

Rebranding a Restaurant

Joe's Steam Rice Roll

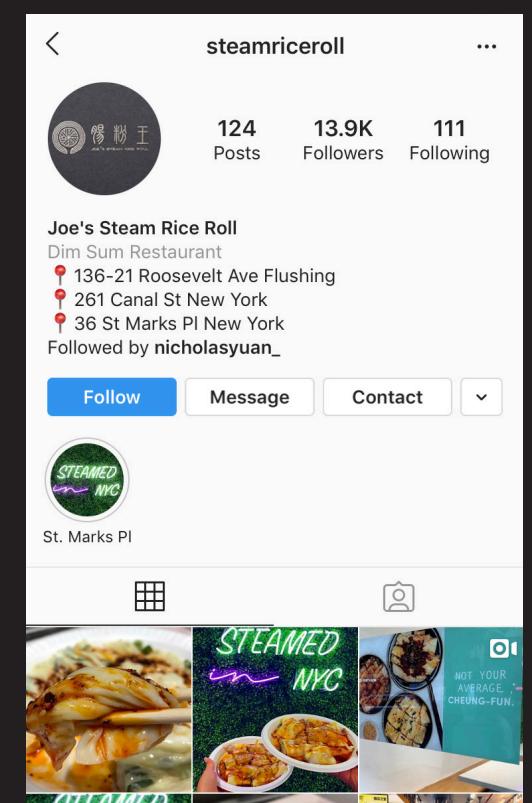


Joe Rong

**Joe's Steam Rice Roll is a
Cantonese Restaurant started in
Flushing, Queens, with locations
in Chinatown and East Village.**

**They pride themselves in serving
authentic steamed rice rolls,
by using the traditional method
of stone milling.**





Brand Strategy

Purpose

Why you exist

Sharing the authentic taste of steamed rice rolls with the rest of the world.

Values & Offerings

What you care about/
What you offer

Process: Joes set themselves apart by using the traditional way of creating steamed rice rolls with a stone mill.

Quality: Uses a specific type of rice to create their batter.

Tradition: Owner Joe Rong started the restaurant because of his longing for steamed rice rolls – the way he had it growing up in China

Personality

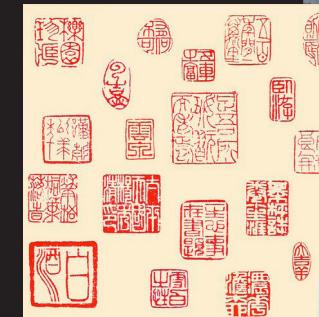
Who you are/
How you behave

Genuine

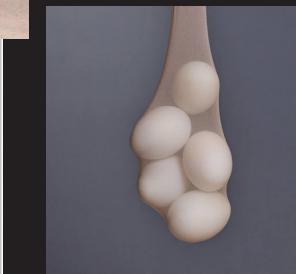
Dedicated

Innovative

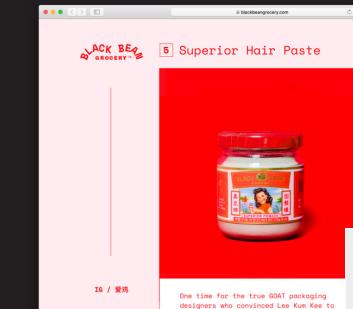
Genuine Culture, Tradition



Dedicated Quality, People



Innovative Modern, Unconventional



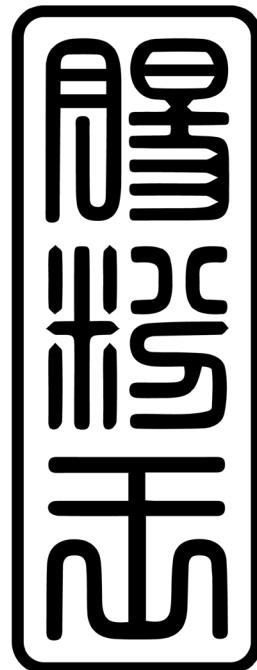
Concept

**Drawing inspiration from ancient
Chinese culture**

**Oracle Bone Script
Stone Name Seals**

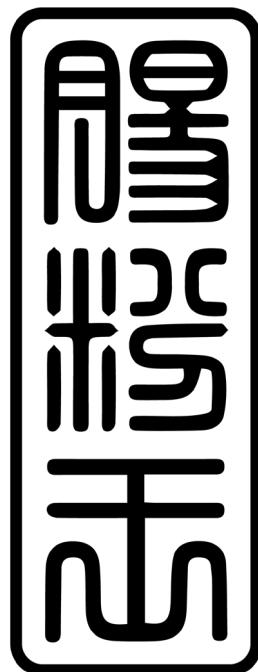
**Establishing an unconventional
identity, by highlighting elements of
Chinese history that are forgotten**

Final Logo & Brand System



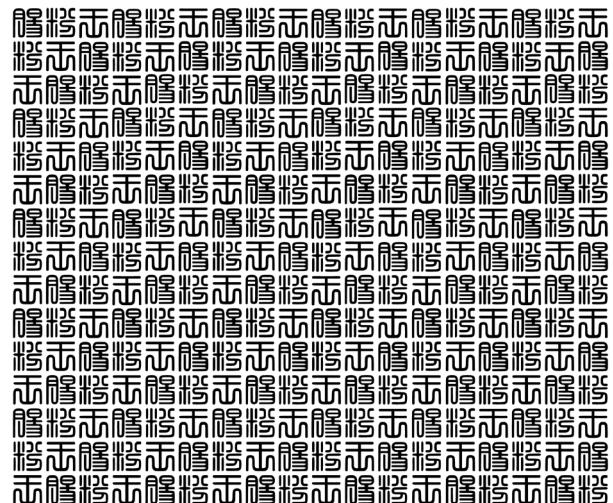
Joe's
Steam
Rice
Roll

 Joe's Steam
Rice Roll















Joe's
Steam
Rice
Roll



Joe's Steam Rice Roll



饅 餡 粉 千



Thank You!