

'ROXY'S RESTAURANTS' CREATIVE BRIEF FOR NEW COMPANY IDENTITY

ABOUT "ROXY'S RESTAURANTS"

"Roxy's Restaurants" is a new company, born out of an existing restaurant, "Roxy's Diner." "Roxy's Diner" has been a favorite neighborhood establishment in Seattle's Fremont neighborhood for over 15 years, specializing in family diner style comfort food. "Roxy's Restaurants" main office is located in the Capitol Hill neighborhood, where their next restaurant, "Esther's Deli," is to open within the year. Currently there are 10 employees in the main office - that number will increase over time as needed and as the role of "Roxy's Restaurants" becomes more prominent in individual neighborhoods. The most successful restaurants are slated for sister stores in Portland and possibly other Northwest cities. The Owner and C.E.O of the company is Peter Glick, a Seattle native. It is very important to him that "fun" and "community" be a driving force in the culture of "Roxy's Restaurants," as much as the restaurants are meant to be family establishments, catering to the local population, the company itself should be run as if it were family owned. Employees and customers are treated as family members, good work is rewarded with more opportunities and good ideas are heard and shared throughout the "family."

"Roxy's " the company, and it's separate establishments aim to be as diverse as the neighborhoods in Seattle. It is important to them that they deliver a quality product that is tailored to the needs and desires of it's customers. They do not take themselves too seriously - it's FOOD - not health care - but they DO take great pride in the product they deliver and the atmosphere they encourage.

"ROXY'S RESTAURANT'S" TARGET AUDIENCE

The target audience is very broad, because each establishment will be born out of the desires of the local culture. Restaurants will be an all inclusive affair, from punk rock skater kids to grandparents. They are all coming to these restaurants to feel a sense of belonging and more importantly, to eat well prepared, well considered, affordable fare in a space that welcomes all "types" of people. The restaurants are MADE according to the local style, but will be a destination for tourists that care enough to go where the locals go and 'locals' from other Seattle neighborhoods. In general, the target audience is people that are looking for their own "Cheers." When people come to visit, they will take them to their Roxy's neighborhood restaurant.

“ROXY’S RESTAURANTS” BUSINESS OBJECTIVES FOR BRANDING

“Roxy’s” needs to create a new brand, as the existing “Roxy’s Deli” brand is outdated and no longer speaks to the culture of the new mother company. Roxy’s wants their new company and their new brand to be : FUN:GOOD:LOCAL:HOMESTYLE: AND FAMILY DRIVEN. The logo should express the company’s ideals by way of a very clean, modern, DIYish style. The branding for all entities needs to be simplified and modernized so that they can all work together as a whole.

All employees of “Roxy’s” will use this brand for all communications. Each restaurant will also utilize this branding as a point of departure for their own identities. Ideally they would all share some unifying element, not in a strict manner, but in a conceptual manner, so that you might see the logo for “Ester’s Deli” and associate it with the branding of “Roxy’s.” The primary “Roxy’s” identity should allow for that.

“Roxy’s Restaurants,” the company, is the behind-the-scenes force at each restaurant. Their name will be associated with each individual restaurant as a sidenote. However, community involvement by way of sponsorships will be the primary face of the company itself. Little League teams and support of local community and non-profit organizations is an important part of the company’s mission. The Roxy’s Restaurant logo will be present on individual restaurant’s menus, signage, websites and merchandise. It is very important that it work in conjunction with the individual brands of each establishment.

OTHER COMPANIES TO LOOK TO FOR GUIDANCE

Local neighborhood restaurants that have developed neighborhood communities. For example, Cafe Presse in Capitol Hill and companies like:

- Chow Foods (e.g. Five-Spot, Highlife)
- Tom Douglass(e.g. Lola, Ettas)
- Linda Derschang (e.g. Linda’s Tavern, Smith, King’s Hardware,)
- McMenamins (e.g Six Arms, Broadway).