



momofuku
milk bar

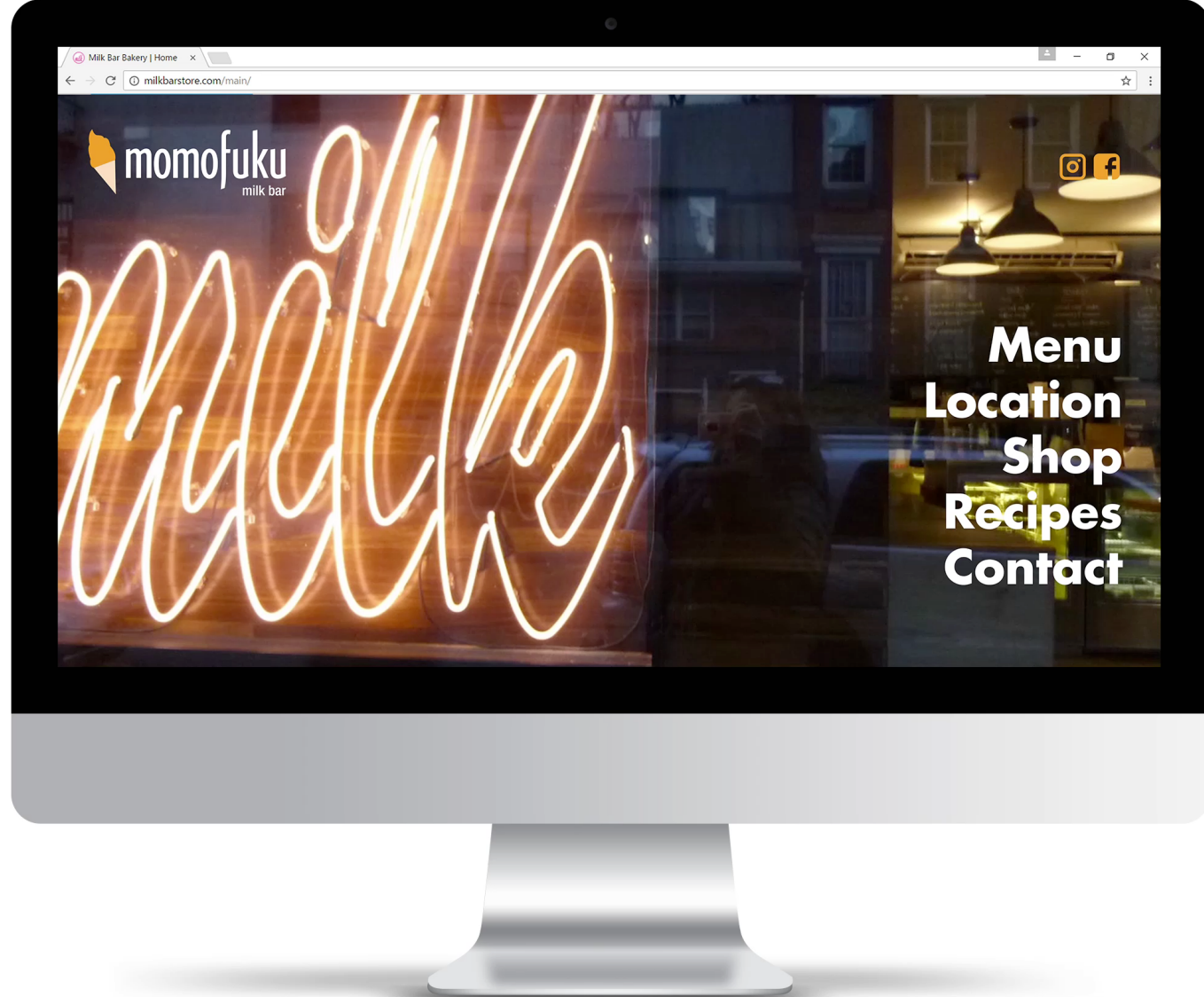
REDESIGN CONCEPT



Jason Huang
Desiree Mervau









Menu
Location
Shop
Recipes
Contact



COOKIES



ICECREAM



POPSICLES



CUPCAKES



CAKE & PIES



BEVERAGES

compost cookie®

packed with pretzels, potato chips, coffee, oats, graham cracker, butterscotch and chocolate chips, this cookie strikes the perfect balance between salty and sweet!

\$2.49

- 1 +

ADD TO BAG



chocolate chocolate cookie

chocolate cookie dough, chocolate crumbs and a hint of salt makes this dense and fudgy cookie taste just like a very chocolatey brownie!

\$2.49

- 1 +





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TOP

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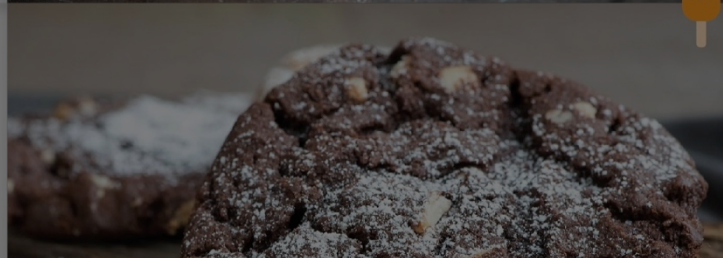


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Hero Image



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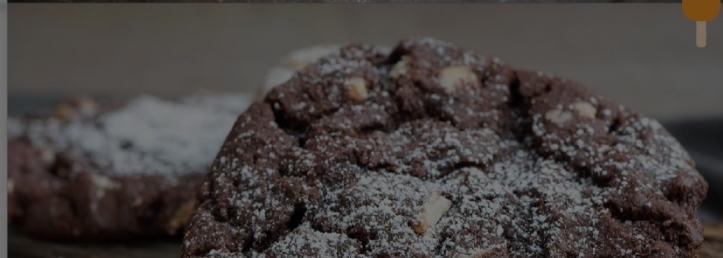
TOP

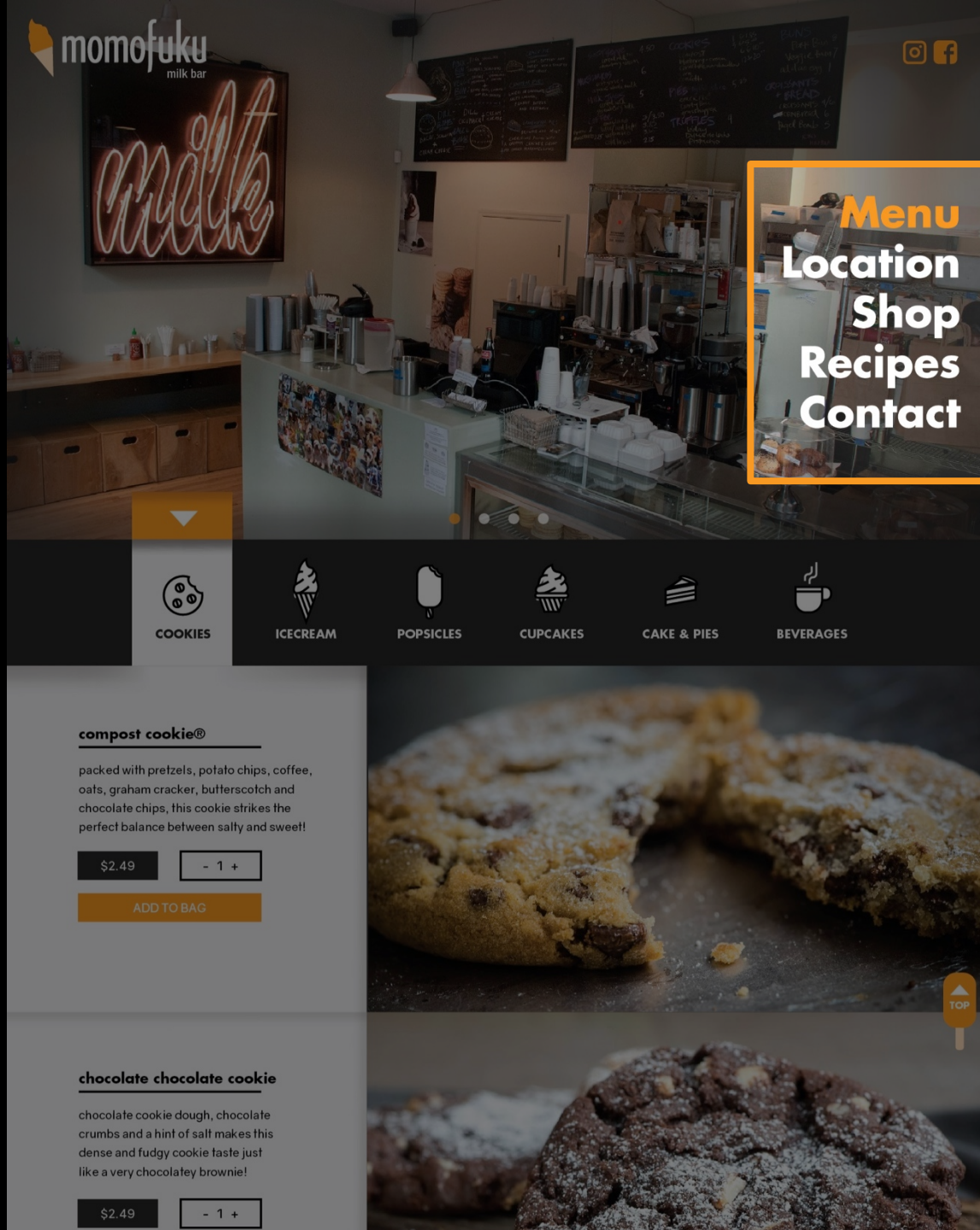
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● — Main Navigation



Sub Page Navigation



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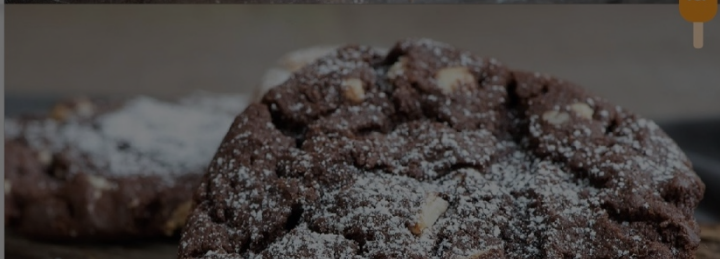


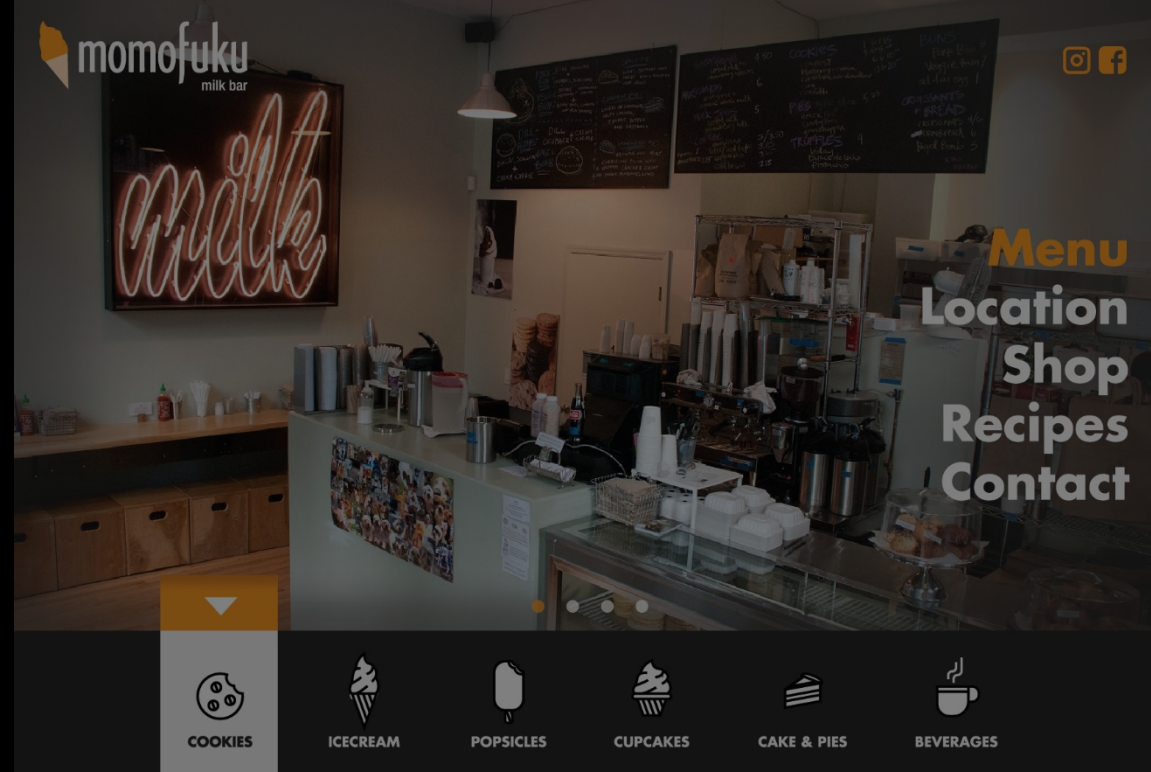
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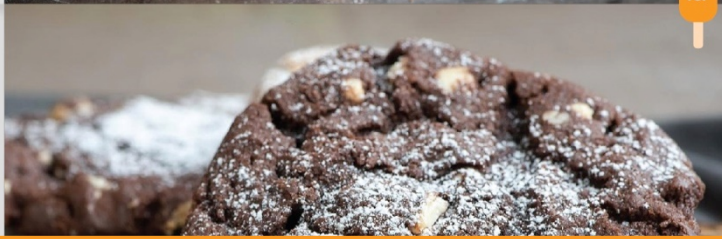
\$2.49

- 1 +

ADD TO BAG

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Interactive Content



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COOKIES



ICECREAM



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BEVERAGES

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TOP

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NYC



DC



VEGAS



TORONTO

milkbar midtown

15 w 56th st, ny 10019
between 5th and 6th avenues
347.577.9504

ORDER

HOURS

DIRECTIONS

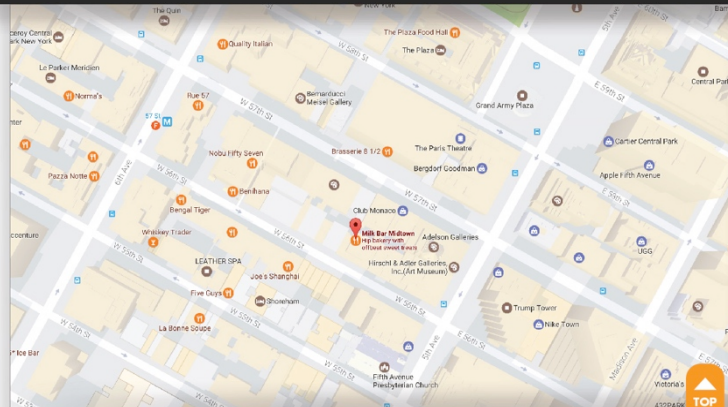
milkbar upper west side

561 columbus ave, at 87th st,
ny 10024

347.577.9504

ORDER

HOURS



TOP



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RECIPES

compost cookie®

learn to bake our very own
compost cookie®

RECIPE

SIGN UP - CLASS

BUY - COOKBOOK

ingredients

packed with pretzels, potato chips, coffee,
oats, graham cracker, butterscotch and
chocolate chips, this cookie strikes the
perfect balance between salty and sweet!

NEXT STEP

BACK

100 g (1/2 cup) mini butterscotch chips
150 g (3/4 cup) mini chocolate chips
200 g (1 cup) granulated sugar
225 g (16 tablespoons) butter
2 g (1/2 tsp) vanilla extract
2 g (1/2 tsp) baking powder
1.5 g (1/4 tsp) baking soda
150 g light brown sugar
225 g (1 1/3 cups) flour
4 g (1 tsp) kosher salt
50 g (2 tbs) glucose
1 egg



birthday truffles

learn to bake our very own
birthday truffles

RECIPE

SIGN UP - CLASS

TOP



— New Logo



Company Logo

Concept Name



— Original Logo

Color Theme

Orange

c0 m47 y97 k0

r226 g151 b51

#e29733

Green

c100 m0 y100 k0

r51 g164 b87

#32a357

Gray

c71 m65 y64 k68

r43 g44 b43

#2a2b2a

Typography

FUTURA STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BOLD

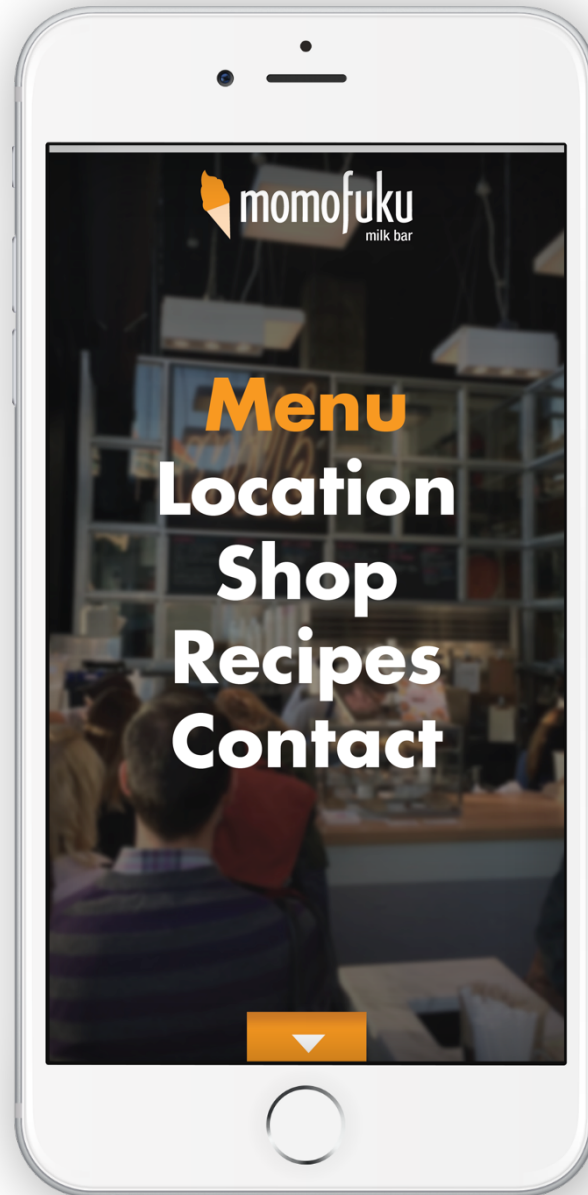
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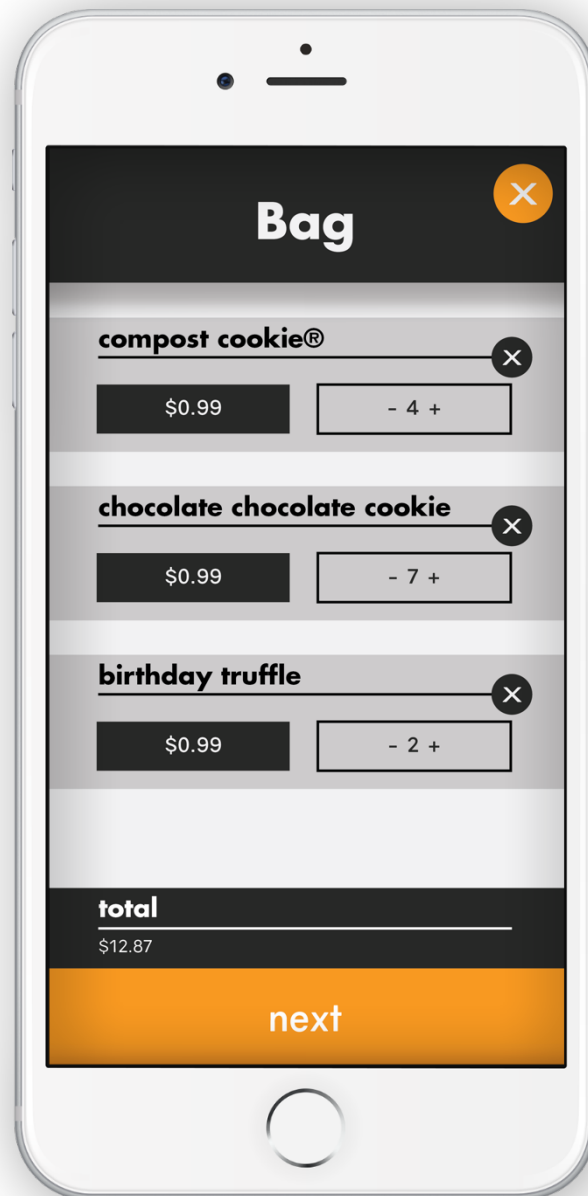
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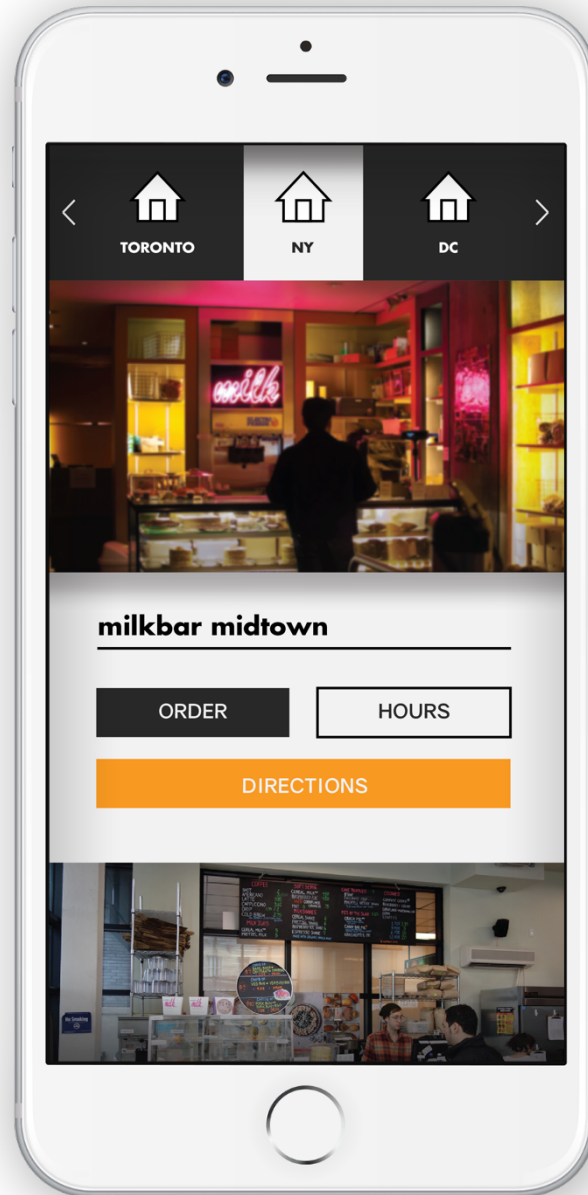
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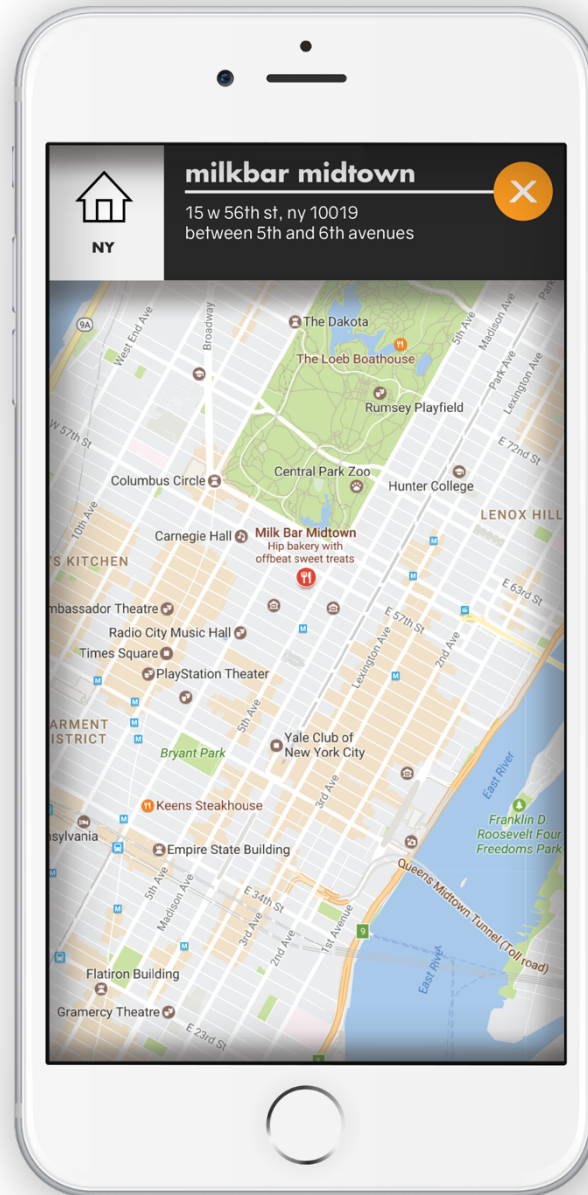
1234567890

Regular











NEW ICE CREAM POPSICLE

Try our new frozen treat perfect during
a hot summers day! There a variety of
flavors to choose from.

flavors

milkbar

momofuku



A large, stylized orange splash or liquid drop shape that originates from the top edge of the frame and spreads downwards, filling the lower two-thirds of the image. It has a wavy, organic top edge and a solid orange interior.

THANK YOU