

Theory final

# Paula Scher bio

Paula Scher is perhaps the most persuasive visual artists on the planet. Portrayed as the "ace seer of the right away recognizable," Scher rides the line between mainstream society and compelling artwork in her work. Notable, keen, and available, her pictures have gone into the American vernacular.

Scher has been an accomplice in the New York office of Pentagram since 1991. She started her profession as a workmanship chief during the 1970s and mid 80s, when her diverse way to deal with typography turned out to be exceptionally powerful. During the 1990s her milestone character for The Public Theater intertwined high and low into a completely new symbology for social foundations, and her new building coordinated efforts have reconsidered the metropolitan scene as a unique climate of dimensional visual communication. Her realistic characters for Citibank and Tiffany and Co. have become contextual investigations for the contemporary recovery of American brands.



The Citi logo consists of the word "citi" in a bold, blue, lowercase sans-serif font. A thick red arc is positioned above the letters "i" and "t", spanning from the top of the first "i" to the top of the second "i".

**citi**

SHAKE  
SHACK®



CNN

## Burgers

100% all-natural Angus beef with no added hormones or antibiotics ever

**ShackBurger®** Single \$5.00  
Double \$7.75  
Cheeseburger with lettuce, tomato, ShackSauce

**SmokeShack®** Single \$6.25  
Double \$8.50  
Cheeseburger with all-natural applewood smoked bacon, chopped cherry pepper, ShackSauce

**'Shroom Burger** \$6.65  
Crisp-fried portobello mushroom filled with melted mozzarella and cheddar cheese, topped with lettuce, tomato, ShackSauce

**Shack Stack** \$8.60  
Cheeseburger and a 'Shroom Burger with lettuce, tomato, ShackSauce

**Hamburger** Single \$3.80  
Double \$6.25  
Let us know if you would like lettuce, tomato, pickle or onion

## Chicken

100% all-natural, cage-free chicken. No antibiotics ever

**Chick'n Shack®** \$5.50  
Crispy chicken breast with lettuce, pickles, balsamic herb mayo

## Flat-Top Dogs

All beef and antibiotic-free

**Shack-cage Dog®** \$3.90  
Dragged through the garden with Rick's Picks Shack relish, onion, cucumber pickle, tomato, sport pepper, celery salt, mustard

**Hot Dog** \$3.30  
All beef

## Crinkle-Cut Fries

Crispy, crunchy, salty potato-y goodness

**Fries** \$5.00  
**Cheese Fries** \$5.50

## Shakes, Cups, & Cones

Spun fresh daily in our kitchen

**Classic Hand-Spun Shakes** \$4.25  
Vanilla, chocolate, caramel, black & white, strawberry, peanut butter, coffee

**Floats** \$4.25  
Root beer, creamicle

**Cups & Cones** Single \$3.75  
Double \$4.00  
Vanilla, chocolate

## Hong Kong Exclusive

**Milk Tea Shake** \$4.25  
Vanilla frozen custard blended with black tea

## Concretes

Frozen custard blended with marsh

**Matcha Golden Bell**  
Vanilla frozen custard, matcha marshmallow, candied ginger, and shortbread cookies, topped with matcha powder

2% of sales from our Matcha Golden Bell concrete supports the relief program of Hong Kong's refugees, which provides food relief to encouraging programs with different abilities to participate in it!

**Open Sesame**  
Vanilla frozen custard, black sesame paste, Hokkaido Chocolate dark chocolate chips, black sesame crumble, and white mochi topped with sesame seeds

**Queensway Crunch**  
Chocolate frozen custard, coffee caramel, Hokkaido Chocolate dark chocolate chips, Fall Taste cashew brittle, topped with chocolate sprinkles

## Stand For Something Good

We work with the best ranches, farmers, and bakers to source premium ingredients. All our beef and chicken are 100% pasture-raised with no added hormones or antibiotics ever. Our Angus beef is vegetarian fed and hormone-free. All served up in New York's finest bakeries. What's next? Our vanilla and chocolate frozen custard is made with real eggs, no trans fats, and milk from dairy farmers who pledge never to use artificial growth hormones.

## Drinks

**Lemonade** \$ 5.24  
Shack-made lemonade L \$3.25

**Fifty/Fifty** \$ 5.24  
Half lemonade, half organic iced tea L \$3.25

**Organic Brewed Iced Tea** \$ 5.24  
Hot Tea L \$2.80

**Hot Tea** \$2.20  
Honey & Sons English Breakfast, Organic Citron Green

**Fountain Soda** \$ 5.20  
Coke, Coke Zero, Sprite, L \$2.80  
Fanta Orange, Cream Soda

**Abita Root Beer** \$3.00

**Sunraysia Organic Apple Juice** \$2.00

**Fiji Water** \$2.00

## Beer & Wine

**ShackMeister Ale™** 16oz. \$6.95  
Brewed exclusively for Shack Shack by Brooklyn Brewery

**Brooklyn Brewery Seasonal** 16oz. \$6.95

**Shack Red** 6oz. \$6.80  
Ripe, rich, spicy 750ml. \$20.00

**Shack White** 6oz. \$6.80  
Bright, crisp, refreshing 750ml. \$20.00

**Henriot Brut Sauvignon, Champagne, France** 375ml. \$55.00  
Bright, bold, citrus

## Woof

Treats for those with four feet

**Bag O'Bones** \$5.00  
3 dog biscuits

# Modern work

Shake shack was to create an identity with the graphics and typeface which is neutraface the graphics and green color was to show the environmentally and or eco friendly.

Citibank called 1.5 million dollar napkin it was a sketch done on a napkin to fit the consumer idea

CNN logo was to red and white to show how powerful cable network

# 1990s work

The public logo and work by paula scher was really a call to action when republicans threatened to not fund the arts the typeface used was with wood in order to promote theatrical work



**THE**  
**PUBLIC**  
**THEATER**

# Paul rand philosophy

Subsequent to concentrating in New York City, Rand filled in as a workmanship chief for Esquire and Apparel Arts magazines from 1937 to 1941. As his work created, Rand acclimatized the way of thinking and visual jargon of European workmanship and plan, specifically that of the Bauhaus, Constructivism, Cubism, De Stijl, and Futurism. as a plan mastermind, a difficult solver and a business mind. His work embraced the way of thinking of holding both structure and capacity in what he makes. Magnificence and utility, as indicated by him was what a decent plan ought to impart.

## Comparison to paula scher philosophy

“Her philosophy is that all that matters is how the user perceives the design. Whether the design takes seconds or months to come to fruition, all that is important is that the design is a success. **Scher** continues to design impressive works through Pentagram, where she has served as partner since 1991”.

# Sources

<https://www.pentagram.com/work/shake-shack/story>

<https://nedwin.medium.com/the-1-5m-napkin-abd2702927d0>

<https://jaskiran195.tumblr.com/post/62051026716/paula-scher>

<https://www.pentagram.com/work/the-public-theater/story>