

@Sea

Campaign Presentation



*@Sea*

Campaign Presentation



## Brand Brief

## Logo Guidelines

## Office Package

## Menu

## Package Design

## Advertisement

## Website

## Brand Brief

### Concept & Servings

@Sea is a innovative and modern restaurant, that provides the customer with healthy and high quality seafood, coming from local and regional sustainably farms. All products, fruits and vegetables that are used to prepare dishes are organic and sustainable.

@Sea Will serve lunch from 12.30pm to 3pm and dinner from 5.30pm to 10pm from Monday through Sunday . During the week there will be lunch specials available for early birds from 12.30pm to 1pm. Every first Monday of the new month, @Sea will have a closing day.

@ Sea serves dishes between \$12 and \$25 per entry.

@Sea will give you a culinary delight!

### Location & Atmosphere

@Sea, located downtown Palo Alto, will take you away in a modern but natural environment where plants, fishtanks and natural sounds provide an escape into mother nature.

Johanna and Catherine, the owners of @Sea, are passionate and well educated about sustainable fishing and farming. They want to transfer their knowledge and passion along with their well- trained team.

### Target Audience

@Sea is the perfect choice for seafood enthusiast, individuals that view seafood as the healthier choice and individuals that are cautious about the impact of their ecological footprint.

Johanna and Catherine and their team will make the customers lunch or dinning experience time worthy, by providing a personal and friendly approach to making the customers feel at home.

Drift away in a culinary experience.

### Desired Perception

Organic, modern, light, safe, sustainable, fresh & clean, breathing





## Logo Guidelines



Pantone  
318 C



C: 51  
M: 0  
Y: 17  
K: 0

Pantone  
359 C




C: 53  
M: 0  
Y: 71  
K: 0

Pantone  
Black  
50%



C: 0  
M: 0  
Y: 0  
K: 50

Pantone  
Black  
40%



C: 0  
M: 0  
Y: 0  
K: 40

---

### Design Note:

- The logo was created in Adobe Illustrator CC.
- The logo should only be resized proportionally, larger or smaller, without distortion.
- The logo should not be tampered with in any way.
- The logo should not be used in any other colors or color combinations. Neither should it be used in reverse.
- The logo must be printed in the designated Pantone spot colors or designated CMYK percentages in process colors.
- The logo must have a "buffer" space around it to maintain legibility and visual impact. No other graphic elements, such as typography, rules, shadings, etc. should infringe this space.

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Februari 10, 2015

Susanne Lippens  
Marketing Expert/Speaker  
Celebrity Speakers  
San Jose, CA 95128

# @Sea

Dear miss Lippens,

RE: INVITATION DINNER @SEA

@Sea is the most popular topic amongst seious diners at the moment. However, as it is less than a year since we opened our doors on March 15, 2014, there has not been much publicity going around and not many people know where we are.

@Sea is located in downtown Palo Alto. We serve high quality Seafood with a broad selection of Californian wine. Our executive chefs, Nick and Jeremy, will give you the most pleasant surprise on your first experience at @Sea. Which is complimented by our Somelier Ruben and our Restaurant managers Catherine and Johanna.

We would like to invite you and your partner for a complimentary lunch or dinner for two whenever it is convenient anytime before September 15, 2015.

We would love to assist you in your culinary experience and want you to learn how we do our best to be a sustainable restaurant.

For reservations please call us on the numebr 408.603.1437 or fax us on the number 408.603.1438 and leave us your name and convenient schedule for your experience at @Sea.

Thank you for your kind attention. I hope you will accept our invitation and experience @Sea.

Your Sincerely



Johanna Miller  
Manager @ Sea

Drift away in a culinary experience

535 Ramona St. @ Hamilton Ave,  
Palo Alto, CA 94301

<http://www.atsea.com>

408.603.1437  
408.603.1438

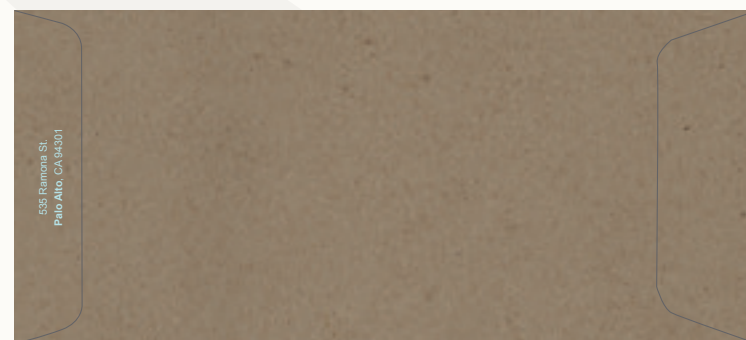
Letterhead



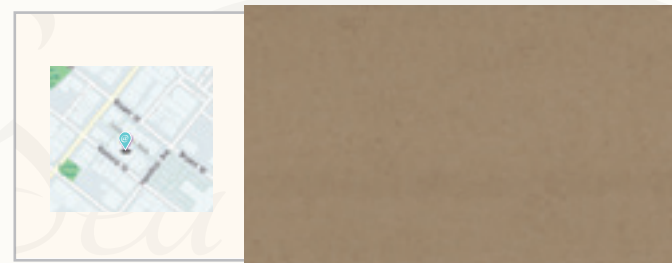
Business Card Closed



Envelope Front



Envelope Back



Business Card Open

@Sea

@Sea

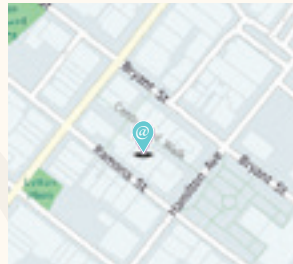
@Sea

Drift away in a culinary experience

535 Ramona St. @ Hamilton Ave.  
Palo Alto, CA 94301

408.603.1437  
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atsea.com



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### Building Front

Glass sanded windows with greyscale Logo.  
Colored Logo on the left side of the building.



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### Building Inside

Greyscale Logo will be used on the walls of the restaurant.

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## Garment Personnel

Greyscale Logo will be used on the dress shirts for women and men.  
Colored Logo will be used on the aprons and the collar of the cook.



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### Car

Type of car: Toyota Prius Hybrid

Colored Logo will be used on both sides of the car.



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#### Appetizers

**Warm Artichoke & Crab Gratin**  
with Mushroom Sauté

\$12.95

**Fresh & Bay Shrimp Cocktail**  
Served with Traditional Cocktail Sauce

\$12.95

**Grilled Crab Cake Appetizer**  
with Spicy Mustard Sauce

\$12.95

**Steamed Manila Clams**  
Farm Raised Manila Clams Cooked in White Wine  
with Garlic & Butter

\$12.95

**Fresh Shucked Oysters**  
Six Oysters on the Half Shell with Mignonette  
and Traditional Cocktail

\$8.95

**Lebanese Bites**  
with Warm Lemon-Herb

\$12.95

#### Salads

**Seafood Salad**  
Top Shrimp, Dungeness Crab, Scallops, Mixed  
Greens, Avocado, Wine Vinaigrette, Tomatoes and  
a Hard Boiled Egg

\$12.95

**Road House Fresh Salad**  
Crisp Lettuce, Shredded Chicken with Spinach,  
Dressing, Potatoes, Pineapple, Shaved Red Cabbage  
& Sautéed Onions

\$12.95

**Caesar Salad**  
with Garlic Croutons and Parmesan Cheese

\$12.95

#### Entrees

**Broiled Marinated Sea Scallops**  
Served with Fresh Herbs & Garlic Marinade with  
Basmati Rice

\$18.95

**Dungeness Crab & Seafood Cloggies**  
Shrimp & Fresh Dungeness Crab in Marinade Sauce  
with Garlic Croutons

\$17.95

**Cedar Planked Orange & Salmon**  
Bright Citrus & Sweet Smoked Salmon  
Sautéed Potatoes

\$18.95

**Atlantic Salmon**  
Pan-fried, Grilled, Oven Baked or Broiled

\$18.95

**Grilled Salmon Risotto**  
Served with Egg Parmesan Sauce  
and Caramelized Potatoes

\$18.95

**Seafood Soups**  
Scallops & Dungeness Crab Soup with Rice,  
to Rice, Potato Potatoes, Garlic, Shrimp and  
Lemon & Sweet Butter

\$18.95

**Grilled Potato Sole Dore**  
Shrimp Scampi & Lemon Butter

\$17.95

**Lamb Crab Cakes**  
with Lemon Butter, Pine Roasted Corn,  
Mashed & Seasonal Greens

\$17.95

**Steamed Mussels**  
in White Wine and Herbs

\$18.95

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### Appetizers

**Warm Artichoke & Crab Gratin**  
with Boursin® Cheese

12.95

**Prawn & Bay String Cocktail**  
Served with Traditional Cocktail Sauce

12.95

**Grilled Crab Cake Appetizer**  
with Spicy Mustard Sauce

12.95

**Steamed Manila Clams**

Fresh-Roasted Manila Clams Cooked in White Wine  
with Garlic & Butter

11.95

**Fresh Shucked Oysters**

Six Oysters on the Half Shell with Mignonette  
and Traditional Cocktail

14.95

**Lobster Bisque**

with Maine Lobster Meat

12.95

### Salads

**Seafood Salad**

Sea Shrimp, Dungeness Crab, Scallops, Mixed  
Cheese, Avocado, Vine Ripened Tomatoes and  
a Half Boiled Egg

12.95

**Road House Prawn Salad**

Grilled Prawns, Whipped Potatoes with Spinach,  
Cheddar Cheese, Pineapple, Mixed Baby Carrots  
& Balsamic Vinaigrette

12.95

**Cesar Salad**

with Garlic Croutons and Asiago Cheese

8.95

@Sea

### Entree

**Broiled Marinated Sea Scallops**  
Served with Fresh Herbs & Garlic Butterade with  
Basmati Rice

16.95

**Dungeness Crab & Seafood Coddling**  
Shrimp & Fresh Shrimps in Mother's Sauce  
with Garlic Croutons

21.95

**Cedar Planked Orange & Salmon**  
Bright Citrus & Sweet Smoky Jim Beam  
Bourbon Glaze

25.95

**Atlantic Salmon**

Pan-fried, Grilled, One-Baked or Blackened

22.95

**Grilled Salmon Alla Bello**

Salmon Fillets Dipped in Egg Parmesan Butter  
and Capers Lemon Butter

26.95

**Seafood Saute**

Scallops & Dungeness Crab Legs with White  
to White, Potato Potatoes, Garlic, Shallops and  
Lemon & Sweet Butter

18.95

**Grilled Petrale Sole Dore**

Butter Spinach & Lemon Butter

21.95

**Lump Crab Cakes**

with Lemon Butter, Fire-Roasted Corn,  
Bacon & Seasonal Chutney

21.95

**Steamed Mussels**

in White Wine and Herbs

16.95

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## Wine Labels

@Sea works together with Beringer, a sustainable vineyard in Napa, California. Beringer created 3 personal @Sea housewines that will be for sale at the restaurant.

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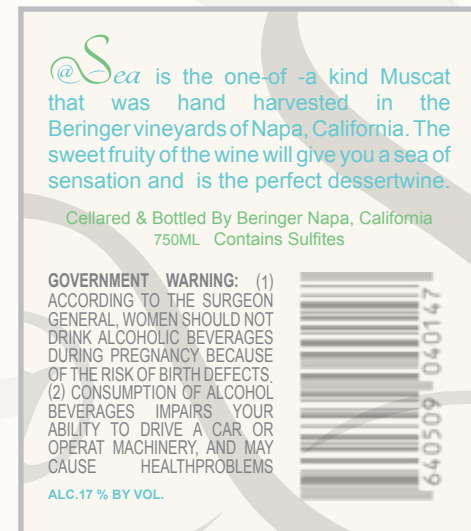
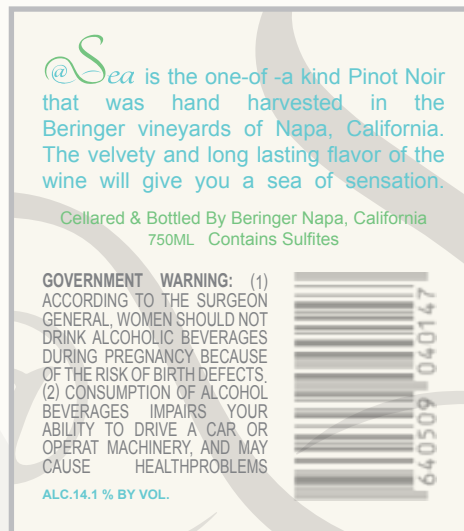
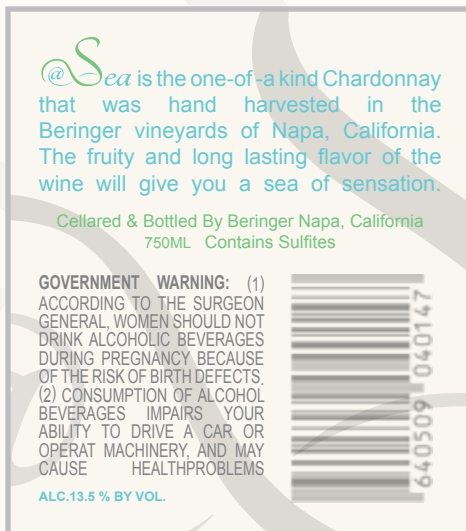
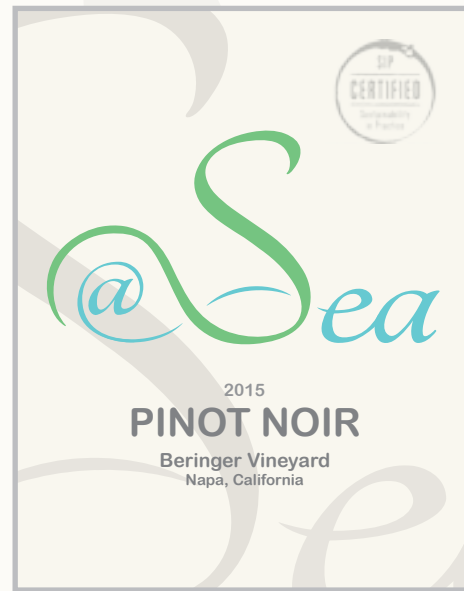
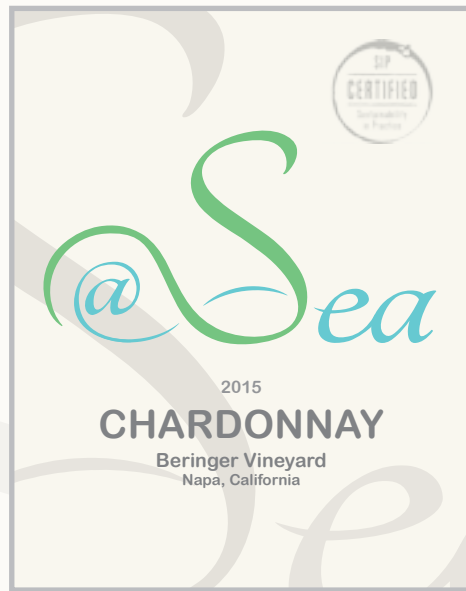
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## Package Design

The wine bottles will come in a special designed wine box. To open the wine box, you just pull the top part and it will slid out of the base.

Three wine boxes will make one unit and form the Logo @Sea when put next to each other.

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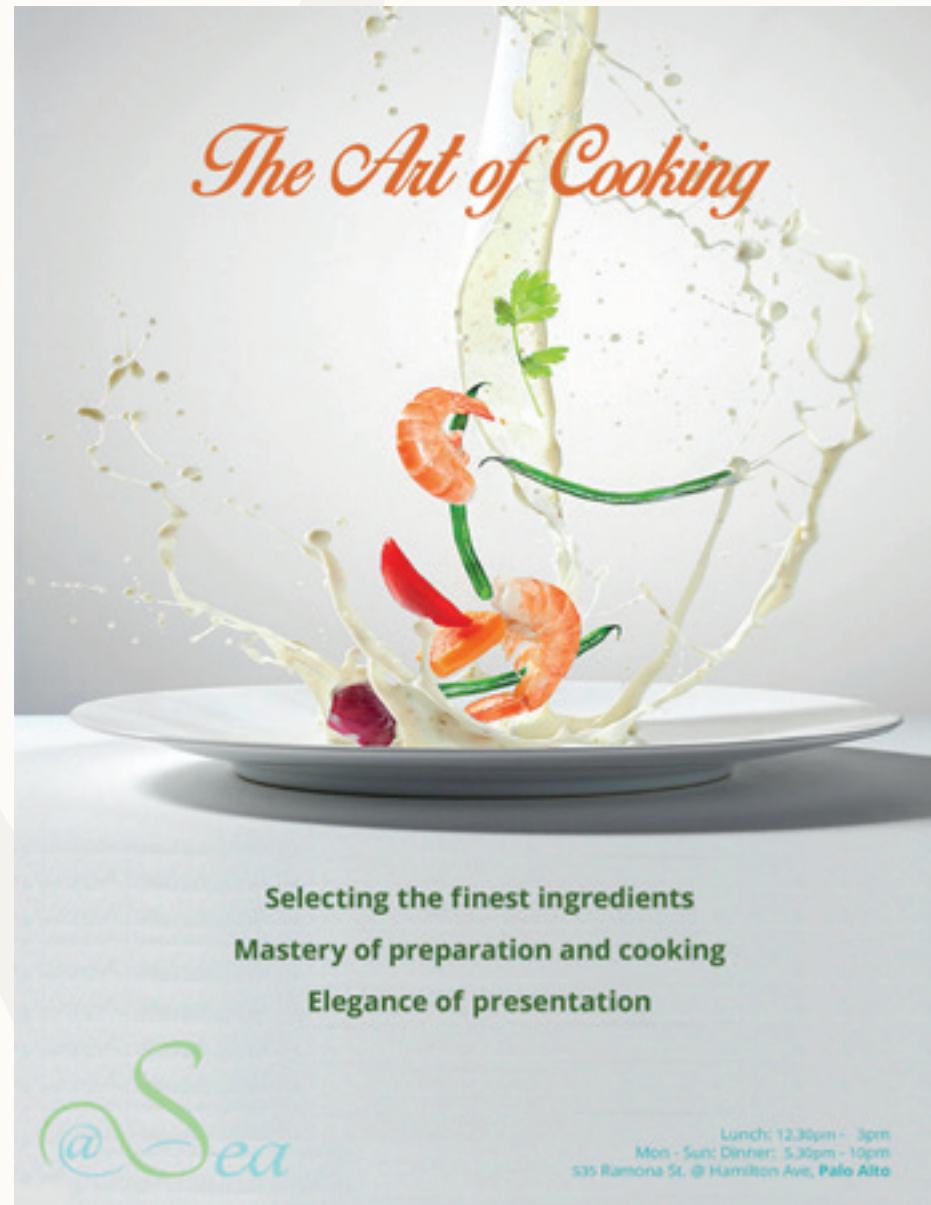
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### Advertisement

Advertisement for a performance art venue that produce full color programs.  
Target: Broad - minded, college educated people

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opening soon

Drift away in a culinary experience

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**Palo Alto**  
535 Ramona St. @ Hamilton Ave

Advertisement

Advertisement for locally, daily newspaper.



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<http://atsea.businesscatalyst.com>



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### Animated website

Logo is changing color when the cursor rolls over. By clicking on the logo, you will enter the home page of @Sea.



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@Sea

Restaurant

Team

Cuisine

Lunch

Dinner

Wine

Private Dining

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Welcome

- drift away in a culinary experience -



Early Bird Lunch Special

Served Monday through Friday from 12:30 to 1pm.



Fried White Fish on a Green Bed of Vegetables.

News and Events

Monday April 6, 2015 is our monthly closing day.

Sunday April 4, 2015 we will be open from 10am - 2 pm to serve a Easter brunch. We will be closed during the rest of the day.

Monday April 5, 2015 we welcome everybody to our @Sea Wine Event. More information will be available soon, so make sure you check in!

Private Dining

Contact Us



Fried White Fish on a Green Bed of Vegetables.

day.

Monday April 6, 2015 we welcome everybody to our @Sea Wine Event. More information will be available soon, so make sure you check in!

Yelp Facebook Twitter Instagram

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### Animated website

Pages slide in from the left side to the right side.

Footer at the bottom of the page, with social media buttons.



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Cuisine

Monday through Sunday

Lunch: 12.30 - 3pm

Dinner: 5.30 - 10pm

Lunch			Dinner		
Soups & Salads	Sandwiches	Entree	Salads	Appetizers	Entree
<b>Crabapple &amp; Cumin Soup</b> This soup is made with crabapple, cumin, and onion. It is a healthy and delicious soup.	<b>Grilled Chicken Sandwich</b> A sandwich made with grilled chicken, lettuce, tomato, and cheese on a whole wheat bun.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.
<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.
<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.	<b>Grilled Chicken &amp; Potato</b> A dish made with grilled chicken, potato, and vegetables. It is a healthy and delicious dish.

### Animated website

The Cuisine page brings you to the small lunch menu and small dinner menu. By clicking on one of the menus you will go to a new page that shows the selected menu larger.



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Teach

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### Soups & Salads

#### Cowfish & Crab Bisque

Fresh Made Bisque with Crabmeat

12.95

#### Head House Prawn Salad

Grilled Panetta, Shrimp Prawns with Spinach, Goat Cheese, Pine Nuts, Mixed Baby Lettuce & Balsamic Vinaigrette

12.95

#### Fried Oyster Salad

Spinach, Apple and (Shaved) Onion Salad Tossed in Pepper Jelly Vinaigrette, Topped with Fried Gulf Oysters and Lemon

14.95



### Sandwiches

#### BBQ Shrimp

Shrimp with Shredded Lettuce, Tomato, Pickle and Mayonnaise

8.95

#### Fried Green Tomato

Shrimp with Shrimp Remoulade and Raspberry Sauce

8.95

#### Grilled Fish

Fresh Grilled Filet of a Local Fisherman's Choice, Shrimp with Shredded Lettuce, Tomato, Pickle and a Spicy Aioli

12.95

#### Oyster

Shrimp with Shredded Lettuce, Tomato, Pickle and Mayonnaise

12.95

#### Shrimp

Shrimp with Shredded Lettuce, Tomato, Pickle and Mayonnaise

8.95

### Entree

#### Blackened Fish Negimono

Fresh Fish Filet Blackened, Topped with Creamed Onions, Served with Mashed Potatoes and Cream Cheese Sauce

11.95

#### Grilled Fish

Grilled Fish Filet, Topped with Vegetable Medley and Herb-Roasted Potatoes

10.95

#### Seared Tuna

Pan-Seared and Pepper Crusted Grilled Tuna Steak, Served with a Creamy Risotto Potatoes

14.95

#### Mussels & Fries

Steamed Mussels in a NJOLJ Sauce (See Both with Blue Cheese), Served with House-Gut French Fries

10.95

#### Shrimp Andouille Brochettes

Shrimp Grilled Shrimp Stuffed with Andouille and Monterey Jack Cheese, Served with Mashed Potatoes and Honey Mustard

11.95

#### Big Easy BBQ Shrimp

Pressure Cooked Shrimp, in a Spicy, in Pressure Cooker Sauce, Served with French Bread

10.95

#### Lump Crab Cakes

with Lemon Butter, Pan-Roasted Eggs, Salsa & Seasonal Grains

11.95

Lunch

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### Salads

#### Seafood Salad

Bay Shrimp, Dungeness Crab, Scallops, Mixed Greens, Avocado, Wine-Vinegar Dressing and a Hot Shrimp Egg

12.95

#### Head House Prawn Salad

Grilled Panetta, Shrimp Prawns with Spinach, Goat Cheese, Pine Nuts, Mixed Baby Lettuce & Balsamic Vinaigrette

12.95



### Appetizers

#### Warm Artichoke & Crab Gratin

with Breadcrumbs

12.95

#### Prawn & Bay Shrimp Cocktail

Served with Traditional Cocktail Sauce

11.95

#### Grilled Crab Cake Appetizer

with Spicy Mustard Sauce

11.95

#### Steamed Mussels

Farm Raised Mussels Cooked in White Wine with Garlic & Butter

11.95

#### Fresh Shucked Oysters

Six Oysters on the Half Shell with Mignonette and Traditional Cocktail

10.95

#### Lobster Bisque

with Mashed Potatoes

11.95

Dinner

### Entree

#### Broiled Marinated Sea Scallops

Served with Fresh Herbs & Garlic Mashed Potatoes

19.95

#### Dungeness Crab & Seafood Craggins

Shrimp & Lobster Shrimp in Mignonette Sauce with Garlic Croutons

21.95

#### Crispy Pan-Seared Orange & Salmon

Bright Citrus & Sweet Smoky Jam Glaze Bourbon Glaze

25.95

#### Atlantic Salmon

Pan-Seared, Grilled, Char-Grilled or Blackened

20.95

#### Grilled Salmon Alla Bella

Salmon Filet Dipped in Egg Parmesan Butter and Capers Lemon Butter

25.95

#### Seafood Sauté

Scallops & Dungeness Crab Cooked with White Wine, Parsley, Potatoes, Garlic, Shrimp and Lemon & Butter

18.95

#### Grilled Petite Sole Done

Mixed Spinach & Lemon Butter

21.95

#### Lump Crab Cakes

with Lemon Butter, Pan-Roasted Eggs, Salsa & Seasonal Grains

21.95



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Animated website

By clicking on the email address, you will be referred to go to our 'Contact Us' Page.

# @Sea

**@Sea**

**Private Dining**

@Sea will set the stage for any party, from business dinners to family celebrations. We offer customized event planning services, including floral arrangements and hand-written place cards, to ensure your occasion is remembered forever. Allow us to create the event of your dreams.

Contact us by using the below form for further details.

First Name	Event Date
<input type="text"/>	<input type="text"/>
Last Name	Event Time
<input type="text"/>	<input type="text"/>
Email	Message
<input type="text"/>	
Phone	
<input type="text"/>	
# Guests	
<input type="text"/>	
Occasion	
<input type="text"/>	<input type="button" value="Submit"/>

**@Sea**

**Contact Us**

535 Ramona St. @ Hamilton Ave.  
Palo Alto, CA 94301

For comments, questions, or concerns, please feel free to fill out the form below.

<b>Restaurant</b> Team <b>Cuisine</b> Lunch Dinner <b>Wine</b> <b>Private Dining</b> <b>Contact Us</b>		Name <input type="text"/>
		Email <input type="text"/>
		Message Do you provide catering? <input type="text"/>
		<input type="button" value="Submit"/>

**HOURS**  
Monday Through Sunday  
Lunch: 12:30 - 3pm  
Dinner: 5:30 - 10pm

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Campaign Presentation  
Kaatje Mullebrouck  
Winter 2015



