



Chill Creative Portfolio

This proposal contains proprietary and confidential information of Chill Creative Co. Ltd. And shall not be used, disclosed or reproduced, in whole or in part, for any purpose other than to evaluate this proposal, without the prior written consent of Chill Creative Co. Ltd. This document and all information contained herein remains at all times in Chill Creative Co. Ltd.



Create a Tasty Brand with Personality

Branding and interior design for a modern bistro in Shanghai to target sophisticated young foodies.

Client

Fire & Wood (F&B Management)

Scope

- Brand audit and analysis
- Brand story creation
- Brand logo design
- Brand naming
- Brand identity and style guides
- Website UI (User Interface) design
- Menu design
- Packaging design
- Interior direction

Challenge

Our client, Fire & Wood, approached us for help with their new venture in Shanghai. With over 30 years of F&B experience in the UK, their aim was to offer a brand-new mix of international flavours paired with a modern, comfortable atmosphere to present a relaxed and enjoyable dining experience. The undefined style of cuisine was a challenge for brand development, especially in China where fusion-style restaurants remain a new concept for many diners.



Create a Tasty Brand with Personality

Chill Solution

We created a bilingual name that was fun and memorable, targeting our primary market of young ladies who incorporate dining experiences as a fundamental part of their lifestyles. Creating a signature graphics theme, we used an attractive turquoise colour to connect with the target market and designed an "exclamation spoon" to communicate energy and creativity. By carefully crafting the branded items into consumer touchpoints, "OMGI!" has differentiated itself from its competitors by successfully expressing itself.



Enquiry:
info@chillcreativeco.com / +852 3695 0642

© 2018 Chill Creative Co. Ltd.