

Restaurant Identity Butterfish - An American Bistro

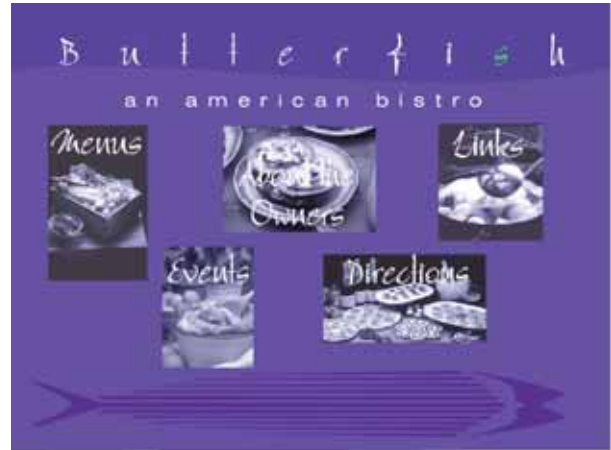
I created an identity for a new restaurant in Cambridge. The chef/owner Chris Bussell and Samantha Overton wanted a modern nouvelle American cuisine with a bit of an edge to it. Before beginning design studies for this work, the owners and I spend some time reviewing and visiting other restaurants in Boston and Cambridge. We discussed and critiqued the materials, design intents, and execution of different logos. Based upon the understanding I developed of the owners tastes and needs, I designed the restaurants corporate identity, including a logo, menus, signage, stationary and a website, www.butterfishbistro.com

- ◆ Corporate Identity
- ◆ Stationary
- ◆ Signage
- ◆ Web Development

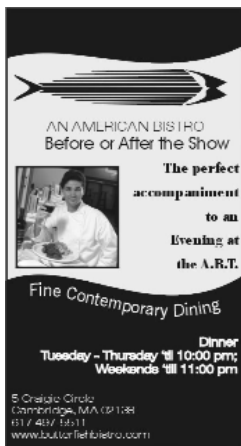
Photoshop
 Dreamweaver
 Fireworks
 Corel Draw
 Quark Express



Final design



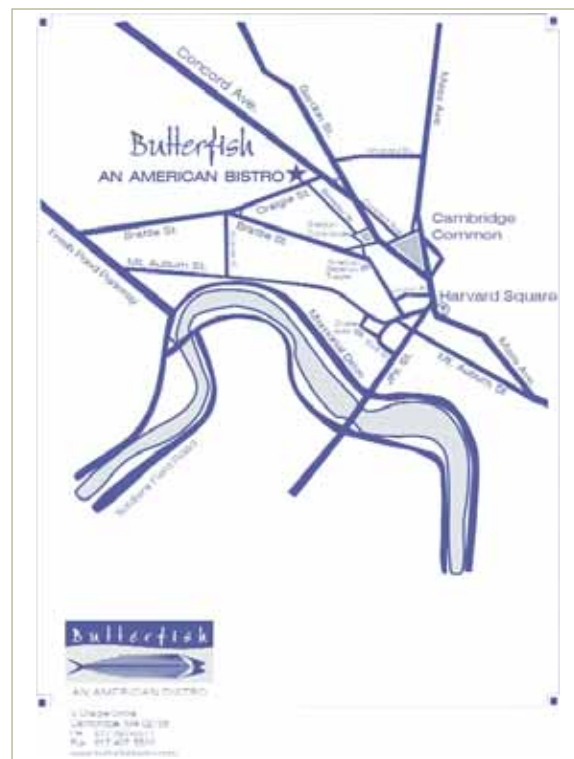
Butterfish Website



Butterfish Ad



Butterfish Ad



Map to the restaurant



Menu board



Butterfish