

CREATIVE BRIEF

Client _____ Apollo Flame Bistro

Project _____ Rebrand

Designer _____ Demo Paulk

RESTAURANT

Apollo Flame Bistro is a Greek owned, family operated Greek and Mediterranean restaurant located in Asheville, North Carolina. In 1974 Arthur Poulos, or "Papa", (1920-1996) opened his first restaurant with son Yiannis Poulos. Their family recipes have been passed down for three generations and the restaurant is still family operated. The restaurant is unique because of the food's authenticity, and the Greek architectural features and wall murals that adorn the building contributing the atmosphere to the food. But even without these assets, a Greek restaurant would not be a Greek restaurant without a Greek accented owner running around making sure everything is going according to plan. The Greek cuisine is the main attraction but there is a slew of other Mediterranean cuisines on the menu. The food is priced in the lower middle range, so it is affordable with good quality.

AUDIENCE

The audience that frequents the restaurant mostly consists of a middle aged to elderly suburban demographic. The most dedicated customers, however, are the large extended family or friends in the Greek community. Many of the Greek owned restaurants in Asheville were started around the same time when the owners immigrated to America to start a better life. A lot of the people that came over at this time either came over together or found each other after arriving and became a close community to support each other through the difficulties of relocating to a new country. Even if some of them were not related, they became one big family.

REASON FOR REBRAND

The success of small often family-owned restaurants usually depends on the quality of food and connections and the initial branding is irrelevant. This makes finding reasons for rebranding difficult because there is a lot of sentiment around these restaurants, and you don't want to ruin the reputation by making it look too corporate or like something it is not.

Some things I have noticed, however, is that sometimes the branding feels more Roman than Greek. There are also some inconsistencies that could be resolved, and the overall branding could be improved in quality. The website is in dire need of some help and shows almost no resemblance to the building's atmosphere and branding. I will say it has all the information needed but is just done very poorly and could potentially lose the attention of potential customers. They also lack a definitive logo, and the brand itself is seemingly built on various Greek themed motifs rather than solid branding.

GOALS FOR REBRAND

I want to create a consistent identity that is uniquely Apollo Flame to help the restaurant stand out from the branding of typical Greek restaurants. This will create a strong foundation for the company and help me improve the website to attract more customers since people often look at digital resources to help inform their dining decisions in advance. This brand identity will feature a definitive logo to be used for identification, and so the restaurant does not have to use a picture of the food for their social media avatar.

MOOD, ATMOSPHERE, AND VALUES

The new identity will reflect Greek culture and authenticity, but in a way that separates the restaurant from the cliches of Greek restaurant branding. It will also reflect the strong community values, welcoming atmosphere with affordable pricing, and rich history of the restaurant.

COMPETITION

The other Greek restaurants in Asheville have little to no branding, and most of them look more Italian than anything. Greek themed branding is filled with cliches like blue, temples, and the stone carving style fonts. With this rebrand I want Apollo Flame to stand out from the other restaurants by having complete, all-around branding. It will also stand out from Greek brands in general by avoiding some of the common and over-used tropes.