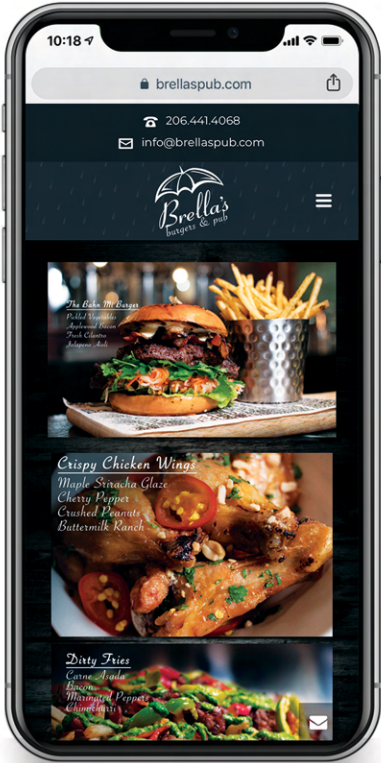
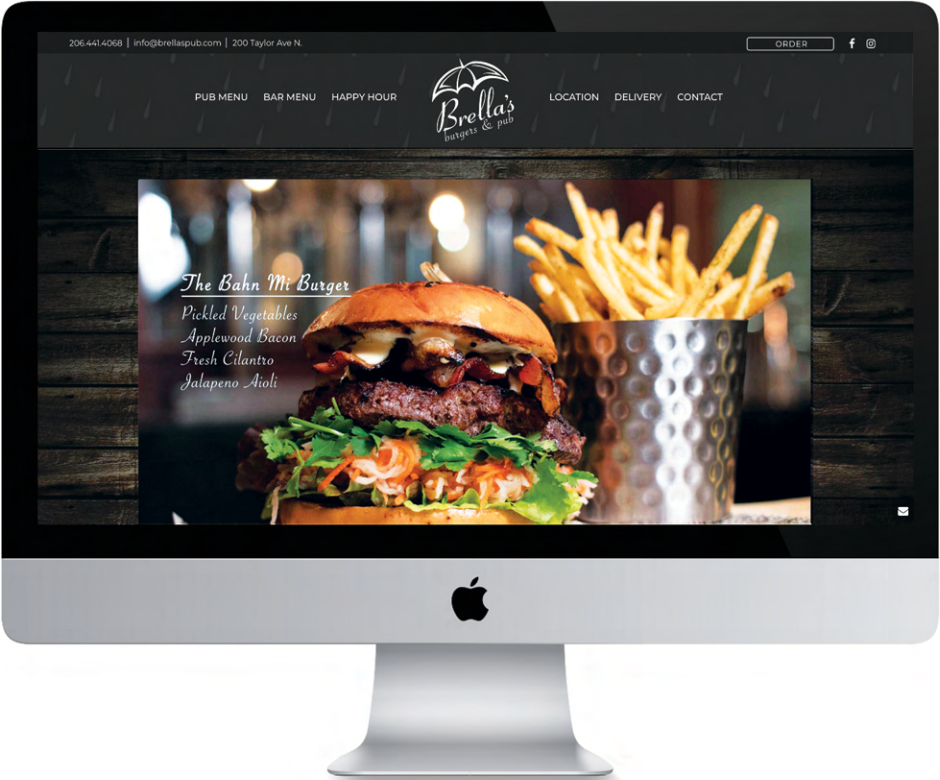


BRELLA'S BURGERS & PUB

WEBSITE DESIGN





ORIGINAL



REFRESHED



STREET SIGN



The original Brella's logo colors were both outdated and indicative of something between a truck stop diner and an Italian restaurant. It lacked spacial balance in layout and proportion, with the subtext- via it's relative size to the brand icon- simultaneously drawing attention away from the icon and creating the psychological effect of a "small" or insignificant brand. Additionally the use of bright, primary colors further drowns out the visual prominence of the white icon.

The new logo was intend to retain brand recognition while reflecting a more contemporary, edgy feel. Simplifying the color scheme served to reflect the new "bar vibe" of the restaurant as well as to make the brand icon the prominent focal point. More use of negative space around the icon draws the attention in, and the rain drops are used to double down on the umbrella theme as well as to provide a visual depth that was lacking in the original.

BRELLA'S BURGERS & PUB

MENU DESIGN



Brella's Beverage
MENU

BEERS ON TAP \$8

Widmer Hefe	Hale's Ales Palladium Pale Ale
10 Barrel Blood Runs Cold IPA	Stella Artois Pilsner

Elysian

Dragonstooth Imperial Stout
Men's Room Red

REDS \$7 (g) \$25 (b)

Canyon Road Cabernet Sauvignon • Merlot

WHITES \$7 (g) \$25 (b)

Fish Eye Pino Grigio Canyon Road Chardonnay

BOTTLED BEERS \$5

Stella • Heineken • Kona Long Board
Angry Orchard • Corona • Guinness
Coors Light • Bud Light • Budweiser

DRINK SPECIALS \$8

MARGARITA	SUNRISE
LEMON DROP	MIDORI SOUR

Brella's Burgers & Pub
200 Taylor Ave N. | Seattle, WA 98109
206.441.4068

HAPPY HOUR
\$5 Beer and Wine
Tuesday through Saturday

DRINK MENU

Brella's Beverage
MENU

BEERS ON TAP \$8

Widmer Hefe	Hale's Ales Palladium Pale Ale
10 Barrel Blood Runs Cold IPA	Stella Artois Pilsner

Elysian

Dragonstooth Imperial Stout
Men's Room Red

REDS \$7 (g) \$25 (b)

Canyon Road Cabernet Sauvignon • Merlot

WHITES \$7 (g) \$25 (b)

Fish Eye Pino Grigio Canyon Road Chardonnay

BOTTLED BEERS \$5

Stella • Heineken • Kona Long Board
Angry Orchard • Corona • Guinness
Coors Light • Bud Light • Budweiser

DRINK SPECIALS \$8

MARGARITA	SUNRISE
LEMON DROP	MIDORI SOUR

Brella's Burgers & Pub
200 Taylor Ave N. | Seattle, WA 98109
206.441.4068

HAPPY HOUR
\$5 Beer and Wine
Tuesday through Saturday 4-6pm



Because the hotel restaurant is not directly visible from the guests' rout to the rooms, I designed these signs to be seen from the hotel entrance along the walls of the hallway that leads back to the dining area.



Note:

All photography within this deck was done by me except for the burger below.



SIGNAGE



Because the hotel restaurant is not directly visible from the guests' rout to the rooms, I designed these signs to be seen from the hotel entrance along the walls of the hallway that leads back to the dining area.



SIGNAGE



ELEVATOR SIGNS

These posters were placed in locking frames on either side of both elevator interiors to make an impression for the restaurant on all guests going to their rooms.

SIGNAGE



I designed this sign to stand in the hallway outside the restaurant to make the entrance more conspicuous, as well as to answer common questions guests would often have at the "door".



FLOOR STAND SIGN





BAHN MI BURGER



These cards were designed to place in the hotel rooms as another impression for the restaurant with incentive to visit.

SIDE 1

SIDE 2

BAR FOOD DONE RIGHT



FREE

SCOOP OF ICE CREAM WITH YOUR FIRST BURGER

SIDE 2 alt

BAR FOOD DONE RIGHT



FREE

SCOOP OF ICE CREAM WITH YOUR FIRST BURGER



These slides were created to display on the large monitor in the elevator lobby, as another impression point for the restaurant that all guests will see while waiting for the elevator.

Brella's
burgers & pub

HAPPY HOUR
4-6pm Tues-Sat
Beer & Wine \$5

Hours
TUESDAY - SATURDAY
4PM - 10PM

• MENU •
BURGER

Brella's
burgers & pub

HAPPY HOUR
4-6pm Tues-Sat
Beer & Wine \$5

Hours
TUESDAY - SATURDAY
4PM - 10PM

Brella's Beverage MENU

BEERS ON TAP \$8
Hale's Ales
Porter • Kolsh • Red Menace
10 Barrel Apocalypse Elysian Space Dust • Seasonal

REDS \$7 (g) \$25 (b)
Canyon Road Cabernet Sauvignon • Merlot

WHITES \$7 (g) \$25 (b)
Fish Eye Canyon Road Pino Grigio Chardonnay

BOTTLED BEERS \$5
Dos Equis • Stella Artois • Heineken
Angry Orchard • Coronado • Guinness
Coors Light • Bud Light • Budweiser
O'Doul's (non-alcoholic)

DRINK SPECIALS \$8
MARGARITA LEMON DROP SUNRISE MIDORI SOUR

ENERGY DRINKS \$5
Red Bull • Rockstar



These slides were created to display on the large monitor in the elevator lobby, as another impression point for the restaurant that all guests will see while waiting for the elevator.

Brella's
burgers & pub

HAPPY HOUR
4-6pm Tues-Sat
Beer & Wine \$5

MENU
BURGER

Brella's
burgers & pub

HAPPY HOUR
4-6pm Tues-Sat
Beer & Wine \$5

True Cod Sliders
Beer battered cod, cilantro-lime slaw, swiss, toasted golden roll

Nachos (gf)
Cheddar-jack cheese, black beans, jalapeño, pico de gallo, sour cream (add grilled chicken or carne asada)

Dirty Fries (gf)
Carne asada, bacon, marinated peppers, chimichurri (add fried eggs)

Crispy Chicken Wings (gf)
Maple sriracha glaze, cherry pepper, peanuts, buttermilk ranch

Brella's Burger
Lettuce, tomatoes, house pickle, white cheddar, Brella's sauce

High Noon Burger
Appelwood bacon, white cheddar, jalapeños, onion rings, barbecue sauce

Bánh Mì Burger
Pickled vegetables, applewood bacon, cilantro, jalapeno aioli

Buffalo Blue Burger
Gorgonzola, fried mushrooms, cilantro-lime slaw, buffalo sauce

Teriyaki Chicken Burger
Grilled pineapple, avocado, caramelized onion

Sweet n' Spicy Harissa Roasted Nuts (gf.veg)
Peanuts, harissa, honey

Fried Brussels Sprouts (gf.veg)
Honey, parmesan, lemon aioli

Frites (gf.veg)
With housemade whiskey barbecue ketchup

See full menu for finger foods, soups & salads

BRELLA'S BURGERS & PUB

DIGITAL READERBOARD



These slides were created to display on the large monitor in the elevator lobby, as another impression point for the restaurant that all guests will see while waiting for the elevator.

