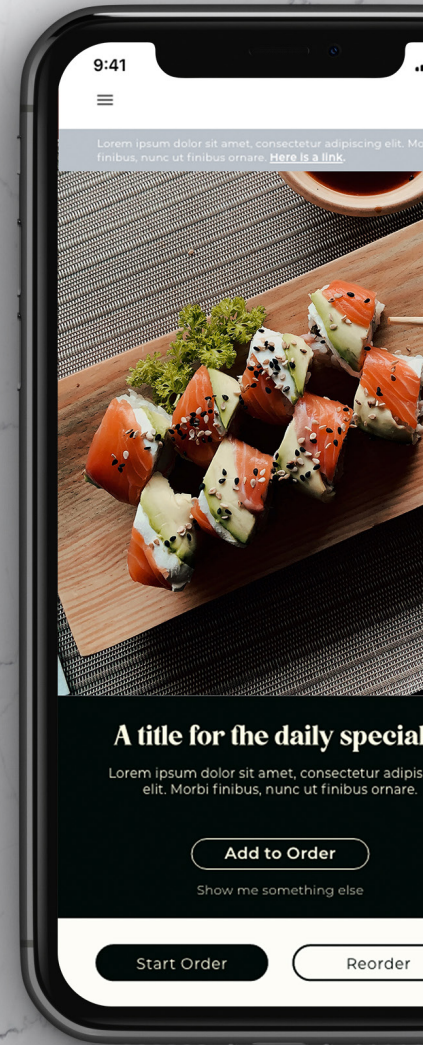
Mobile App

Additionally to a website, apps are developed specifically with mobile operating systems in mind which gives apps a faster load time and better overall mobile experience. Secondly, apps are often shrunk down below the complexity of websites. Good apps have few operations, making them easier to navigate in a mobile setting. The BoxPark Sushi app will allow for a faster, more streamlined ordering experience for customers.

v.com

FOX6 MILWAUKEE

Live   **News**   **Coronavirus**   **Weather**   **WakeUp**   **Contests**   **More** :

Johnson Creek   **76°**   H: 80°
Fair   L: 55°

Radar

Oshkosh   Manit

Wisconsin Dells   Ripon   Sheboygan

West Bend

Madison   Milwaukee

Janesville   Racine

lle

Rockford

© Mapbox © OpenStreetMap | Improve this map

PAST   12:55 PM

National Weather Service: EF-0 tornado touched down in Lake Geneva Monday

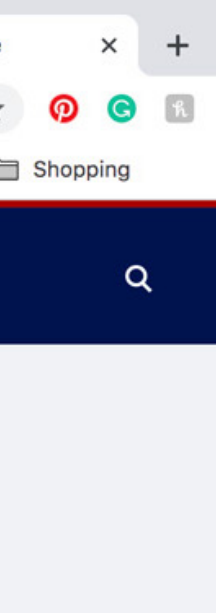1 hour ago
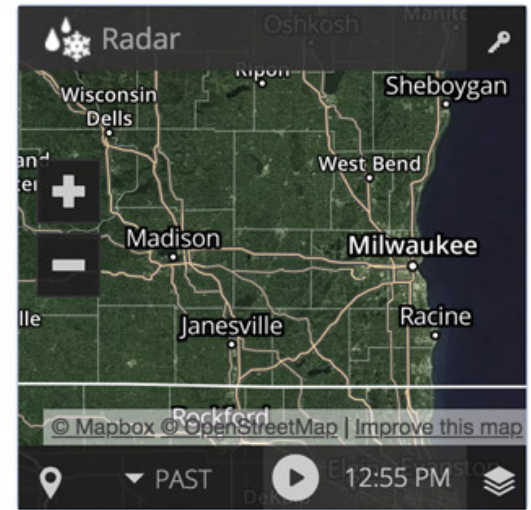
Watch Live

FOX6 Milwaukee

FOX6 Investigators

SOC
SECU
DISA
INSU

'It's a great feeling:' Wisco
on disability now eligible t

FOX6 MILWAUKEE

Digital Ads

According to my research, the majority of those who visit Milwaukee come on day trips which means they are close enough to Milwaukee to come and leave in a day. In an effort to reach the local market, BoxPark Sushi will promote on popular local news websites like Fox 6 Milwaukee, which features Milwaukee-based news. Rather than printing in newspapers (which few Millennials and Generation Z read), BoxPark Sushi will do digital ads and homepage takeovers since the target audience for BoxPark Sushi gets their media and news through their various screens. This is specifically helpful considering research shows Millennials and Generation Z are hyper-conscience of their community and value community health.

Research References

References:

Baumann, A. and Greenberg, A. (2012) The Millennials Grow Up. Democracy: A Journal of Ideas. https:/
democracyjournal.org/magazine/25/the-millennials-grow-up/

Brunfaut, T. (11282018). Blanding, or the Branding Paradox [online article]. Base. https://www.basedesign.com/blog/
blanding-or-the-branding-paradox

Cost of Living in Milwaukee (n.d.,) Payscale. https://www.payscale.com/cost-of-living-calculator/Wisconsin
Milwaukee

Council of the Great Lakes Region. (2016). First Time Assessment of Tourism Trends and Statistics Released for the
Binational Great Lakes Region. Council of the Great Lakes Region. https://councilgreatlakesregion.org/first-
time-assessment-of-tourism-trends-and-statistics-released-for-the-binational-great-lakes-region/

Fischer, M. (03032020). The Tyranny of Terrazzo Will the millennial aesthetic ever end? [online article]. The Cut.
https://www.thecut.com/2020/03/will-the-millennial-aesthetic-ever-end.html

Madland, D. and Teixeira, R. (05 2019). New Progressive America: The Millennial Generation. Center for American
Progress. https://www.americanprogress.org/wp-content/uploads/issues/2009/05/pdf/millennial_generation
.pdf

Milwaukee, Wisconsin Population. (2020). World Population Review. https://worldpopulationreview.com/us-cities/
milwaukee-wi-population

United States Census. (2019). Quick Facts: Milwaukee County, Wisconsin. https://www.census.gov/quickfacts/
milwaukeecountywisconsin

Valle, R. D. (12162019). Not Junk Food, Yet Not Health Food - "Healthyish" is the latest trend in snack branding [online
article]. AIGA Eye on Design. https://eyeondesign.aiga.org/not-junk-food-yet-not-health-food-new-healthyish-

branding-reflects-the-way-we-eat-today/

(n.d.). Benefits of Outdoor Signs for Your Business [blog]. Integrated Signs. https://www.isasign.com/benefits-of
outdoor-signs-for-your-business/

Kel, H. (January 7, 2020). Top 20 Poster Ideas to Promote Your Business [blog]. Design Hill. https://www.designhill
.com/design-blog/poster-ideas-to-promote-your-business/

(n.d.) Banner Permits [webpage]. The City of Milwaukee Department of Public Works. https://city.milwaukee.gov/
SpecialEvents/Banner-Permits.htm

(n.d.). Custom Food Packaging & Logo Takeout Bags, Boxes and More [webpage]. MrTakeOutBags.com. https://www.
mrtakeoutbags.com/store/custom-packaging.html#:~:text=Enhances%20brand%20awareness.,Works%20
as%20creative%20advertising.

(2018). Wisconsin Vehicle Miles of Travel by Highway System - 2018 [document]. Wisconsin Department of
Transportation. https://wisconsindot.gov/Documents/about-wisdot/newsroom/statistics/factsfig/2019ff.pdf

(2019). 2019 Facts and Figures. Wisconsin Department of Transportation.https://wisconsindot.gov/Documents/
about-wisdot/newsroom/statistics/factsfig/2019ff.pdf

(n.d.). Who Is MCTS [webpage]. The Milwaukee County Transit System. https://www.ridemcts.com/about-mcts

2019. 2019 Annual Report V5 [document]. The Milwaukee County Transit System. https://www.ridemcts.com/
getattachment/About-MCTS/2019-Annual-Report.pdf?lang=en-US

(n.d.,). Advertise With FOX6 On All Screens [webpage]. Fox 6 Milwaukee. https://www.fox6now.com/advertise-with-
fox6-on-all-screens

Ahuja, G. & Audelo, S. (March 2014). It's Time To Give Millennials A Raise [document]. Generation Progress. https://

cdn.genprogress.org/content/uploads/2014/03/Min_Wage.pdf

Pickard-Whitehead, G. (February 6, 2020). Millennials Still Using Facebook More Than Any Other Social Media Site [article]. Small Business Trends. https://smallbiztrends.com/2020/02/2020-consumer-culture-report. html#:~:text=It%20showed%20that%2077%25%20of,Report%2C%2070%25%20use%20daily.

(2020). Customer Culture 5W PR 2020 Report [document]. 5W Public Relations. https://www.5wpr.com/new/ research/5wpr-2020-consumer-culture-report/

Airey, D. (2015). Logo Design Love, Second edition: A guide to creating iconic brand identities. New Riders. https:// learning.oreilly.com/library/view/logo-design-love/9780133812589

Wachtel, T. (December 10, 2018). What to Include in Your Brand Guidelines [Walkthrough]. Element Three. https:// elementthree.com/blog/brand-guidelines-walkthrough/

Parush, A., Shwarts, Y., Shtub, A., & Chandra, M. (2005). The Impact of Visual Layout Factors on Performance in Web Pages: A Cross-Language Study. Human Factors, 47(1), 141-157.

Samara, T. (2017). Making and Breaking the Grid, Second Edition, Updated and Expanded: A Graphic Design Layout Workshop. United States: Rockport Publishers.

Baltescu, C. A. (2019). Elements of Tourism Consumer Behaviour of Generation Z. Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences, 12(1), 63–68. https://doi-org.oclc.fullsail.edu/10.31926/but. es.2019.12.61.1.9

Giunta, C. (2020). Digital Marketing Platform Tools, Generation Z, and Cultural Considerations. Journal of Marketing Development & Competitiveness, 14(2), 63–75. https://doi-org.oclc.fullsail.edu/10.33423/jmdc.v14i2.2834

Rippé, C. B. (2020). Engaging Generation Z and Helping Hurricane Victims with a Marketing Project. Marketing Education Review, 30(2), 82–88. https://doi-org.oclc.fullsail.edu/10.1080/10528008.2019.1646141

Bedard, S. A. N., & Tolmie, C. R. (2018). Millennials' green consumption behaviour: Exploring the role of social media. Corporate Social Responsibility & Environmental Management, 25(6), 1388–1396. https://doi-org.oclc.fullsail.edu/10.1002/csr.1654

Martínez-Costa, M.-P., Serrano-Puche, J., Portilla, I., & Sánchez-Blanco, C. (2019). Young Adults' Interaction with Online News and Advertising. Comunicar: Media Education Research Journal, 27(59), 19–28.

Alter, C. When Millennials Rule. TIME Magazine, [s. l.], v. 190, n. 16/17, p. 88, 2017. Disponível em: http://search.ebscohost.com.oclc.fullsail.edu:81/login.aspx?direct=true&db=ulh&AN=125621800&site=ehost-live. Acesso em: 21 ago. 2020.

Voorveld, H. M., & van der Goot, M. (2013). Age Differences in Media Multitasking: A Diary Study. Journal of Broadcasting & Electronic Media, 57(3), 392–408. https://doi-org.oclc.fullsail.edu/10.1080/08838151.2013.816709

Chapter 11: Baby Boomer Consumers. (2007). In Consumer Behavior (pp. 68–76). Richard K. Miller & Associates

Hutchinson, A. (July 24, 2018). How to Choose the Right Social Media Platform for Your Business [Infographic]. Social Media Today. https://www.socialmediatoday.com/news/how-to-choose-the-right-social-media-platform-for-your-business-infographi/559386/

Savic, S. (June 27, 2016). 5 Secrets to Making a Winning Media Plan [Online Article]. Adweek. https://www.adweek.com/brand-marketing/5-secrets-making-winning-media-plan-172261/

Gosling, E. (August 25, 2017). What Does it Really Mean to "Brand" a Festival? [Online Article]. AIGA Eye on Design. https://eyeondesign.aiga.org/what-does-it-really-mean-to-brand-a-festival/

Schwarz, H. (March 23, 2020). How Bernie Sanders Built a New Visual Language for Democratic Socialism [Online Article]. AIGA Eye on Design. https://eyeondesign.aiga.org/how-bernie-sanders-built-a-new-language-for-democratic-socialism/

Baumann, A. and Greenberg, A. (2012) The Millennials Grow Up. Democracy: A Journal of Ideas. https:// democracyjournal.org/magazine/25/the-millennials-grow-up/

Brunfaut, T. (11282018). Blanding, or the Branding Paradox [online article]. Base. https:// www.basedesign.com/blog/ blanding-or-the-branding-paradox

Cost of Living in Milwaukee (n.d.,) Payscale. https://www.payscale.com/cost-of-living- calculator/Wisconsin- Milwaukee

Council of the Great Lakes Region. (2016). First Time Assessment of Tourism Trends and Statistics Released for the Binational Great Lakes Region. Council of the Great Lakes Region. https://councilgreatlakesregion.org/first- time-assessment-of-tourism-trends-and-statistics-released-for-the-binational-great-lakes-region/

del Valle, R. (December 16, 2019). Not Junk Food, Yet not Healthy Food - "Healthyish" Is the Latest Trend in Snack Branding Premium junk food, sold direct-to-millennials. [AIGA Eye on Design]. https://eyeondesign.aiga.org/ not-junk-food-yet-not-health-food-new-healthyish-branding-reflects-the-way-we-eat-today/

Fischer, M. (03032020). The Tyranny of Terrazzo Will the millennial aesthetic ever end? [online article]. The Cut. https://www.thecut.com/2020/03/will-the-millennial- aesthetic-ever-end.html

Madland, D. and Teixeira, R. (05 2019). New Progressive America: The Millennial Generation. Center for American Progress. https://www.americanprogress.org/ wp-content/uploads/issues/2009/05/pdf/millennial_generation. pdf

Milwaukee, Wisconsin Population. (2020). World Population Review. https://worldpopulationreview.com/us-cities milwaukee-wi-population

United States Census. (2019). Quick Facts: Milwaukee County, Wisconsin. https://www. census.gov/quickfacts/ milwaukeecountywisconsin