

BRIEF

THE RESTAURANT

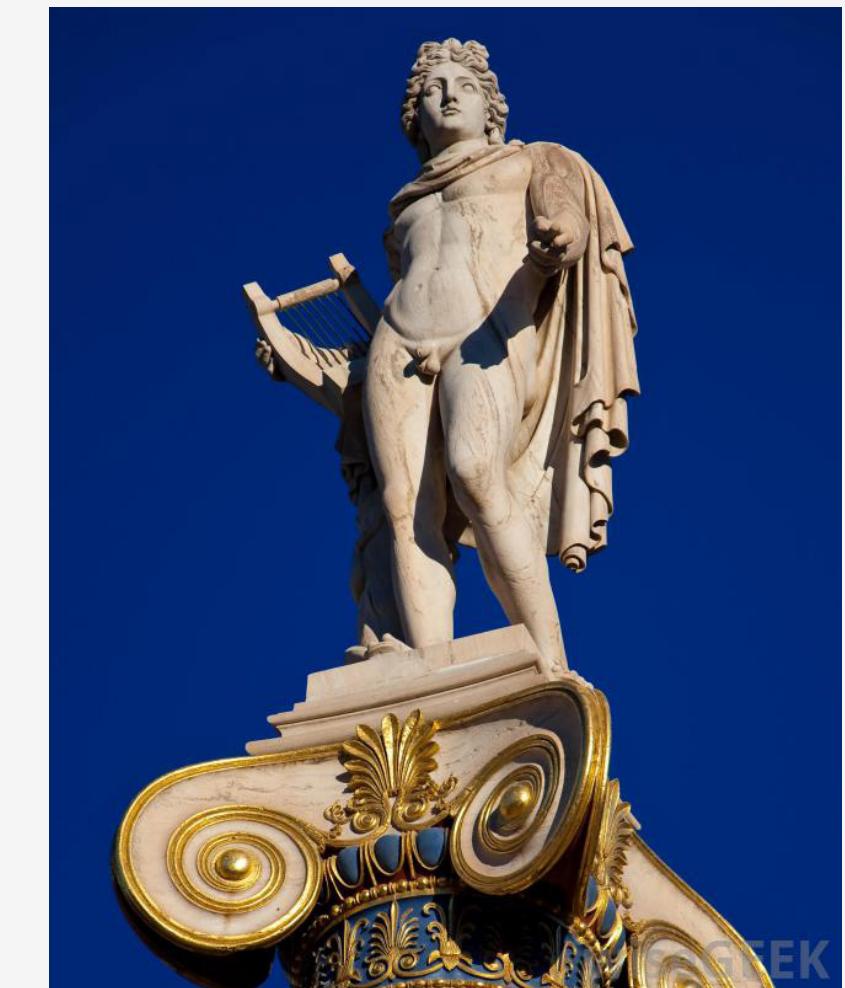
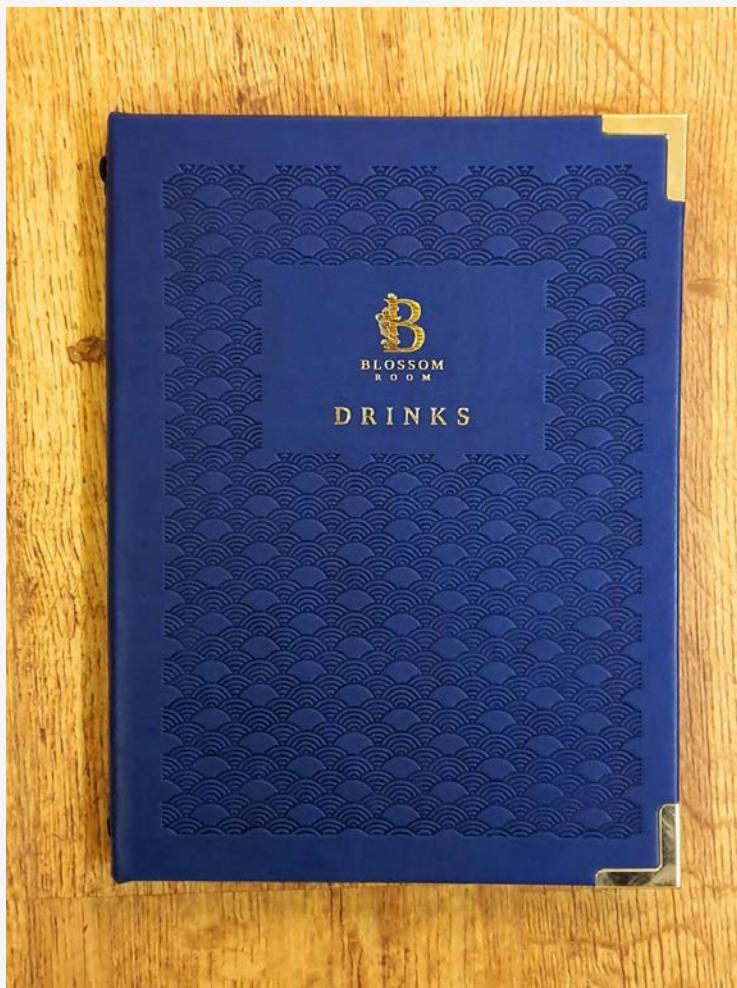
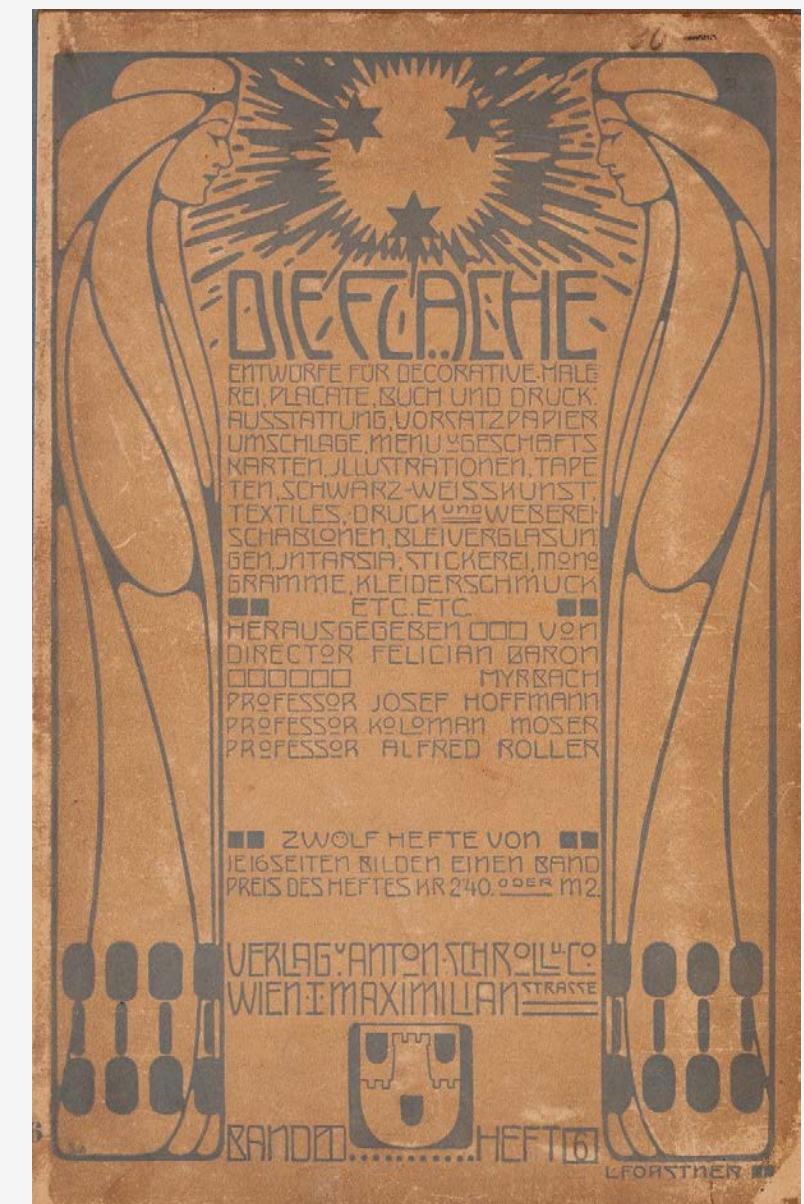
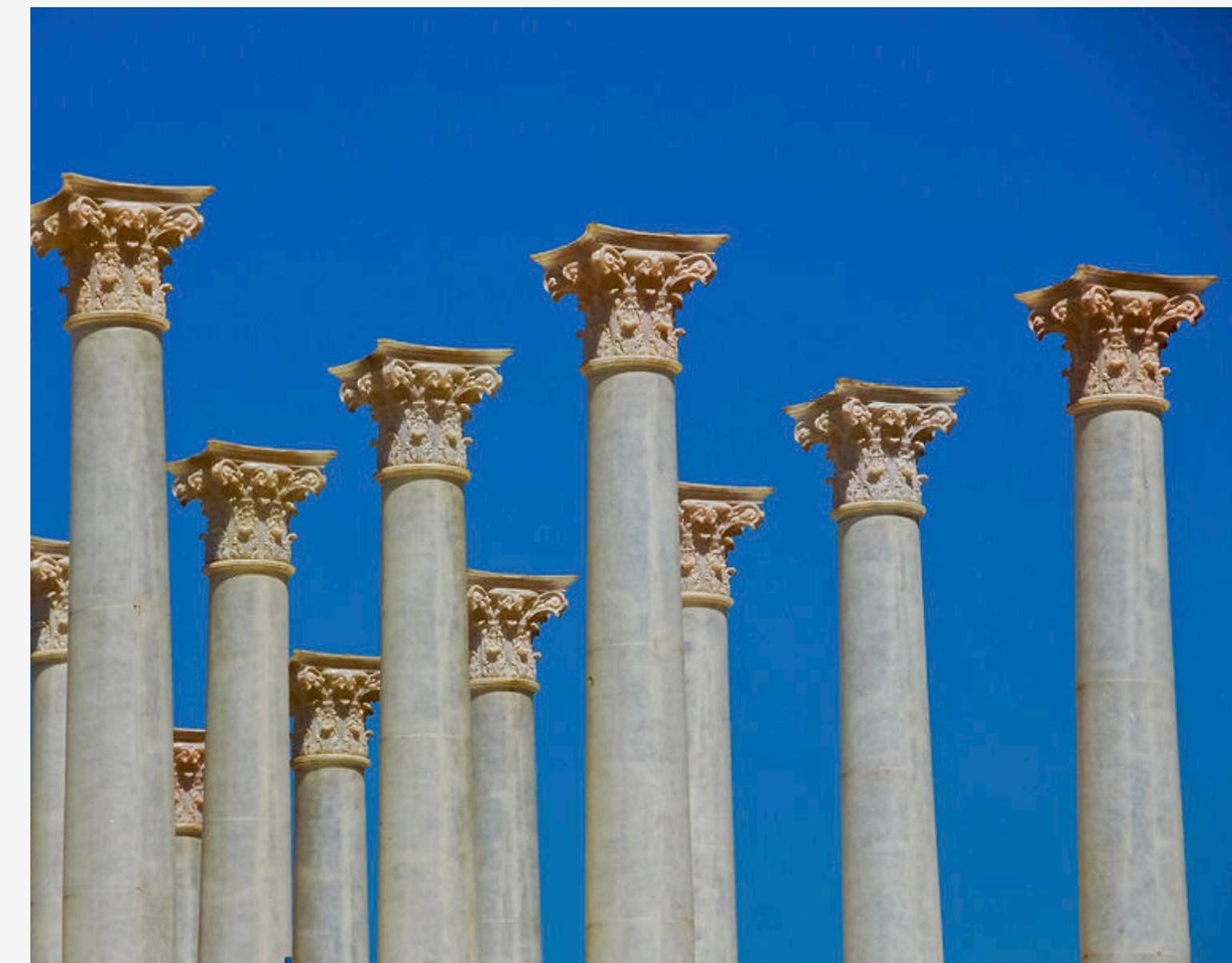
Apollo Flame Bistro is a Greek owned, family operated Greek and Mediterranean restaurant located in Asheville, North Carolina. The restaurant is unique because of the food's authenticity, and the Greek architectural features and wall murals that adorn the building contributing the atmosphere to the food.

BRIEF

THE REBRAND

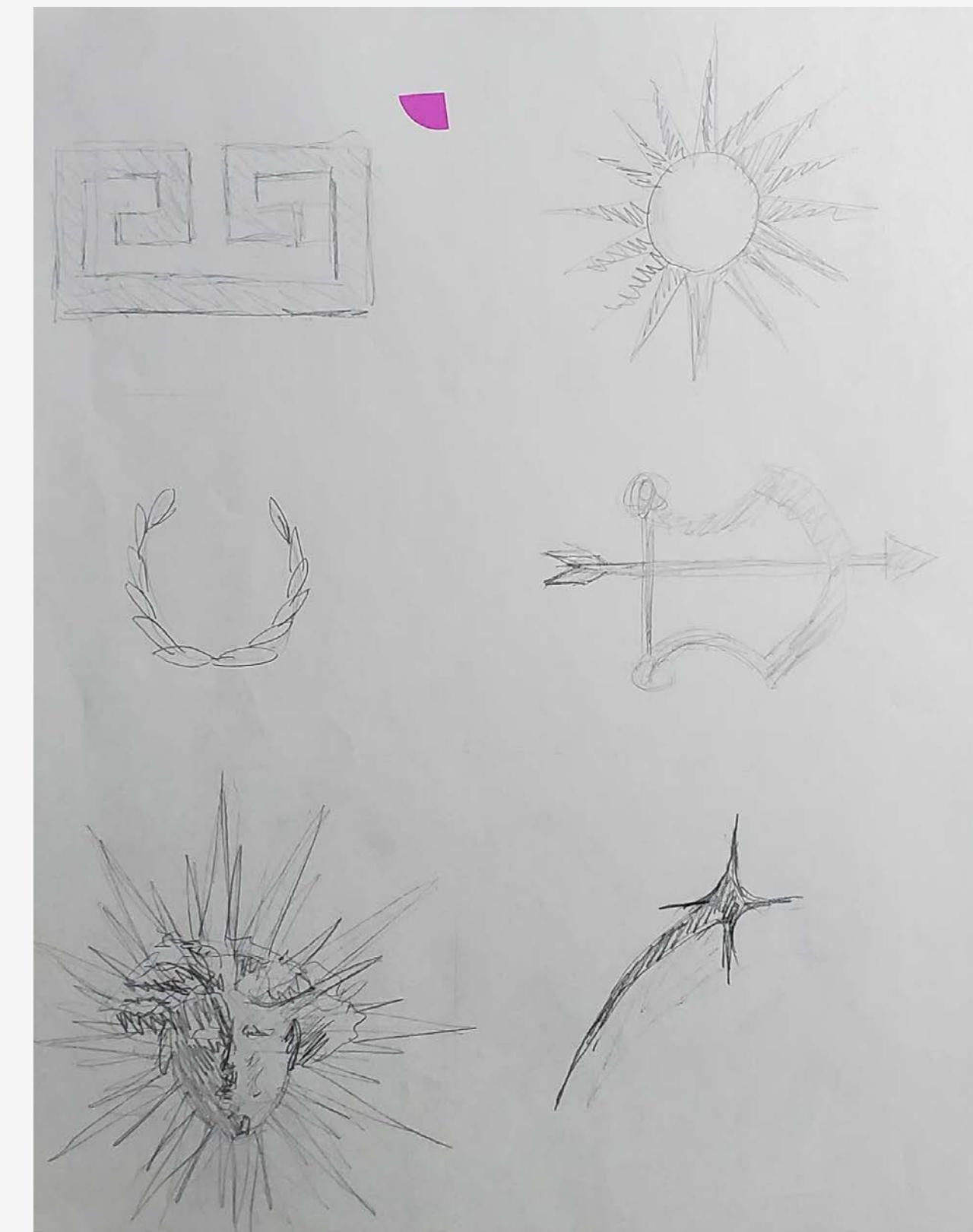
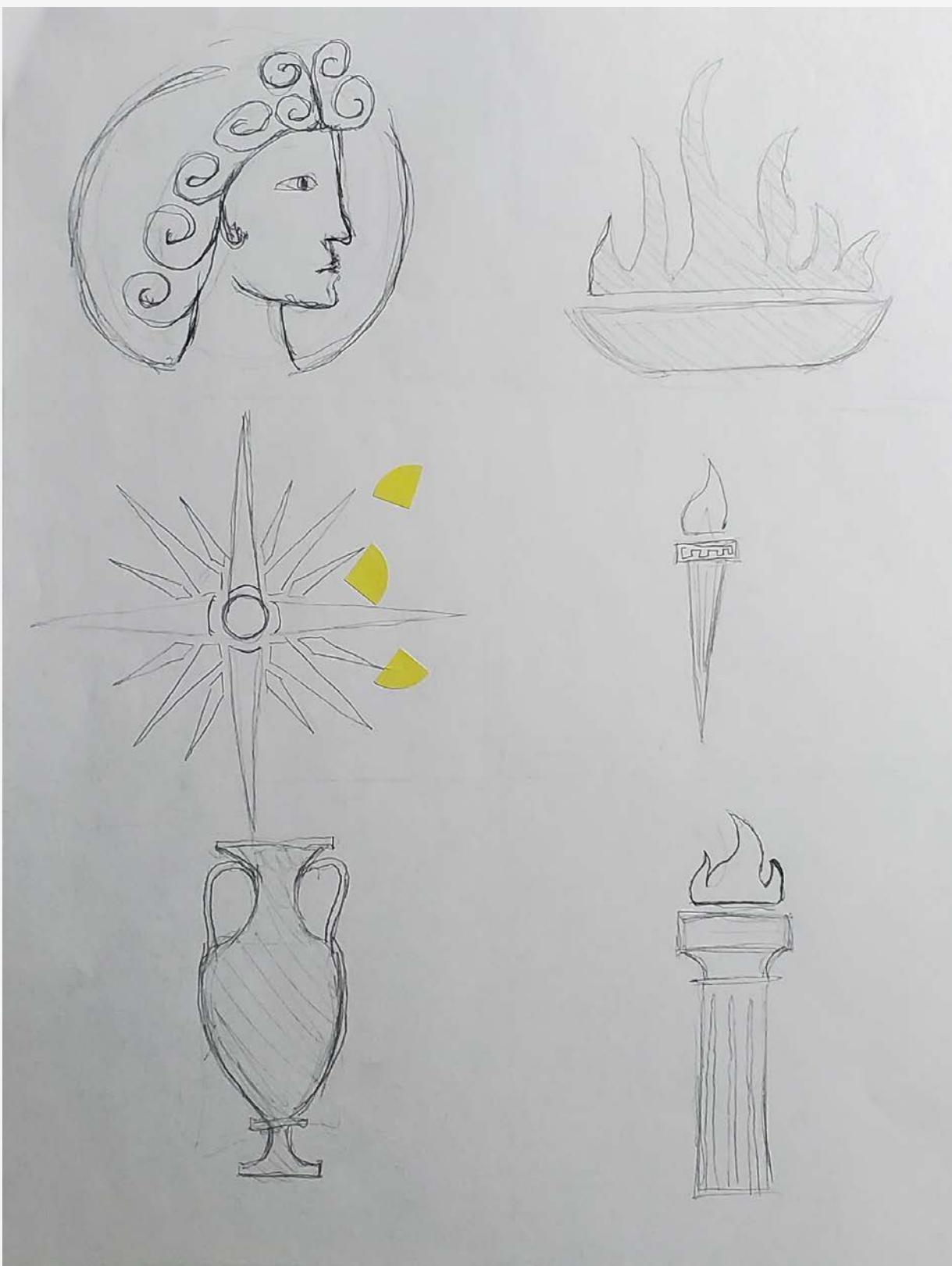
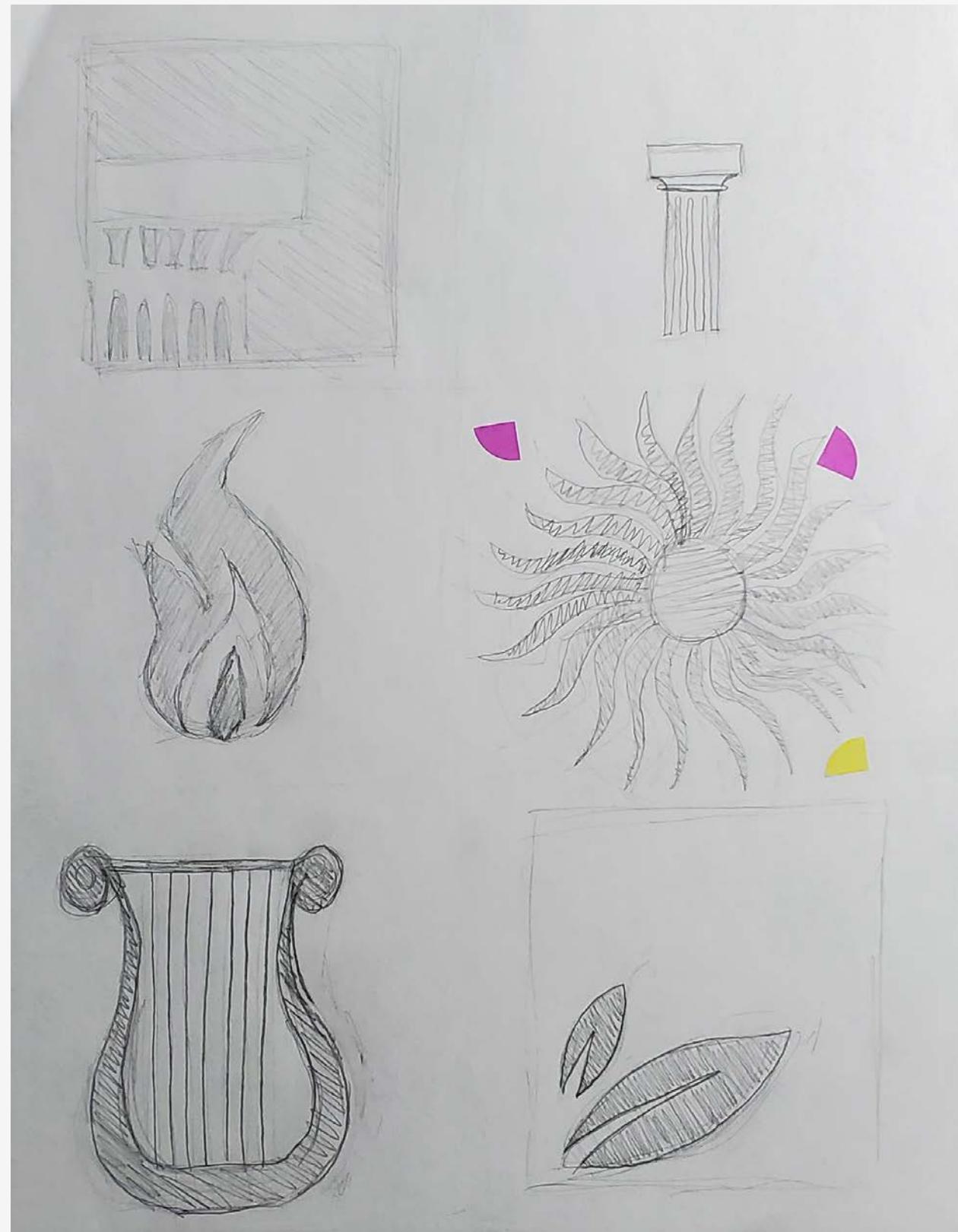
The goal was to create a consistent identity that is unique to Apollo Flame. This will help the restaurant stand out from the branding of typical Greek restaurants and create a strong foundation for cohesion in future branding endeavors. The rebrand was also meant to make the restaurant feel more expensive to elevate the mood for customers without increasing the prices.

MOOD BOARD



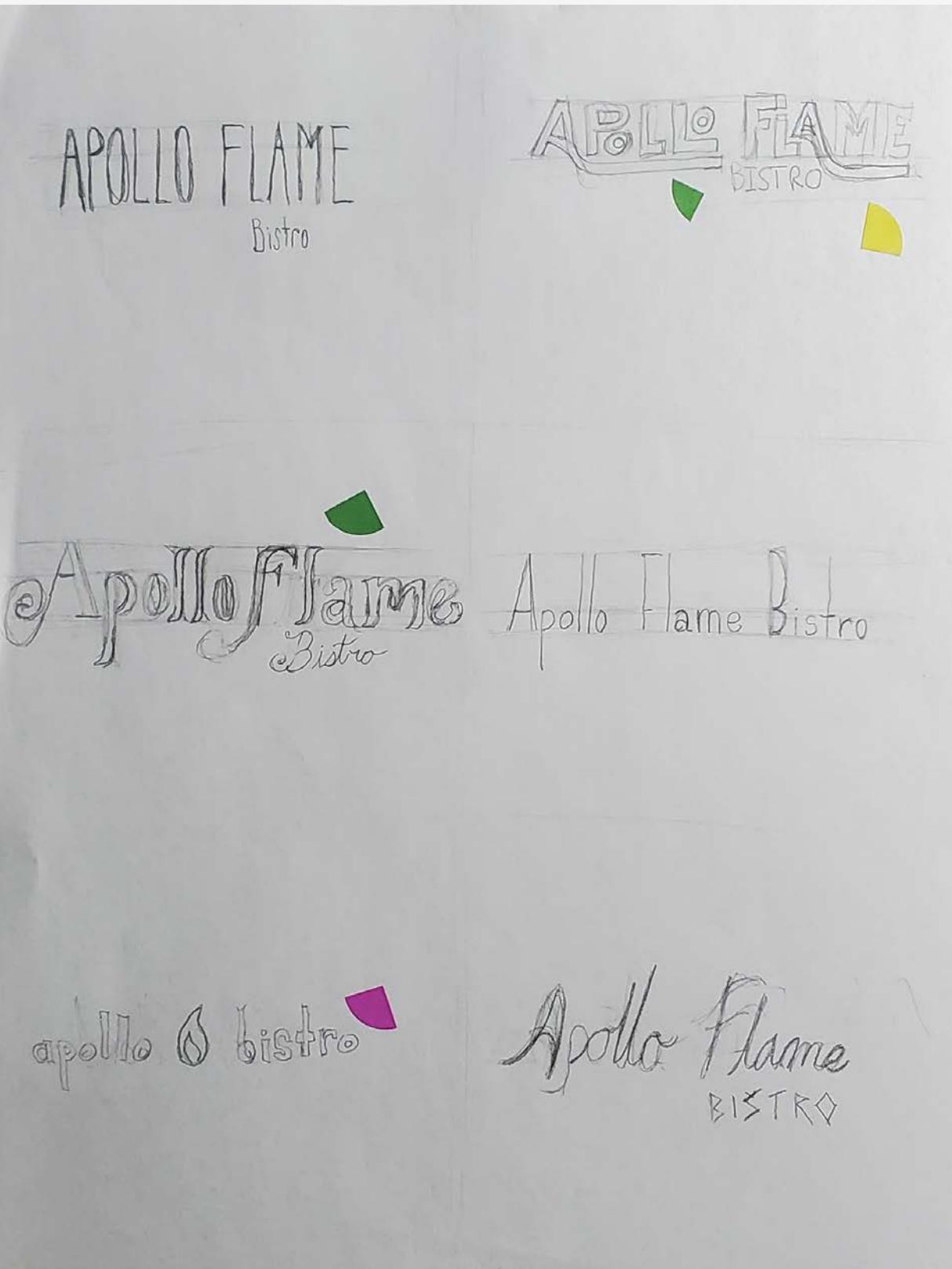
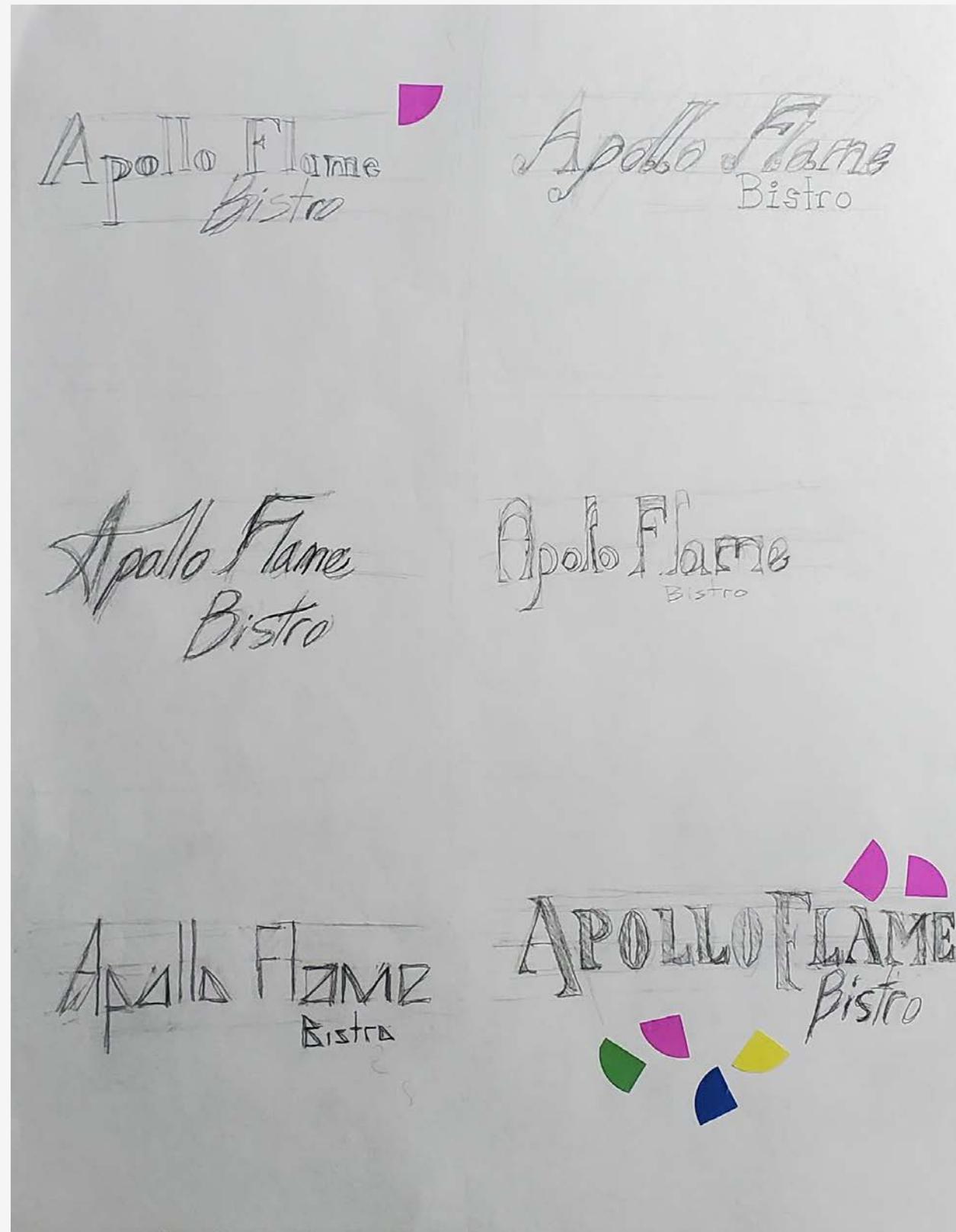
LOGO EVOLUTION

LOGO CONCEPTS



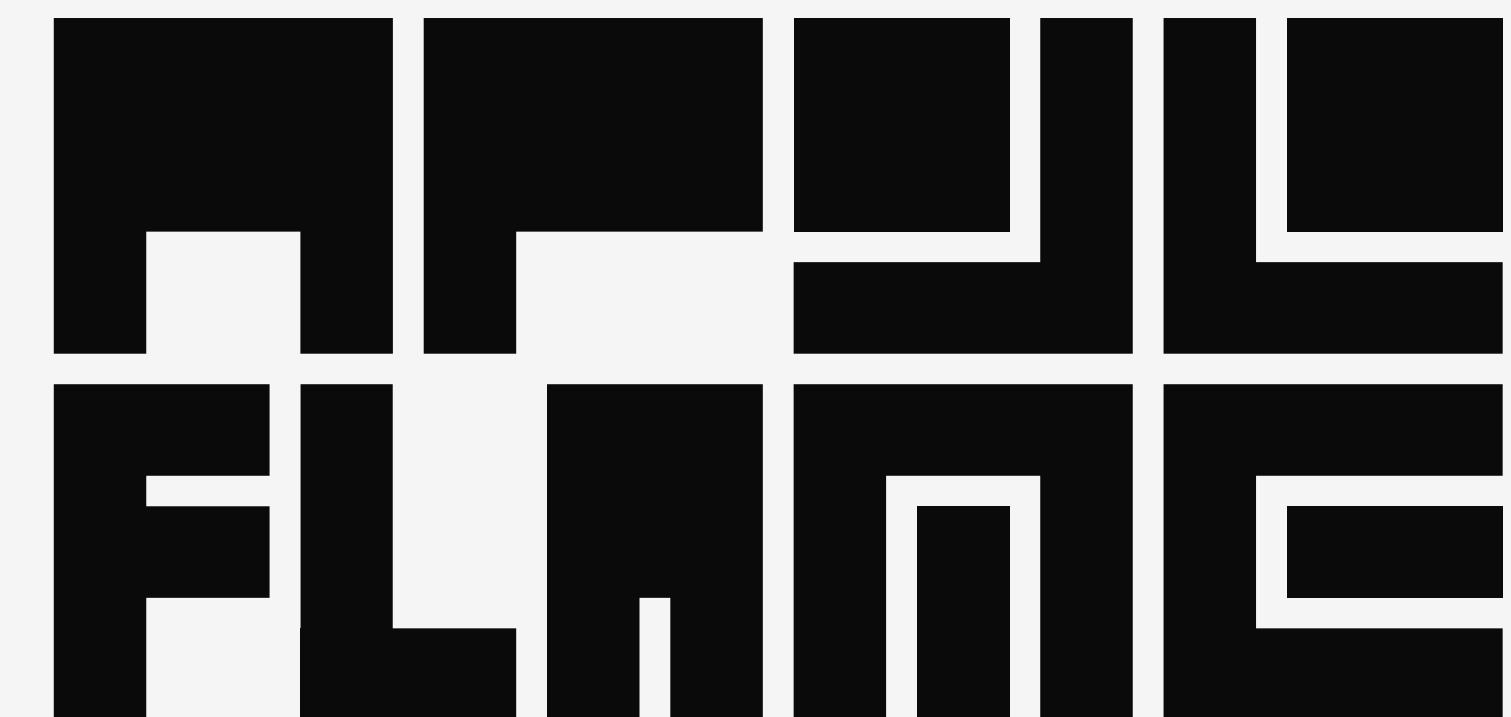
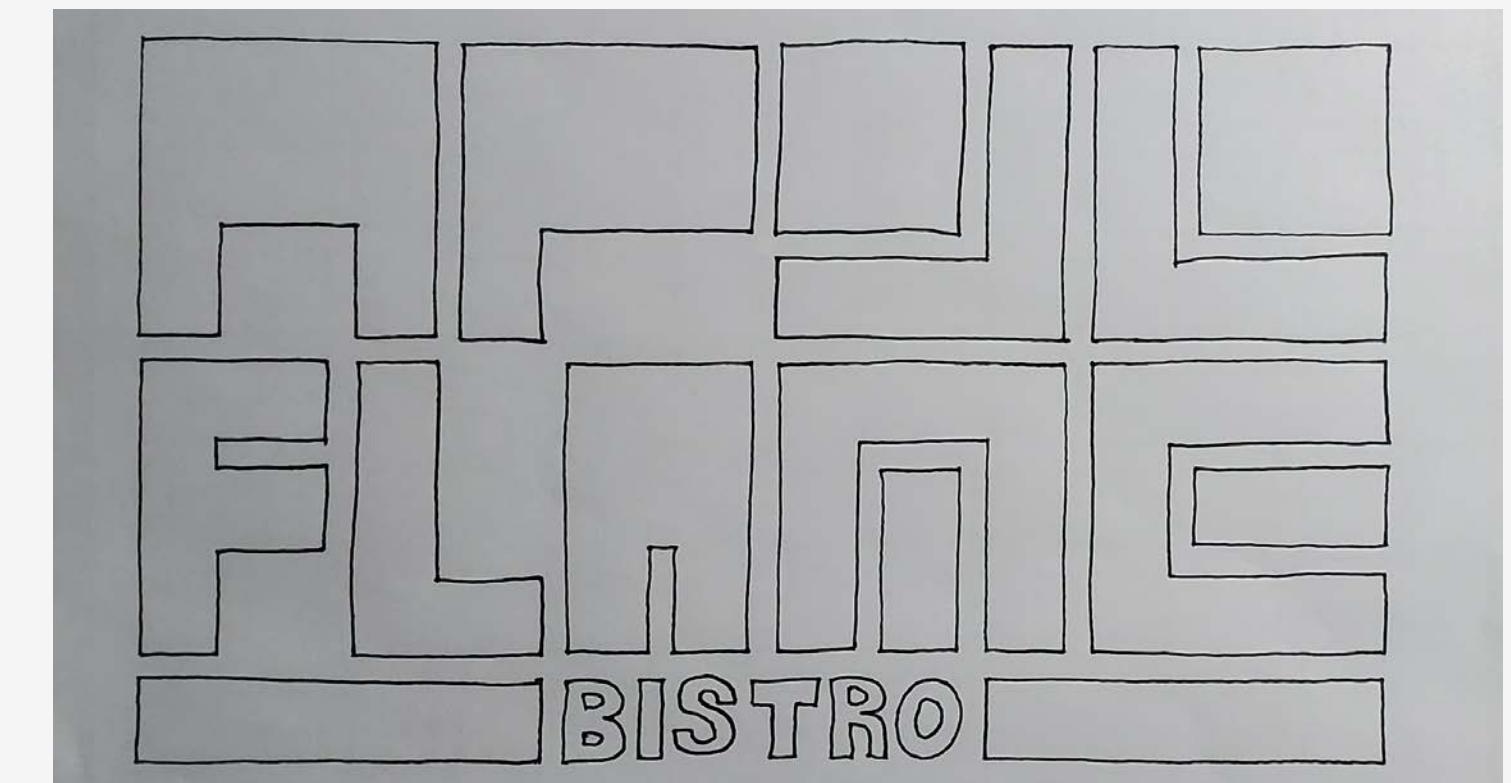
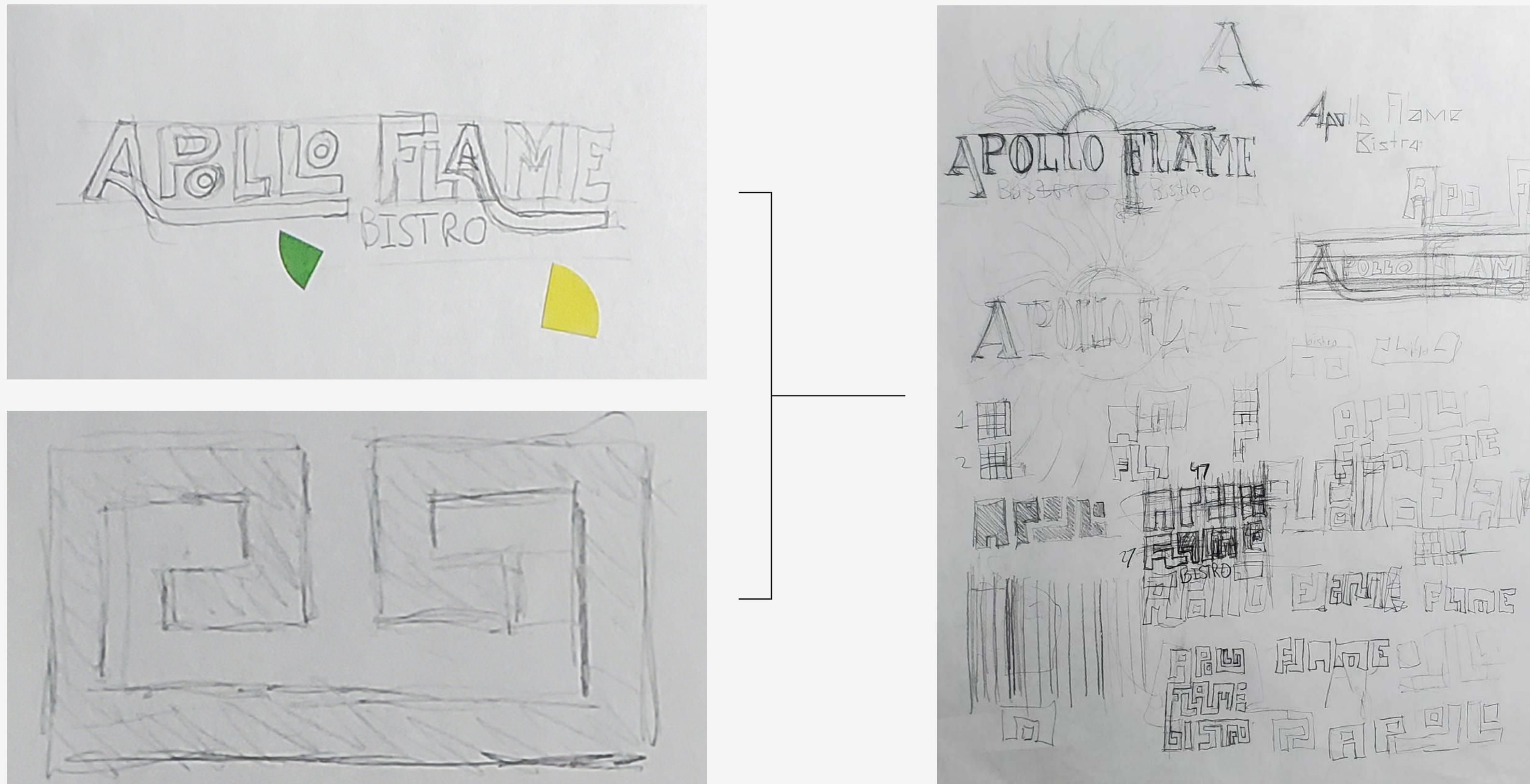
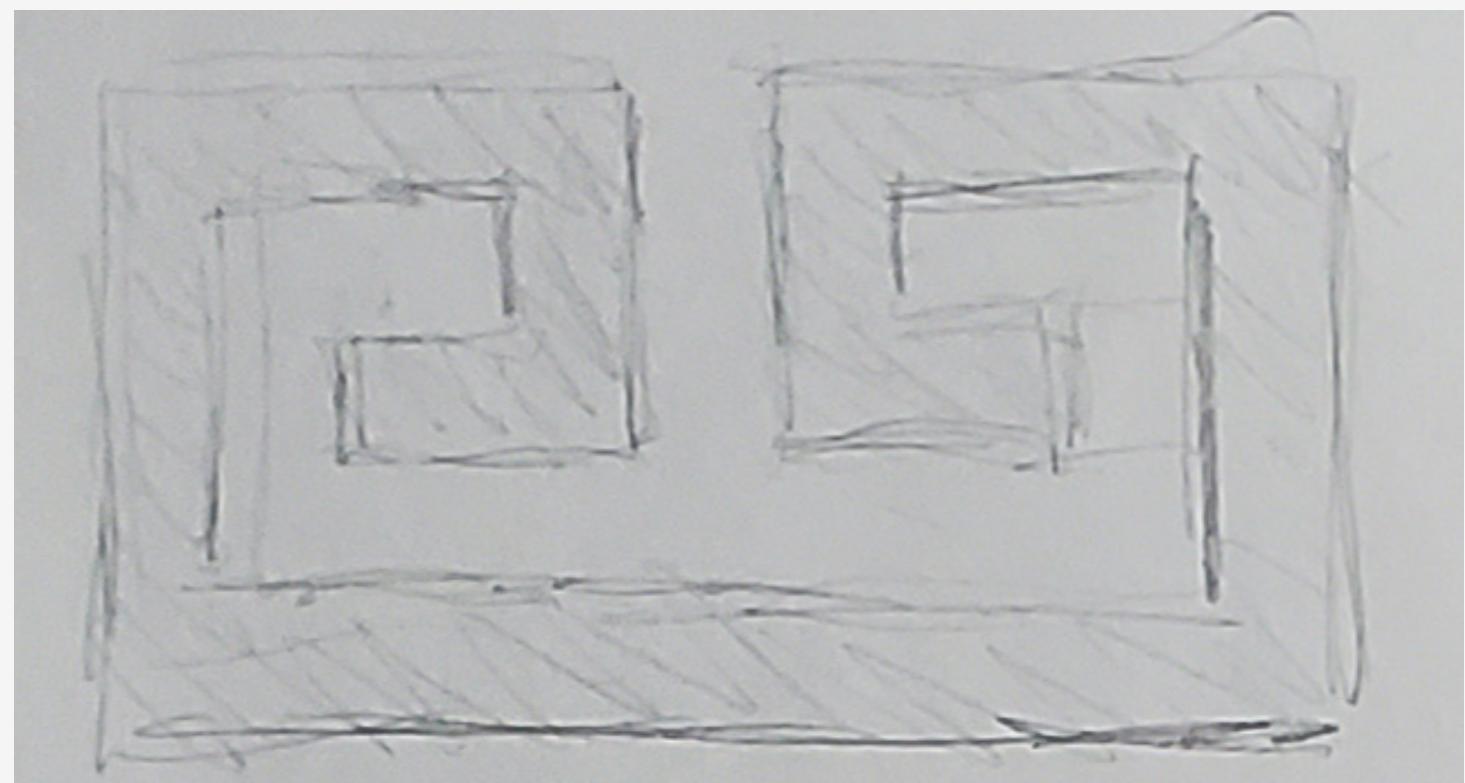
LOGO EVOLUTION

LOGOTYPE CONCEPTS



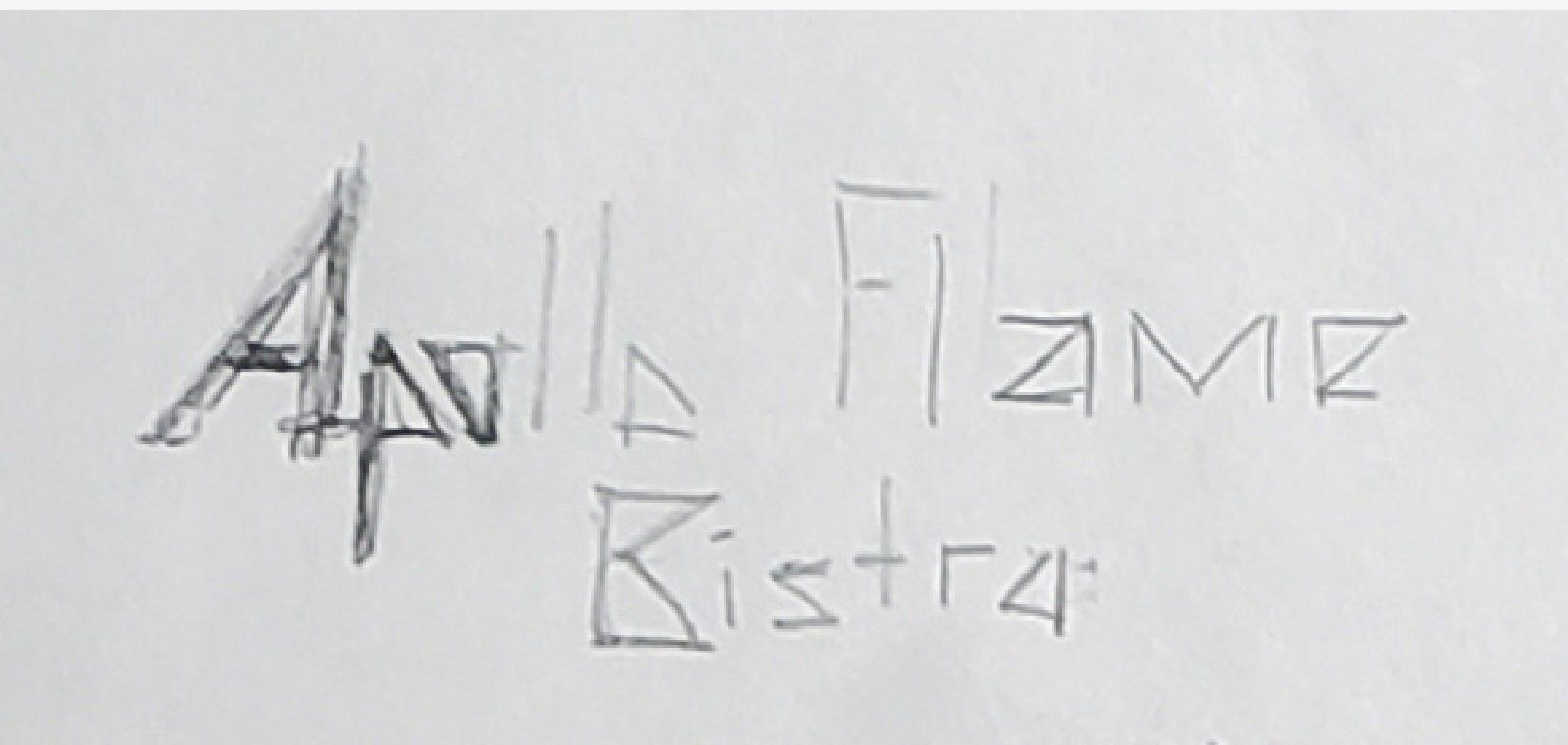
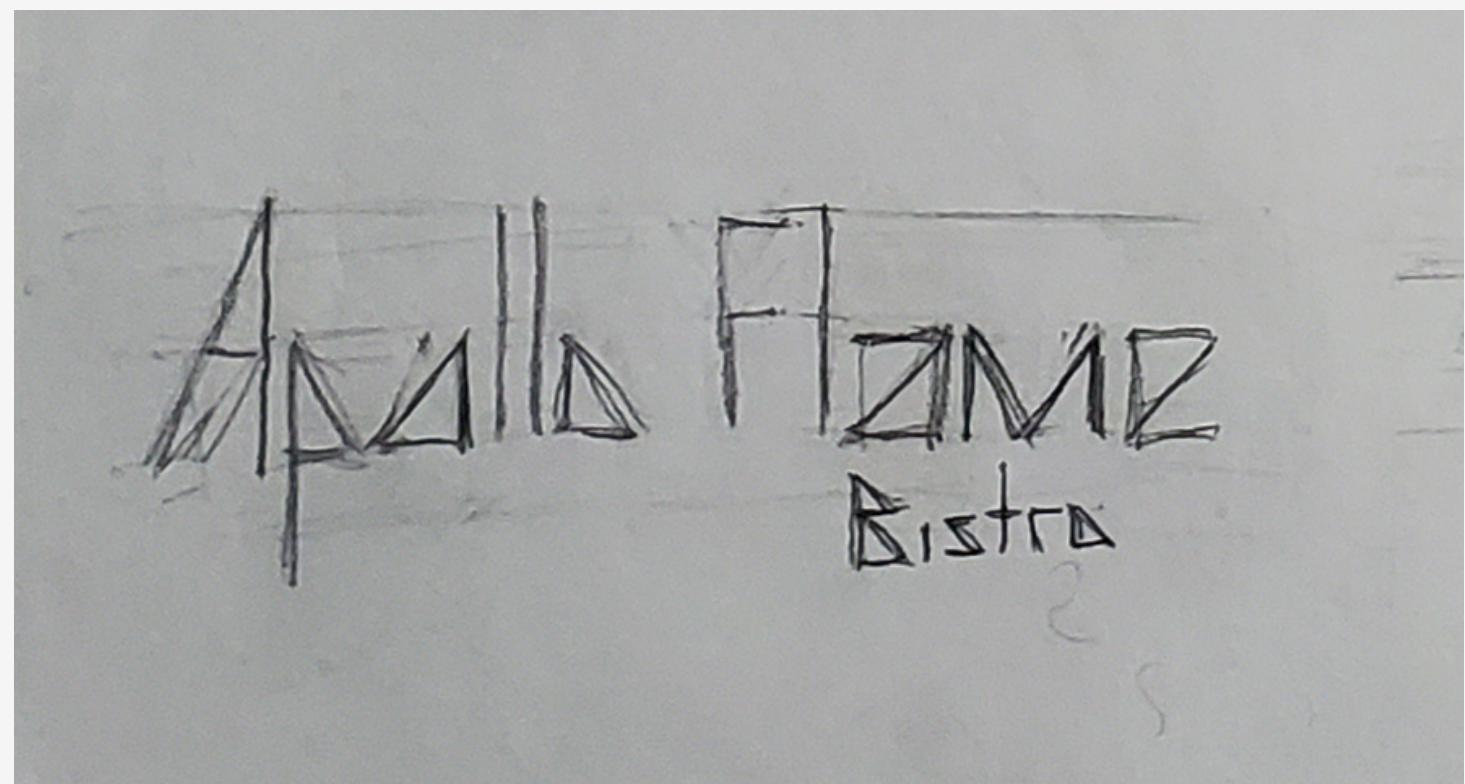
LOGO EVOLUTION

DIRECTION 1



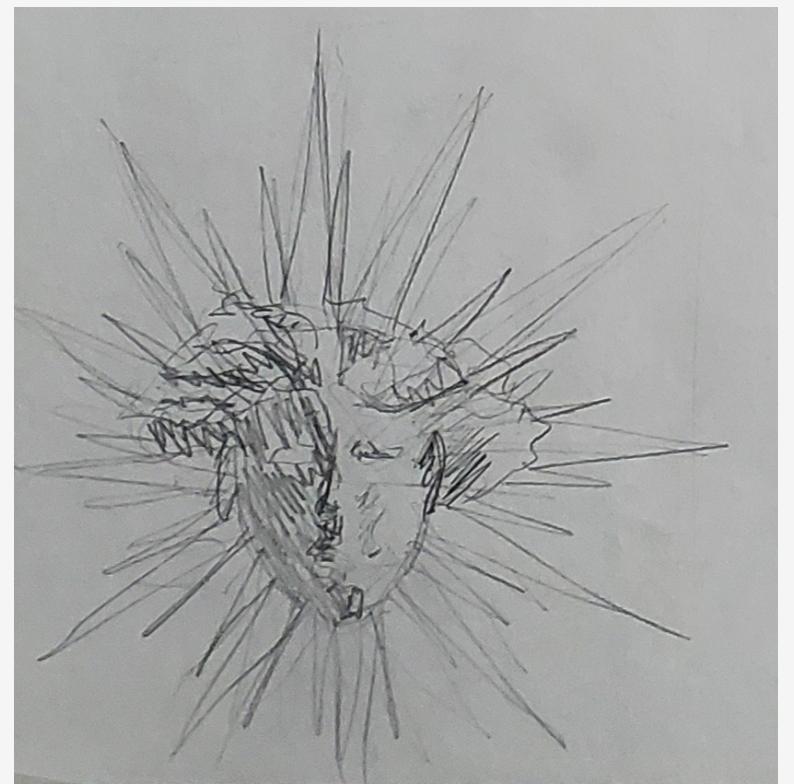
LOGO EVOLUTION

DIRECTION 2



LOGO EVOLUTION

DIRECTION 3

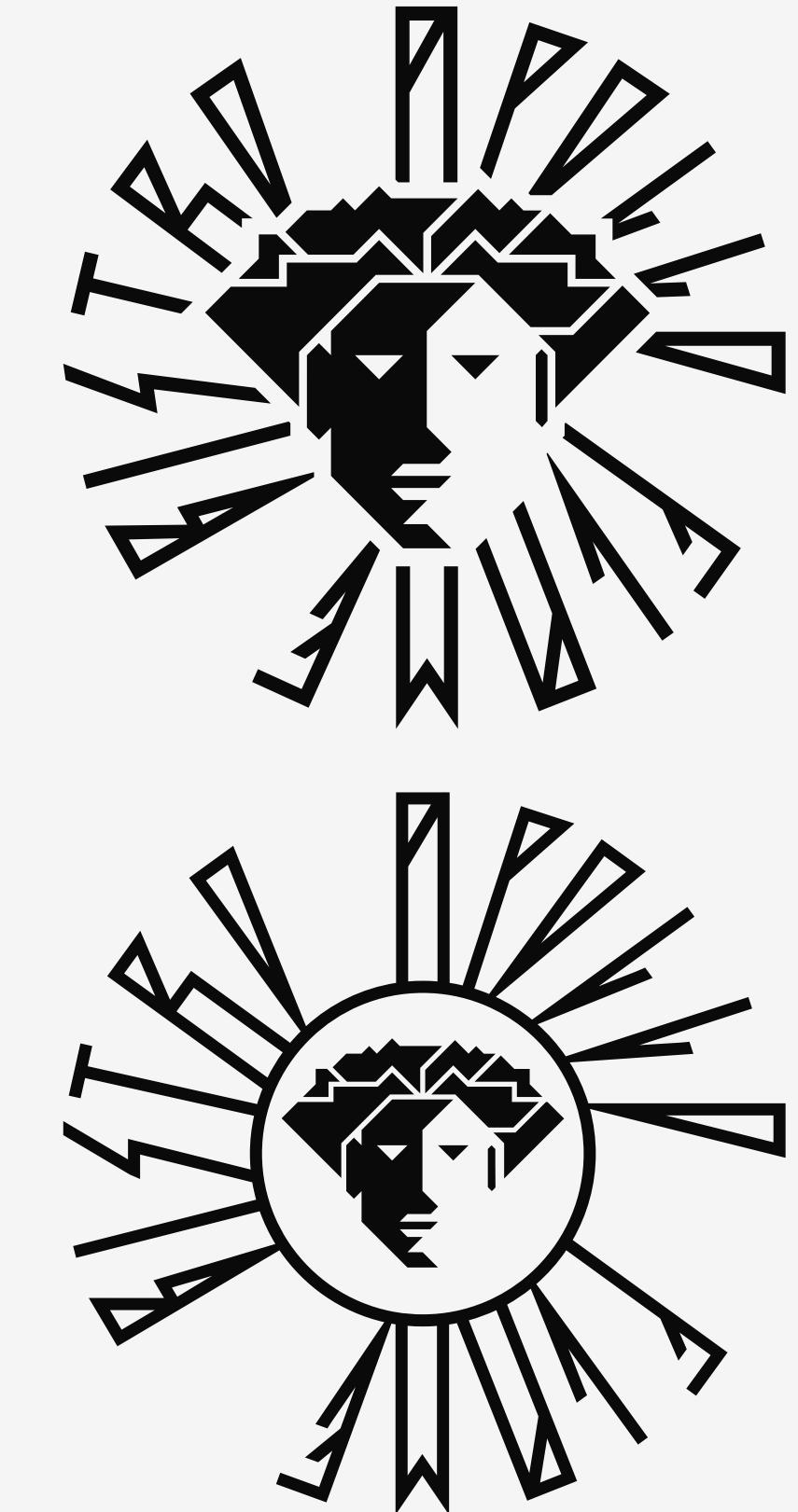
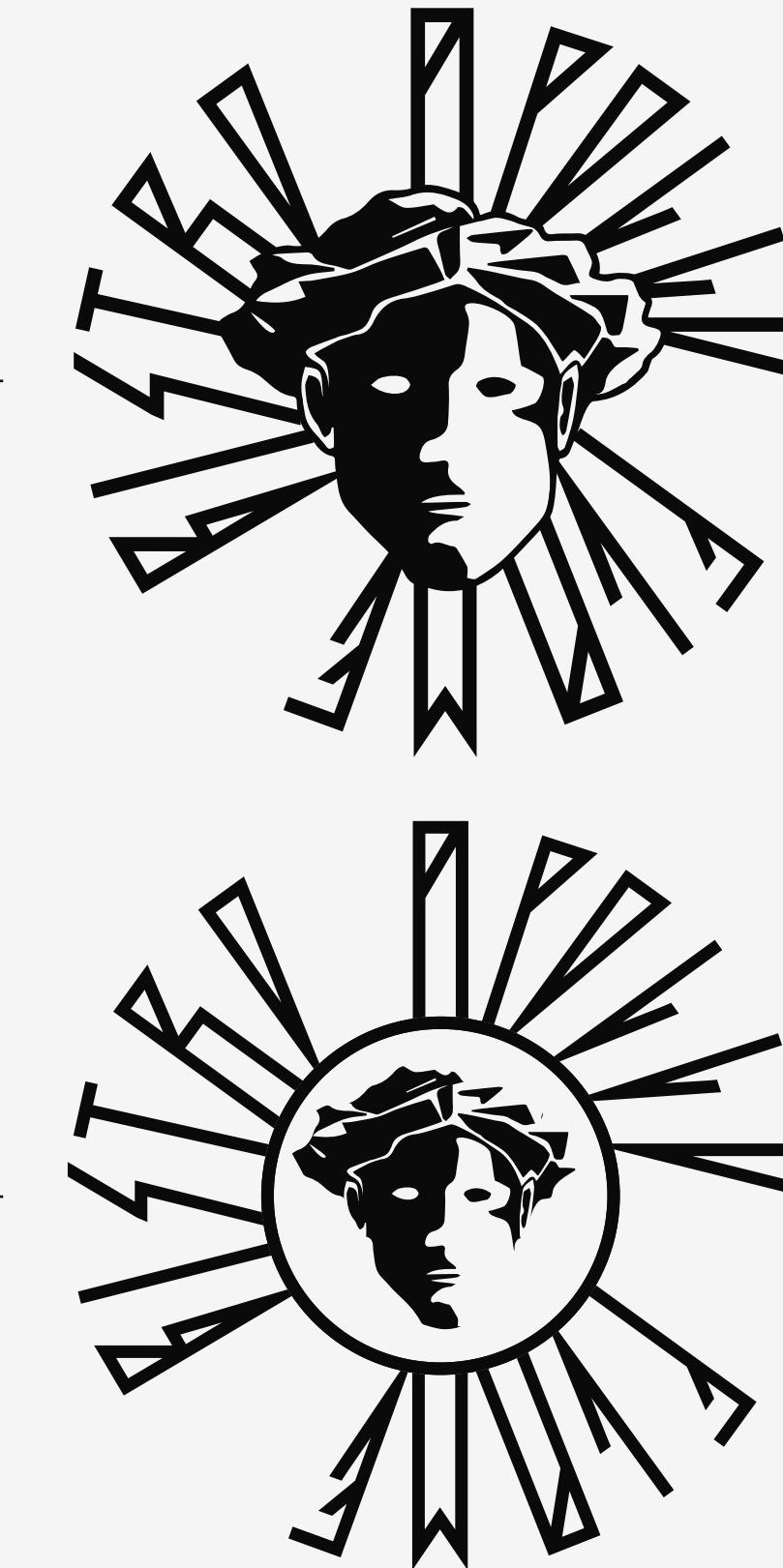
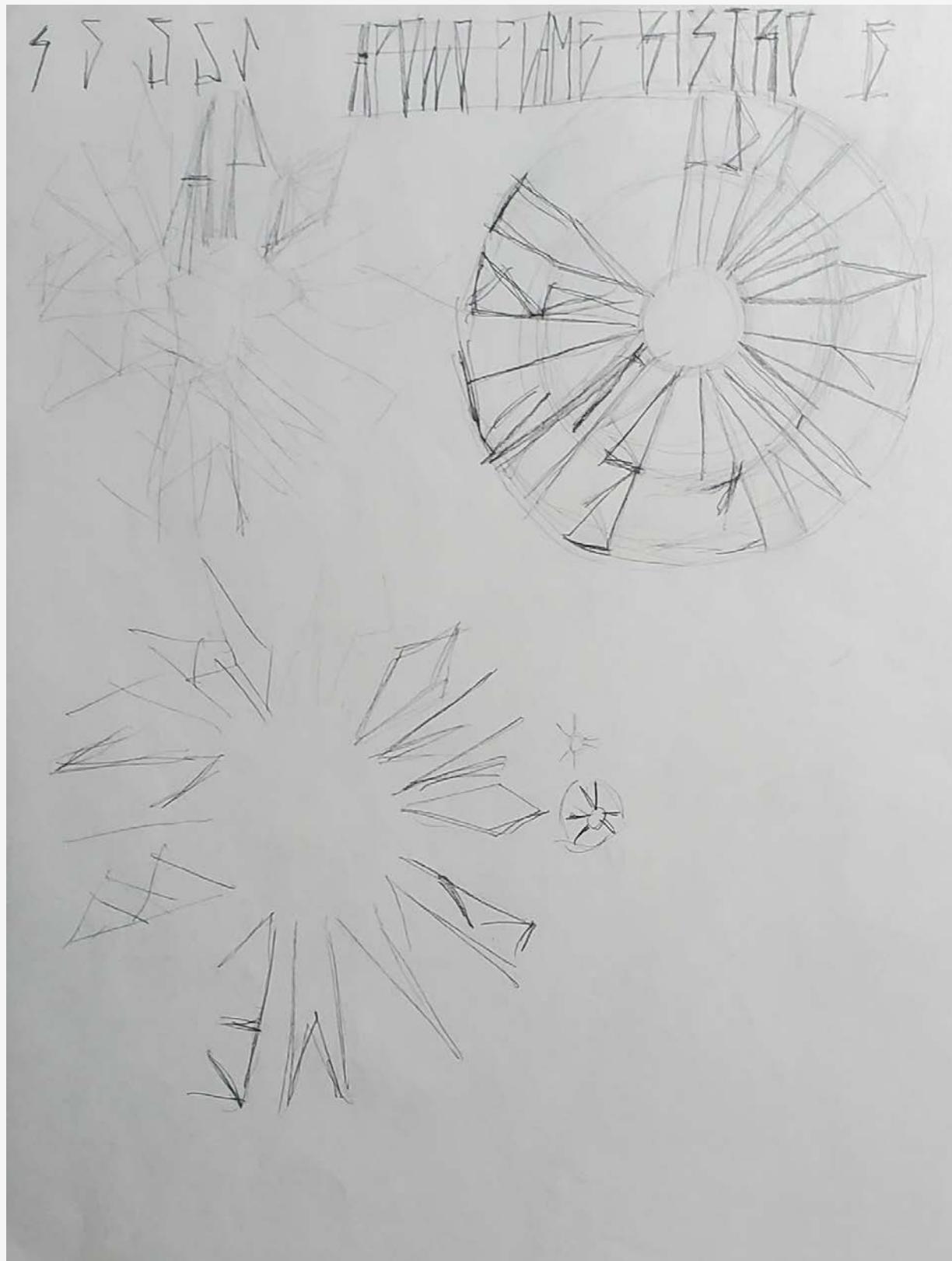


LOGO EVOLUTION

FINAL DIRECTION



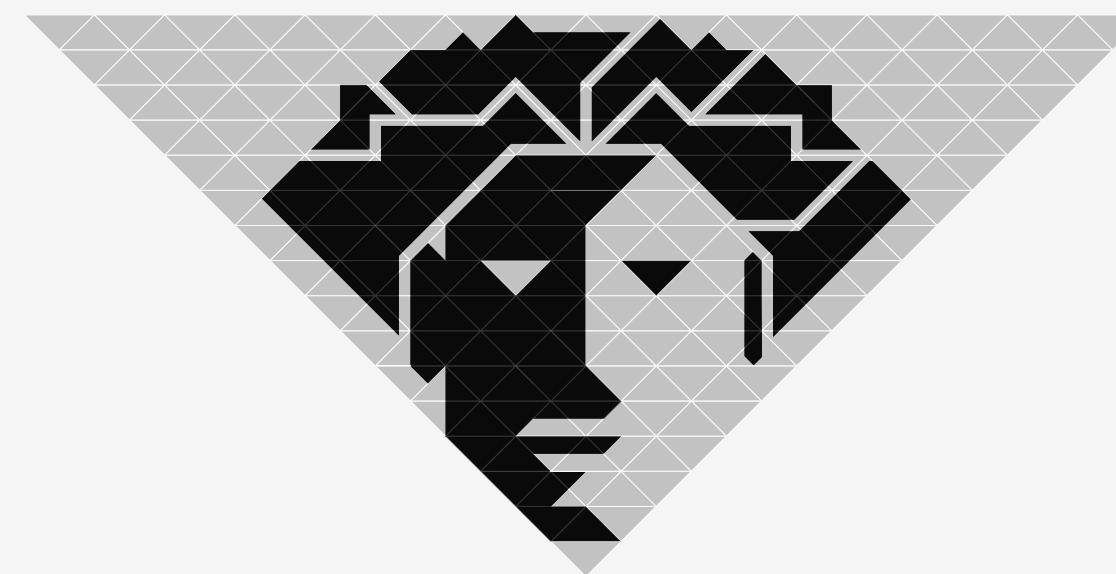
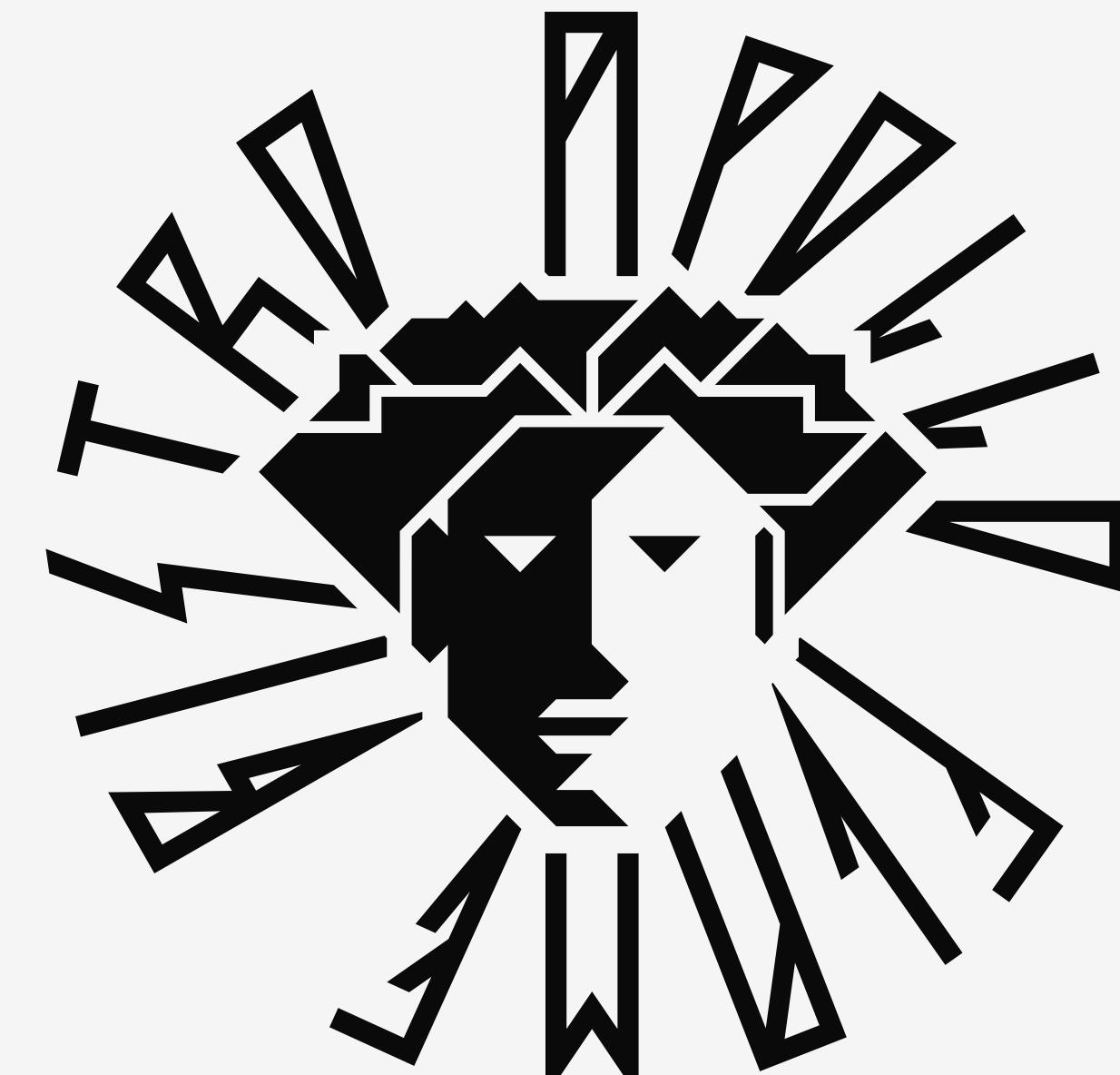
Apollo Flame Bistro



LOGO EVOLUTION

FINAL LOGO

The final logo is a combination of the second two logo directions. The overall shape is meant to resemble the sun which is a common symbol for Apollo as well as flames, which ties the brand imagery and name together nicely. It is very angular which is meant to resemble the common greek stone carving fonts, as well as the architectural and mathematical prowess of ancient Greece.

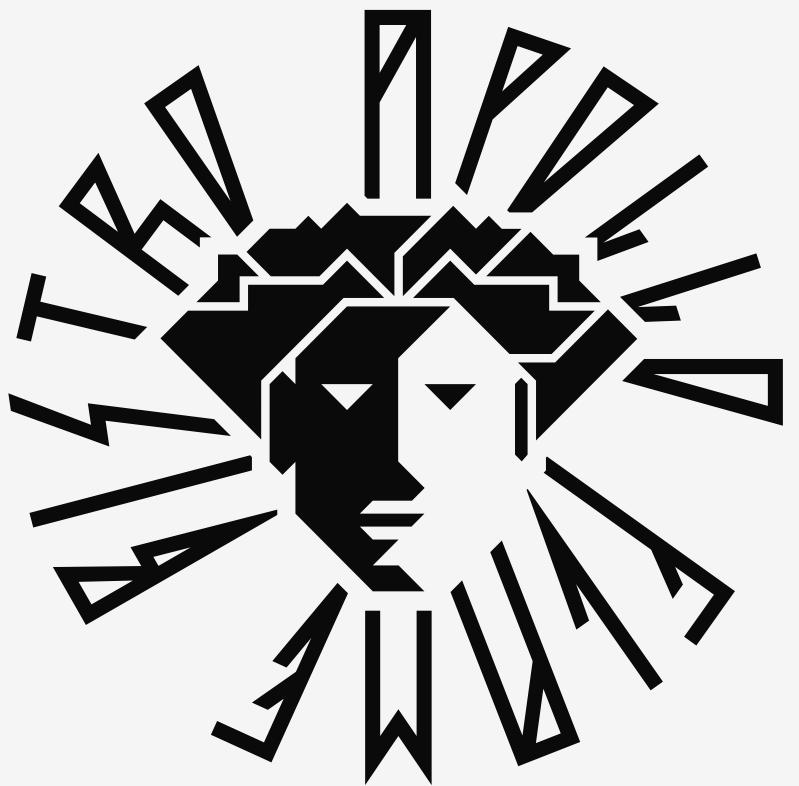


SYSTEM

MARKS

The mark system for the restaurant consists of three different variations: the logo, logotype, and icon.

LOGO



ICON



LOGOTYPE

FLAME BISTRO

SYSTEM

APOLLO SKY

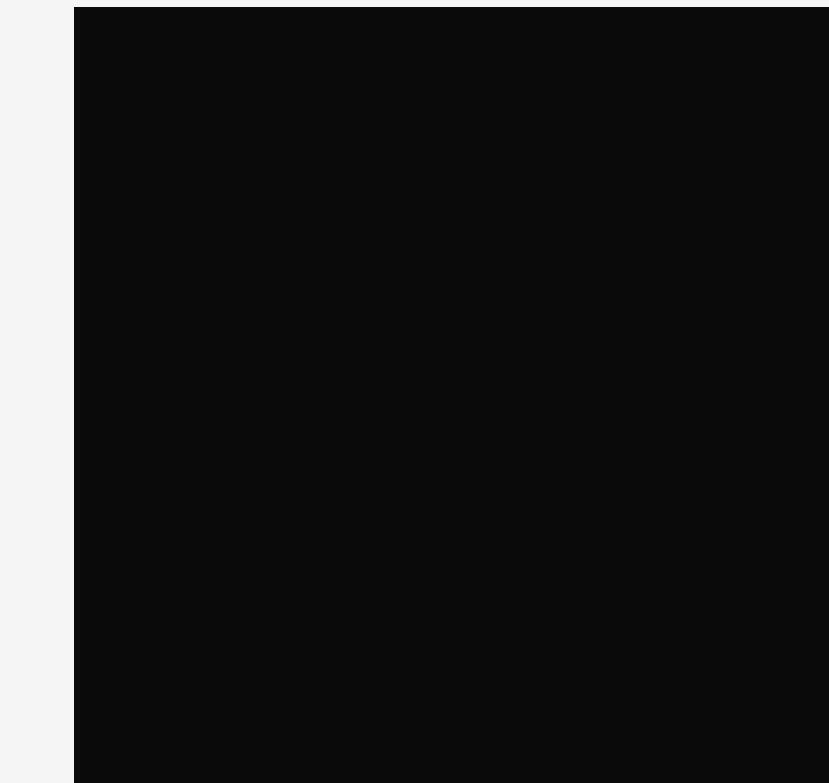


HEX 2843b8

RGB 40 67 184

CMYK 90 81 0 0

APOLLO COAL



HEX 0a0a0a

RGB 10 10 10

CMYK 74 67 66 86

APOLLO FLAME



HEX ffe563

RGB 255 229 99

CMYK 2 6 73 0

APOLLO CLOUD

HEX f5f5f5

RGB 245 245 245

CMYK 3 2 2 0

SYSTEM

TYPEFACES

Title and header font

BERLINSANS

Sub-header font

CY BOLD

Main body font

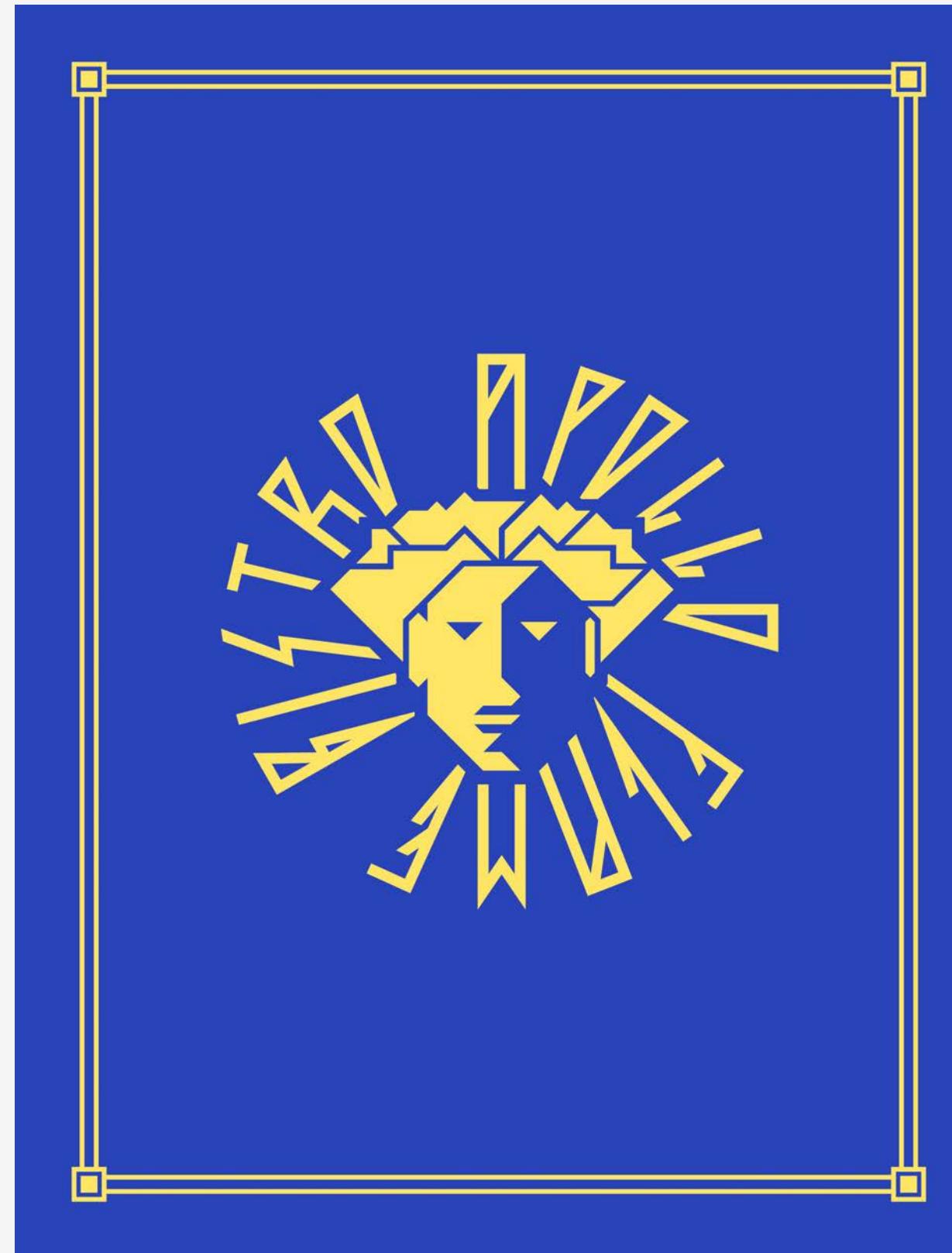
Cy Light

Secondary body font

Cy Regular

APPLICATIONS

MENU



A LITTLE APOLLO FLAME HISTORY

In 1974 Arthur Poulos "Papa" (1920-1996) opened his first restaurant with son Yannis Poulos. Our family recipes have been passed down for three generations and our restaurant is still family operated.

We appreciate your continued business. Thank you.

VOTED TEN YEARS IN A ROW
Best Mediterranean Restaurant

BEST QUALITY | BEST PRICES | BEST SALADS

APPETIZERS

Pita Bread with Tzatziki Sauce	7.49
Grape Leaves	7.49
Cheesebread with Marinara	7.49
Cheese Sticks	7.49
Fried Mushrooms	7.49
Fried Broccoli & Cheddar Bites	7.49
Greek Chips	7.49
Pita with Hummus	8.99
Boneless Wings with Celery	7.99

SALADS

OUR FAMOUS GREEK SALAD	7.49 9.99
Mixed Greens, Tomatoes, Greek Olives, Pepperoncini, Feta Cheese, tossed in our Homemade Greek Dressing.	
OUR FAMOUS CHICKEN GREEK SALAD	10.49 12.49
Our Famous Greek Salad topped with Grilled Chicken Breast Tenders Marinated in Fresh Herbs.	

Tossed Salad	6.49 9.49
Mixed Greens, fresh Tomatoes, and Onions Served with your choice of Dressing	
Antipasto Salad	12.49
Mixed Greens topped with Ham, Salami, Greek Olives, Tomatoes, Pepperoni, Pepperoncini, and a blend of Cheeses.	
Chef's Salad	12.49
Mixed Greens, Ham, Turkey, Tomatoes, Pepperoncini, and a blend of Cheeses.	
Southern Fried Chicken Salad	12.49
Mixed Greens, Tomatoes, and Onions topped with Lightly Breaded Fried Chicken.	
Extra Dressing To Go	.50
Choice of Dressings	
Bleu Cheese Honey Mustard Ranch Thousand Island	
Our Famous Greek Dressing (Feta Cheese, Fresh Herbs and Spices)	

GREEK SPECIALTIES

CHICKEN GYRO PLATTER	12.49
Grilled Marinated Chicken, Grilled Pita, Tzatziki Sauce, and a Greek Salad.	
LAMB GYRO PLATTER	12.49
Grilled Lamb Strips, Grilled Pita, Tzatziki Sauce, and a Greek Salad.	
COMBO GYRO PLATTER	13.49
A Combination of our Chicken and Lamb, Grilled Pita, Tzatziki Sauce and a Greek Salad.	
GYRO SANDWICH	
ON PITA BREAD	9.49
Chicken or Lamb, Lettuce, Tomato, Onion, and Tzatziki Sauce served with Chips, Potato Salad, Pasta Salad or French Fries.	
GREEK MEATBALLS	14.49
Our Meatballs topped with Meat Sauce and melted Feta and Mozzarella Cheese, served with a Tossed Salad and Garlic Bread.	
GREEK SPAGHETTI	13.49
Spaghetti Noodles tossed with Olive Oil and Feta Cheese served with a Tossed Salad and Garlic Bread.	
VEGETARIAN PITA	10.49
Served with Greek Salad.	

PIZZA

Cheese	10.25 11.50 13.50
One Topping	10.99 11.99 13.99
Each Additional Topping	1.25 1.49 1.69
Choice of Toppings	
Onions Peppers Sausage Ham Pepperoni Mushrooms Ham Salami Black Olives Tomato Jalapeño Peppers Banana Peppers Anchovies Spinach Pineapple	
Add Chicken	3.25

Ask about Gluten Free Pizza

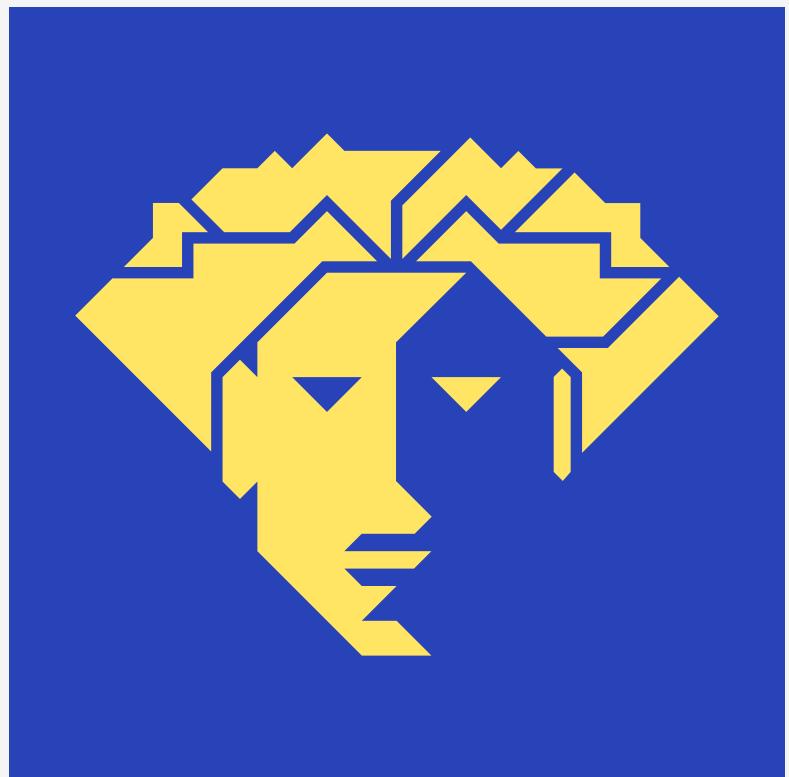
APPLICATIONS

WEBSITE HOMEPAGE



APPLICATIONS

SOCIAL MEDIA AVATAR

A screenshot of a Facebook page for "Apollo Flame Bistro". The page header shows the restaurant's logo, which is a yellow and blue stylized face. The page title is "Apollo Flame Bistro" and it is described as a "Greek Restaurant". Below the title, it says "Unofficial Page · Located in Asheville, North Carolina".

About

Address: 1025 Brevard Road, Asheville, NC 28806
Website: <http://www.apolloflamebistro.net/>
Status: Today 11:00 AM - 10:00 PM
Hours: Mon - Sat: 11:00 AM - 10:00 PM
Sun: 11:00 AM - 9:00 PM
Price: \$\$
Tags: NightLife

930 likes 8,191 visits

Photos

A row of three small thumbnail images showing people eating at the restaurant.

Posts about Apollo Flame Bistro

Misty Gillis was eating lunch with Frank Gillis at Apollo Flame Bistro. February 13 at 8:25 AM · Asheville ·
Lunch before heading back to SC!

A map showing the location of the restaurant at 1025 Brevard Road, Asheville, NC 28806. The location is marked with a red pin. The map also shows surrounding streets like VENABLE, Ridgefield Blvd, and Puckett Rd.

Apollo Flame Bistro
Greek Restaurant · Asheville
8,191 people checked in here

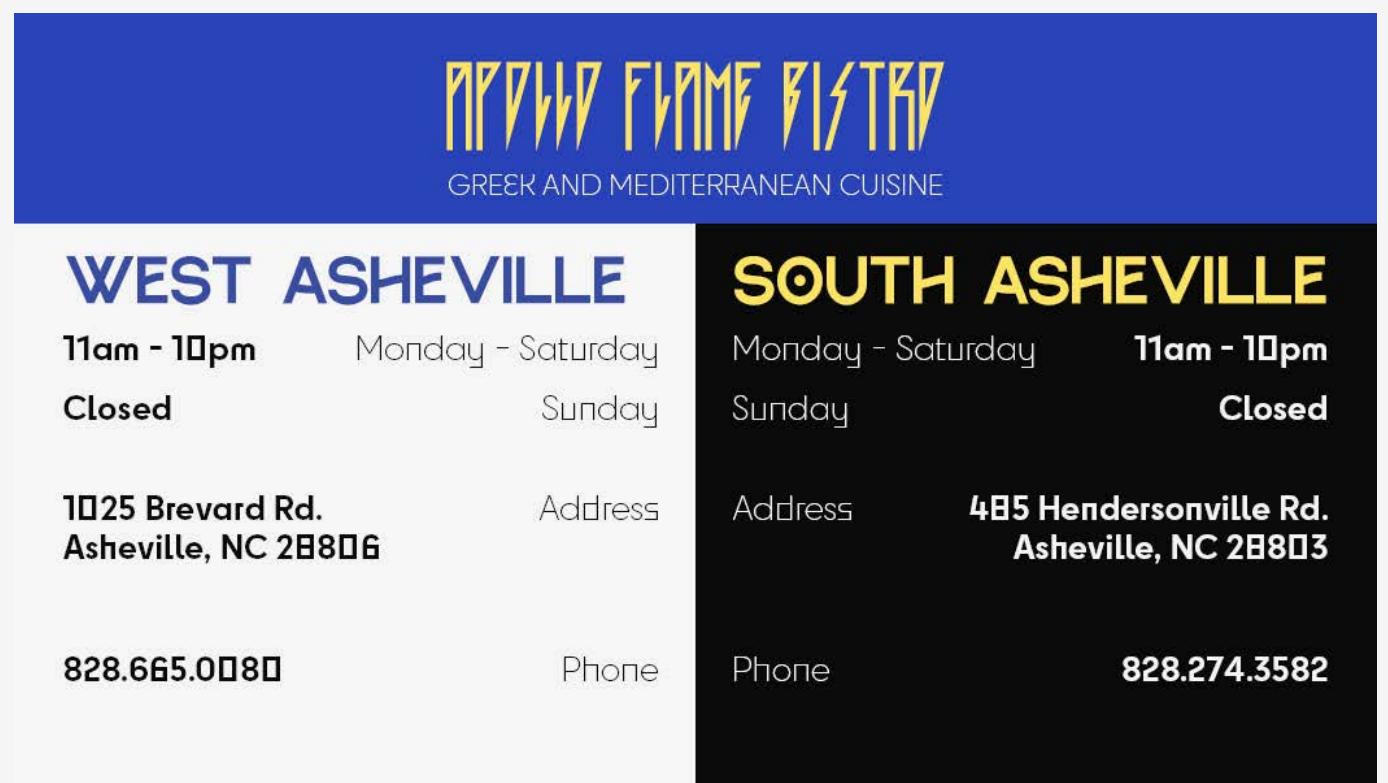
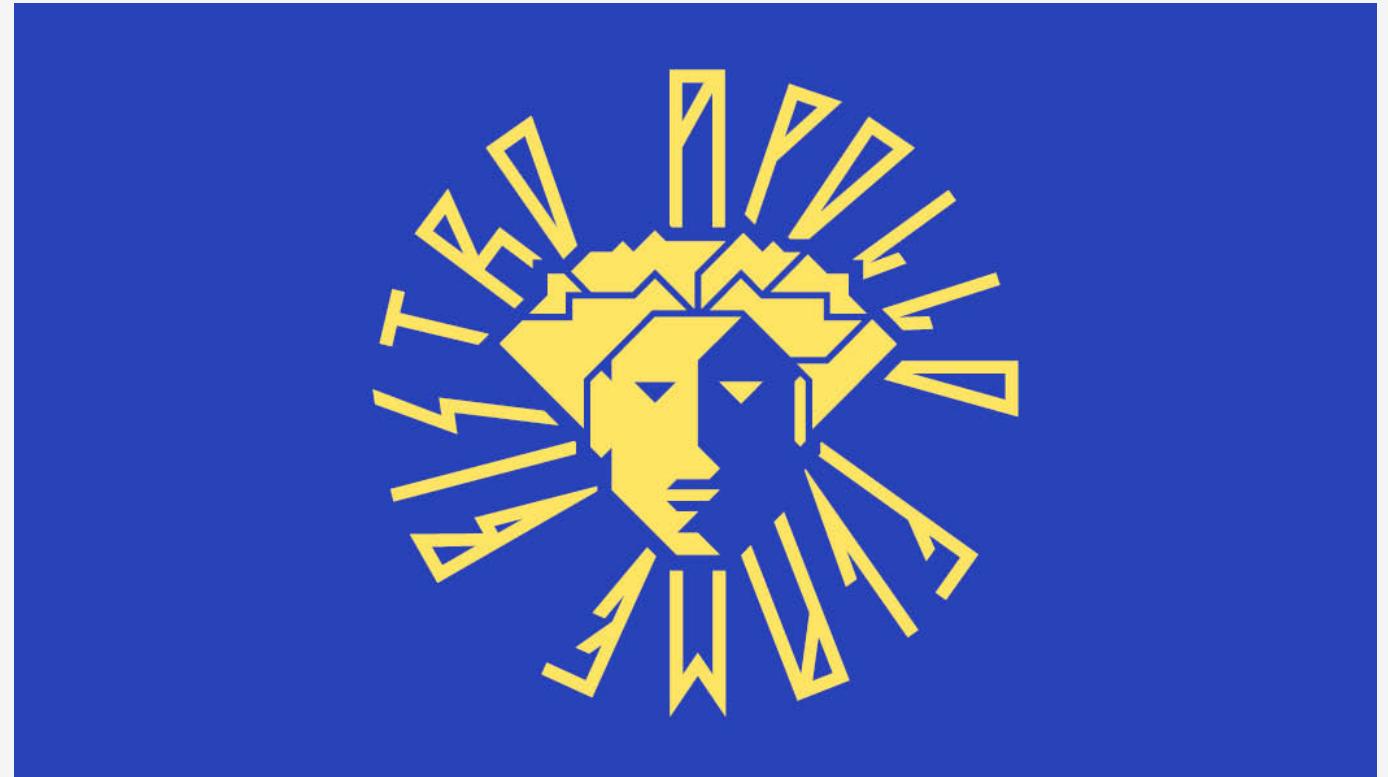
See menu

2 Comments

Like 6

APPLICATIONS

BUSINESS CARD



APPLICATIONS

PRINTED COLLATERAL



APPLICATIONS

ENVIRONMENTAL SIGNAGE

