

GET STREET SMART

THRIVING DISTRICTS BY DESIGN



SEPTEMBER

Design your way
to improved sales



Pipe & Tabor[®]

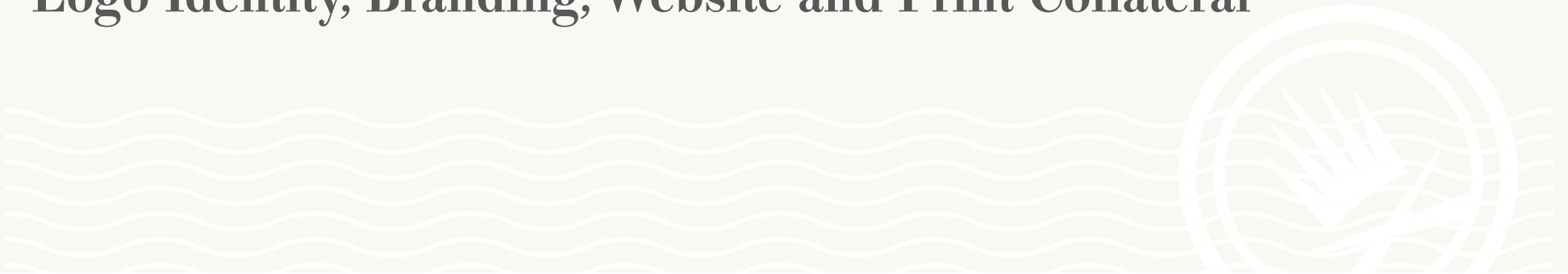


who is
Pipe & Tabor®?



Who is Pipe & Tabor?

- **Founded in 2000 as Brian Gage Design**
- **Rebooted as Pipe & Tabor, LLC in 2010**
- **Located in historic area of Vancouver, WA**
- **Have worked with Seanette Corkill of FrontDoor Back since 2010, on Ice Cream Renaissance and Leonardo's Pizzeria. Multi-Discipline Design Collaboration**
- **Specialize in visual storytelling through the crafting of the Logo Identity, Branding, Website and Print Collateral**





Branding: Examples of our work

Why Branding?



Why Branding?: *what does it do?*

- **The Experience:** The branding (*using environmental graphics*) is the first 'experience' has with your business
- **Branding:** It connects you with your audience through your visual story
- **The Internet:** A recent report shows that half of young people would rather have internet access over their car. What does this mean?
- **What it's not:** Great branding on it's own doesn't increase sales





FIRESIDE CAFÉ

EST. 2010



FIRESIDE CAFÉ

DRINKS			
HOT DRINKS			
	12oz	16oz	20oz
Americano	\$1.99	\$2.29	\$2.49
Latte	\$2.79	\$2.99	\$3.29
Cappuccino	\$2.69	\$3.29	\$3.59
Mocha	\$2.99	\$3.49	\$3.99
House Coffee	\$1.79	\$2.29	\$2.79
Hot Tea	\$1.49	\$1.79	\$1.99
Solo Espresso	\$1.59	—	—
<small>add flavored 12oz / extra shots 25¢</small>			
COOL DRINKS			
Fruit Smoothies*	\$3.99 16oz	\$4.49 20oz	
Frozen Mocha & Lattes*	\$3.99 16oz	\$4.49 20oz	
Pop! Products*	\$1.49 16oz	\$1.99 20oz	
Iced Tea	\$1.79 16oz	\$2.29 20oz	
<small>*ask for available flavors</small>			
BREAKFAST + LUNCH + DINNER			
Signature Muffins \$2.99 Scones \$1.99 <small>*ask about our current selection / served all day</small>			
SOUP & SALAD			
Soup of the Day with bread bowl \$4.99 cup \$3.79			
Mandarin Almond Salad \$5.99 <small>Add grilled chicken for \$2.95</small>			
House Salad half \$4.99 whole \$6.99 <small>We use romaine, spinach and red leaf lettuce. Add grilled chicken for \$2.95</small>			
House Potato Salad \$2.99			
SANDWICHES			
Sliders two \$5.99 four \$7.99 six \$10.99 <small>2 mini-burgers, your choice of beef/pork or ground turkey/pork, mixed with secret spices, hot & mayo & served on a warm roll with house potato salad.</small>			
Grilled Cheese \$6.99 <small>Grilled cheese just the way you like it: melted cheese on artisan bread. Served with a side of house potato salad. Add ham, turkey, or pastrami for just \$1.05.</small>			
Bratwurst \$6.99 <small>Traditional German-style hot dog on a fresh bun with all the fixin's! Served with house potato salad.</small>			
Hot Sandwiches \$6.99 <small>Ham & cheese sandwich Pine sandwich Roast beef sandwich</small>			




360.281.4800
6709 NE 63rd St
Vancouver, WA 98661
scott@meetatfireside.com

SCOTT EDWARDS



MeetAtFireside.com

Great Brand: Bad location & business plan

**created with M Plus BG, LLC*

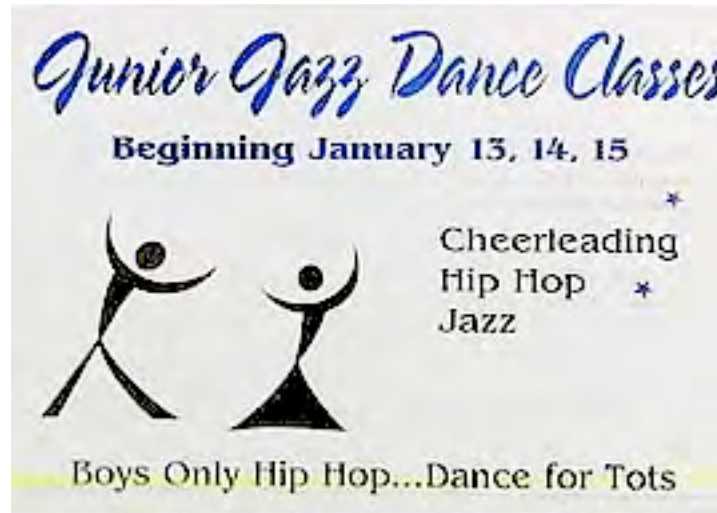
Branding 101



Branding 101: *typical process*

- **Mix:** Logo, Stationery, Website, Signage, & Print Collateral
- **Logo Identity:** The foundation for the brand. If ineffective or inappropriate, all built after will fail that is based upon it
- **Brand Equity:** If there is equity in the current logo, then you may be able to just refresh
- **Bad brands:** May need to just be ‘torn down’





**logos found from Google search*

Bad logos



Branding 101: *time & effort*

- **Best use of budget:** Where do I need to spend my budget?
- **Refresh:** Campaign total may be \$3,000-7,000 for entire rebranding
- **Content Creation:** Tends to be the biggest hurdle for clients
- **Timing:** May take longer than you'll think to make a final decision due to personal investment/attachment to the business





Branding: Refresh

Identity Development



Identity Development: *research*

- **Research:** Research, Research, Research
- **Be curious:** Ask a lot of questions and know the *whole* story
- **Look at the competitors:** Online and in-person
- **Look at similar successful brands:** What works and why
- **Collaborate:** It's about the relationship and the right fit.
- **Be your own historian:** Save some of the old branding materials/photos along the way.



Identity Development: *story*

- **Tell the Authentic Story:**
 - No fluff
 - Don't just supersize/upscale
 - Know your clients/audience
 - Be Consistent
- **ReBranding:** Just like getting a new tailored suit/outfit
- **Not Always the Magic Bullet:** May only one piece of the puzzle
- **Greatest Impact:** With “Experience” businesses (*Retail/Food*)



Before

 PIZZA BLENDS INC.

After



Rebrand Logo: “what took you so long”



Setting the Stage





Setting the stage: where they were





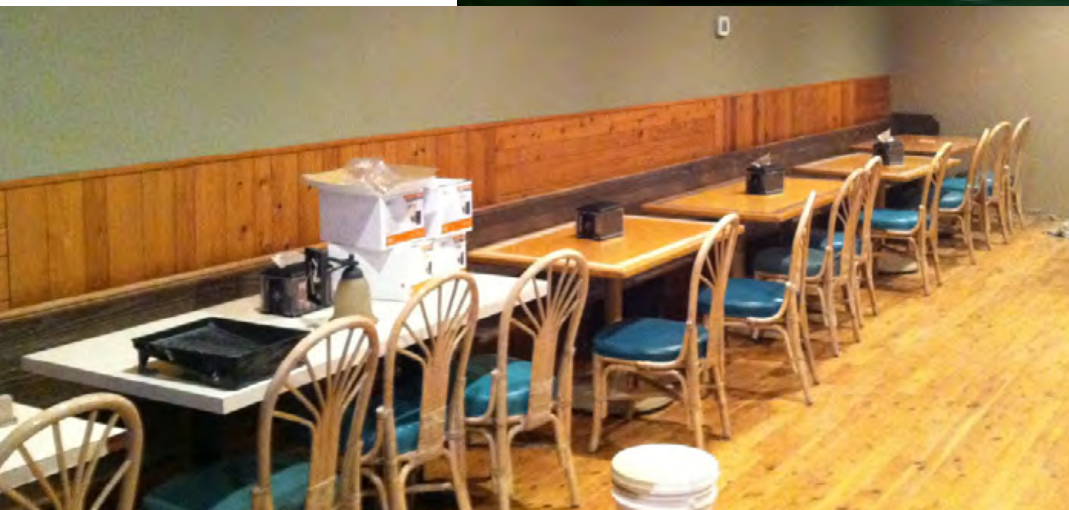
Setting the stage: where they were





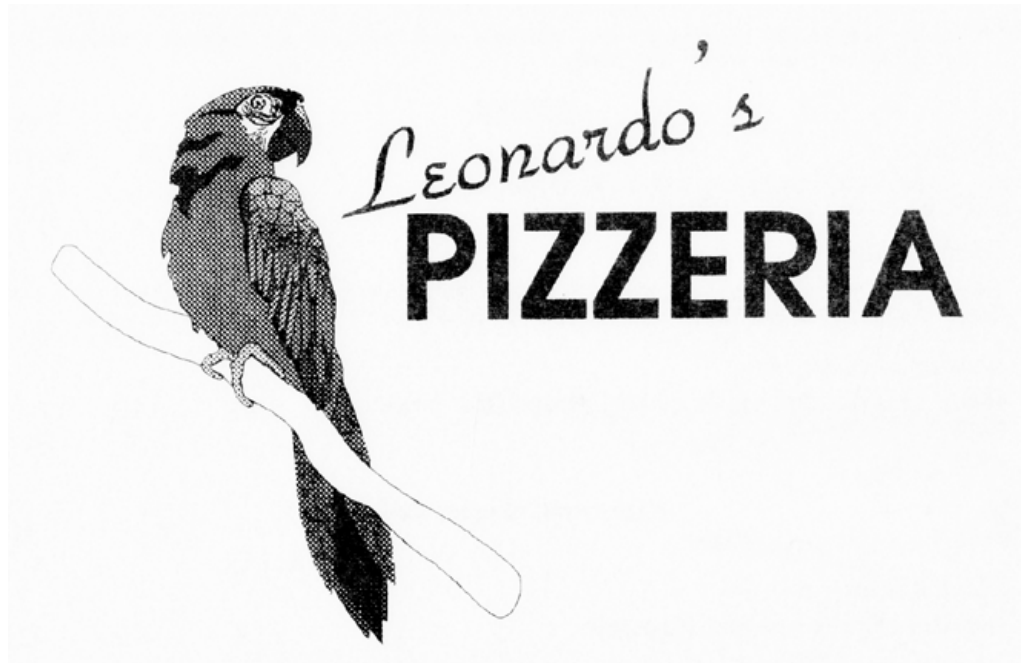
Setting the stage: where they were





Setting the stage: where they were





Old Logos: original + new owner initial effort



New LogoType Selected





Logo Process



**too Pearl District. Can't trade the parrot for the Lion*



**too bland. like the type though.*



**too Pizza Parlor. Can't trade the parrot for the Lion*



**too Italian moped. Not quite right. Too simple.*

Logo Presentation





**too silly, and a little too Frito-Lay/Tony's Pizza*

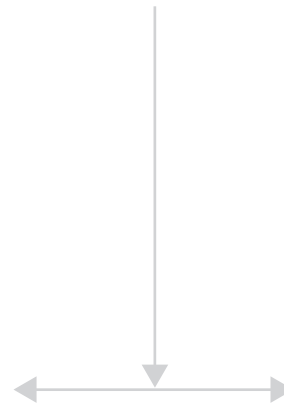


**The owner and designer likes. Classic. Family feel.*



**The owner and manager likes. Fun. Bold. Great for a beer coaster*

Logo Presentation



New Logo System

**Both logos have the same root logotype solution, so we choose to go with a system and use both.*

Before & After



Before:



After:



Pizza Box



Before:

BEVERAGES

BEER ON TAP

Microbreweries

Widmer, Fulltilt, Bridgeport, Pymont, Portland Brewing Co, Avery Beer, Summit Ales, & a great selection of other microbrewery beers

12 oz Mug 1.85
16 oz Pitcher 2.20
Small Pitcher 1.45
Large Pitcher 2.00

Domestic

Miller, Miller Lite, Bud, Leontine Dark

12 oz Mug 1.25
16 oz Pitcher 1.40
Small Pitcher 1.50
Large Pitcher 2.50

WINE

Blush Chablis Burgundy

Glass \$3.50
1/2 Carafe \$2.95
Carafe \$5.80

White Grenache By the glass \$1.95
1/2 Carafe 3.65
Carafe 7.25

Garnay Beauvillain - Bergeron
White Riesling - Taitten Valley

\$2.25 - glass
\$2.25 - glass

DESSERTS

Rocky Road Mousse Cake
New York Cheesecake w/ Raspberry Sauce

\$1.99

BIRTHDAY PARTIES

Perfect for 8-10 Small Children/6-8 Teenagers or Adults

Plan your next birthday party at Leonardo's. Package includes:

* Balloons and party favors
* Birthday Cake w/ Candles
* Large Platter of Soft Drink
* Each person has option to make their/their own individual pizza (Custodian Slices or Pepperoni)

\$18.95, plus \$8.00 for each individual pizza
(or \$14.85 for each large two-topping pizza)

Leonardo's PIZZERIA

16305 S.E. Post Street
S.E. Post Street & 163rd Avenue
(Downtown, Washington 98040)

253-2394

HOURS

Monday Through Thursday - 11:00 am to 9:30 pm
Friday - 11:00 am to 11 pm
Saturday - 11:00 am to 10 pm
Sunday - 11 am to 9 pm

PRIVATE MEETING ROOM FOR GROUPS
OF 10 to 60

CALL FOR RESERVATIONS

Leonardo's PIZZERIA

Our feature toppings include: Handmade New York-style pizza and offer our gourmet sides, which offers an endless choice, made with love.

PIZZA

10" 13" 16"
Small Med Large

Pepperoni, dried tomatoes, olive oil, spices, and a blend of cheeses. (Gluten-free)

7.35 10.95 14.25
9.70 13.30 17.55

Combo Grande

Subst. Italian Sausage, Ground Beef, Pepperoni, Onions, Green Peppers, Black Olives, mushrooms & tomatoes.

8.95 13.30 17.50
5.40 7.99 9.40

Leonardo's Supreme

Italian Sausage, Sliced Pepperoni, Mushrooms, Black Olives and Pineapple

8.95 13.30 17.50
4.50 6.90 8.95

Artichoke, Black Olives, Fresh Mushrooms, Onions, Green Peppers, Fresh Tomatoes.

7.95 12.50 15.95
4.80 6.25 8.00

Meat Lover's

Canadian-style Bacon and Pineapple

7.35 10.95 14.25
5.70 8.50 11.55

Sausage

Canadian-style Bacon, Artichoke Hearts, Red Bell Peppers and Black Olives

8.35 12.95 16.50
4.25 6.50 8.25

South of the Border

Beef, Onion, Jalapenos, Salsa, and Shredded Cheese

7.95 11.75 14.25
4.00 5.90 7.75

1/2 Ours Recipe

Spinach, Smoked Prosciutto & Pizzoccolo, Feta Cheese, Grated Onions w/ Grated Parmesan Cheese

8.35 12.95 16.50
4.25 6.50 8.25

Chickenpot Charlie

Canadian-style Bacon & Sausage

7.35 10.95 14.25
5.70 8.50 11.55

Thai Chicken

Chicken, Chinese Sweet Pork, Onions, Red Bell Peppers with Curry Peanut-Ginger Sauce

8.35 12.95 16.50
4.25 6.50 8.25

Fat Cow

Blend of Mozzarella & Prosciutto Cheese

5.95 8.45 11.20
3.65 4.25 5.40

Sedona Sun

Pineapple, Sausage, Smoked Tomatoes, Fresh Onions with Feta Cheese and Smoked Prosciutto

8.25 11.50 14.95
4.15 5.75 7.50

Older Style

Smoked Baby Cams, Onions, Bay Shrimp, Onions, w/ white sauce, Mozzarella

9.65 13.85 17.25
4.95 6.95 9.45

Artichoke Heart

Pineapple Butter & Jelly

5.50 7.75 9.25
2.75 3.75 4.75

To go orders - \$3.35 extra

After:

LEONARDO'S PIZZERIA

EST. 1993

Did you know? All of our pizzas are made with our homemade, hand-tossed dough, our signature red pizza sauce (unless otherwise noted, our house blend of cheeses, and topped with the finest, freshest ingredients available. All selections can be ordered without cheese, with the exception of our best pizza sauce.

Gluten-free crust is available (10" pizzas only)

Leonardo's Pizza Sizes:

Small - 10" (8 slices) / Medium - 13" (10 slices) / Large - 16" (12 slices)

SIGNATURE PIZZAS

The Pounder

Pepperoni, Canadian-style bacon, salami, hickory bacon, Italian sausage, and beef.

Small - 15.95 / Medium - 21.95 / Large - 28.95

Leonardo's Supreme

Italian sausage, salami, pepperoni, black olives, mushrooms, and pepperoni.

Small - 14.95 / Medium - 20.95 / Large - 26.95

Garlic Chicken

Grilled chicken, garlic, artichoke hearts, red onion, feta cheese, and white sauce.

Small - 14.95 / Medium - 20.95 / Large - 26.95

Combo Grande

Salami, Italian sausage, beef, pepperoni, black olives, mushrooms, onions, green pepper, and fresh roma tomatoes.

Small - 15.95 / Medium - 21.95 / Large - 28.95

CLASSIC PIZZAS

Pepperoni

The most pepperoni and our house cheese blend.

Small - 12.95 / Medium - 16.95 / Large - 19.95

The Maui

Canadian-style bacon with chunks of sweet pineapple.

Small - 15.95 / Medium - 19.95 / Large - 21.95

Fat Cow

Cheese Pizza is perfected with our special blend of four cheeses.

Small - 15.95 / Medium - 14.95 / Large - 16.95

VEGETARIAN PIZZAS

The Vegetarian

Fresh mushrooms, black olives, onions, green peppers, and fresh roma tomatoes.

Small - 14.95 / Medium - 19.95 / Large - 24.95

Artichoke Veggie

Mushrooms, onions, red and green peppers, feta cheese, artichoke hearts, and mozzarella.

Small - 14.95 / Medium - 19.95 / Large - 24.95

Little Oven Annie

Spinach, feta cheese, caramelized onions with a grape leaf-walnut pesto.

Small - 14.95 / Medium - 19.95 / Large - 24.95

Sedona Sun

Pine nuts, sun-dried tomatoes, fresh garlic with our homemade best pizza sauce.

Small - 14.95 / Medium - 19.95 / Large - 24.95

SPECIALTY PIZZAS

The Sicilian

Marinated artichoke hearts, Canadian-style bacon, black olives, and red peppers.

Small - 14.95 / Medium - 19.95 / Large - 24.95

Thai Chicken

Spicy pork, chicken, onions, red peppers, and chicken with a spicy peanut-ginger sauce.

Small - 14.95 / Medium - 20.95 / Large - 26.95

South of the Border

Seasoned beef, onions, jalapenos, salsa, and red sauce.

Small - 14.95 / Medium - 19.95 / Large - 24.95

The Firecracker

Marinated chicken, buffalo wing sauce, and blue cheese on a thin crust.

Small - 15.95 / Medium - 19.95 / Large - 21.95

Jane's BBQ

Seasoned chicken, hickory bacon, Canadian-style bacon, mushrooms with blue sauce.

Small - 14.95 / Medium - 20.95 / Large - 26.95

Taco Pizza

Chicken or ground beef with melted cheese and taco seasoning.

Small - 14.95 / Medium - 19.95 / Large - 24.95

LUNCH SPECIALS

Available Monday through Friday noon - 3pm.

All You Can Eat Pizza

6.95 per person (Add a \$1.00 salad bar - 1.95)

One Slice & One-Trip Salad Bar

0.95 per person

One Slice of Pizza - 3.00

BEVERAGES

Beer

Microbrews on Tap - Black Butte Porter, Halfwayman, Mirror Pond Pale Ale, Mac & Jacks, Blue Moon. We also have a selection of local and seasonal favorites.

Pin - 1/2 Pitcher - 8 / Pitcher - 15

Domestic on Tap

Bud Light and Corona Light

Pin - 1/2 Pitcher - 6 / Pitcher - 10

Bottled Beers

Ask about our current selection. Bottle - 2.50

Growlers

Four growlers a cold one in the comfort of your own home with our fast collectible growler - filled with the dark base of your choice.

New Growler Filled - 18 / Refill - 14

Container only - 5

Wine

We currently serve a variety of local and regional wines. Please ask us about our current selection.

6.00 per glass

Fountain Drinks

Pepsi, Diet Pepsi, Mug Root Beer, Dr. Pepper, Sierra Mist, Mountain Dew, Lemonade, and Iced Tea

Glass - 1.95 / Pitcher - 3.95 / Kids - .95

Free refills on glasses

Assorted Bottled Beverages

Ask about our current selection. Bottle - 1.25

Henry Weinhard's Bottled Soda

Root Beer and Vanilla Cream. Bottle - 1.95

DESSERTS

Leonardo's Mud Pie

Layers of fudge, peanut butter, and mocha almond fudge ice cream all on an Oreo crust topped with whipped cream, a chocolate syrup drizzle, and a cherry - 5.25

Cookies

Try one of these jambo cookies from a local Vancouver artisan bakery. Ask about our current selection. 1.50

Cold Sandwiches

All cold sandwiches served with potato chips, pickles, onions, and your choice of whole wheat, rye, or sourdough bread.

Add a \$1.00 salad bar - 1.95

Leonardo's Club

Turkey, bacon, lettuce, tomato, red onions, cheddar, mayo, and honey mustard on toasted bread. 6.95

The Classic BLT

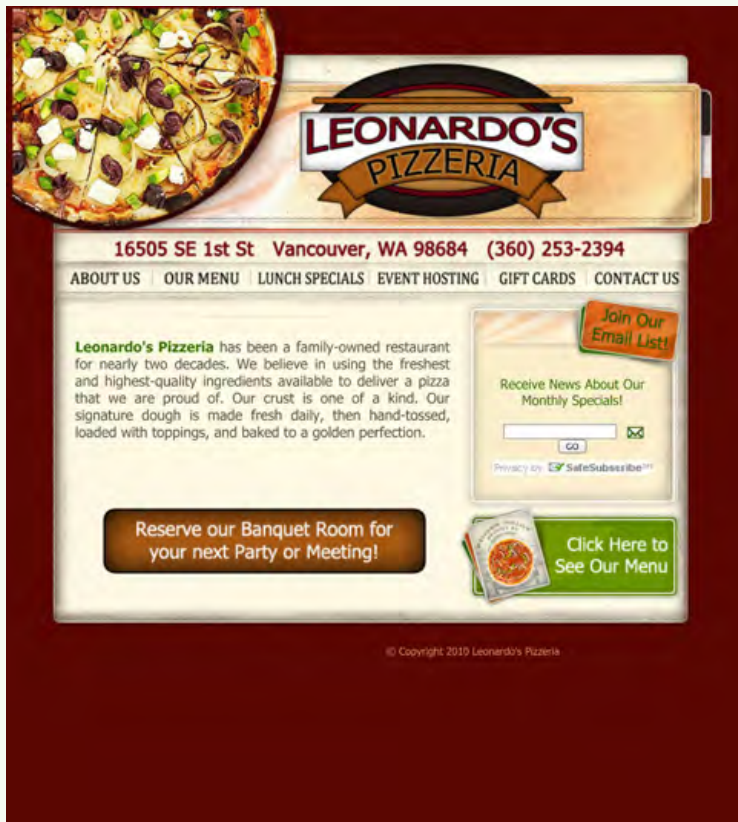
Bacon, lettuce, tomatoes, and mayo. 4.95

Turkey Bacon

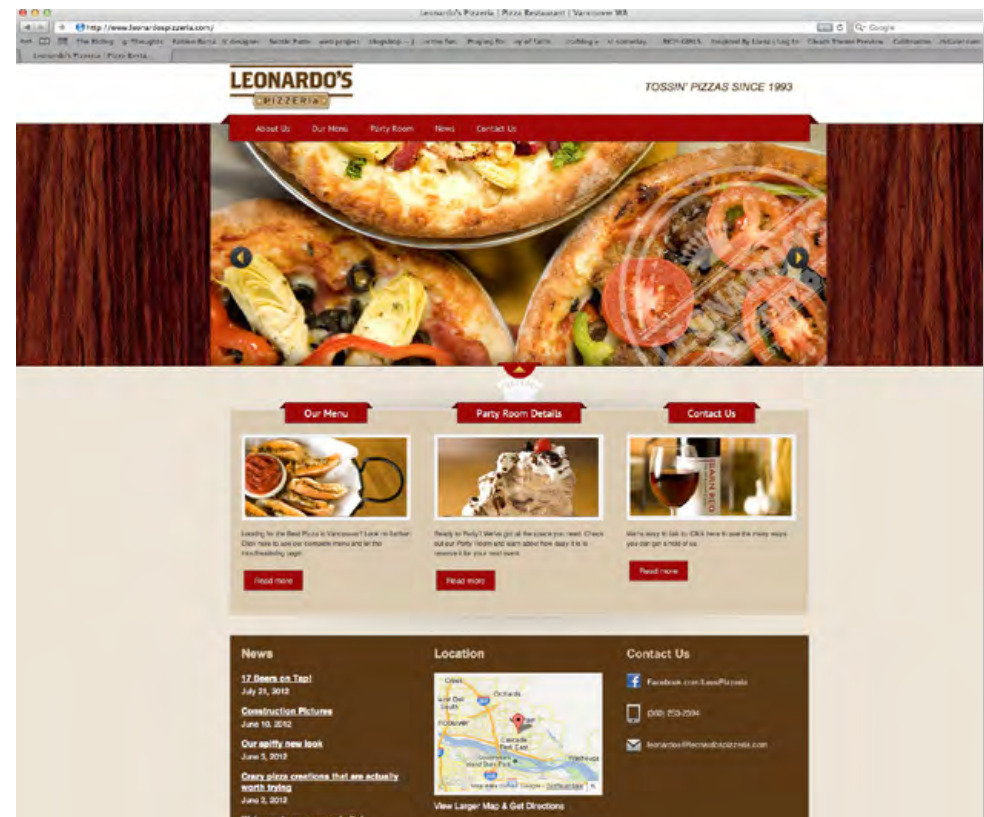
Thinly sliced turkey, bacon, lettuce, tomatoes, and mayo. 5.95

Menu

Before:



After:



Website

Before:



After:



Business Card

Before:



After:



Napkin Holder



Before:



After:



Glasses



Before:



After:



Front Counter



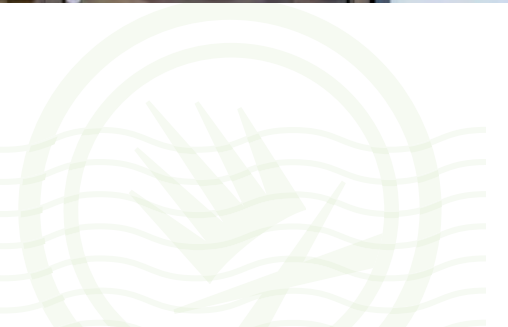
Before:



After:



Window Signage



Before:



After:



Signage: open/closed



Before:



After:



Signage: First Ave



Before:



After:



Signage: main



Feedback & Results





Elite '12

3

69

Ursula M.
Portland, OR

★★★★★ 8/6/2012

Wow! Leonardo's has upgraded BIGTIME!

A complete remodel inside, and it looks splendid!

This is the best pizza I can think of, and with the attractive new decor, it's great to eat there!!!

They have great beers on tap and a good salad bar as well.

If we stay away too long, the place pulls us in like a magnet!

Was this review ...? [Useful](#) (1) [Funny](#) [Cool](#)

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)

[Add owner comment](#)



Elite '12

5

77

Andrea H.
Vancouver, WA

★★★★★ Updated - 6/21/2012

I'm bumping Leonardo's up a star for renovating their interior. It's brighter and more spacious feeling, now. We'll be eating in more often.

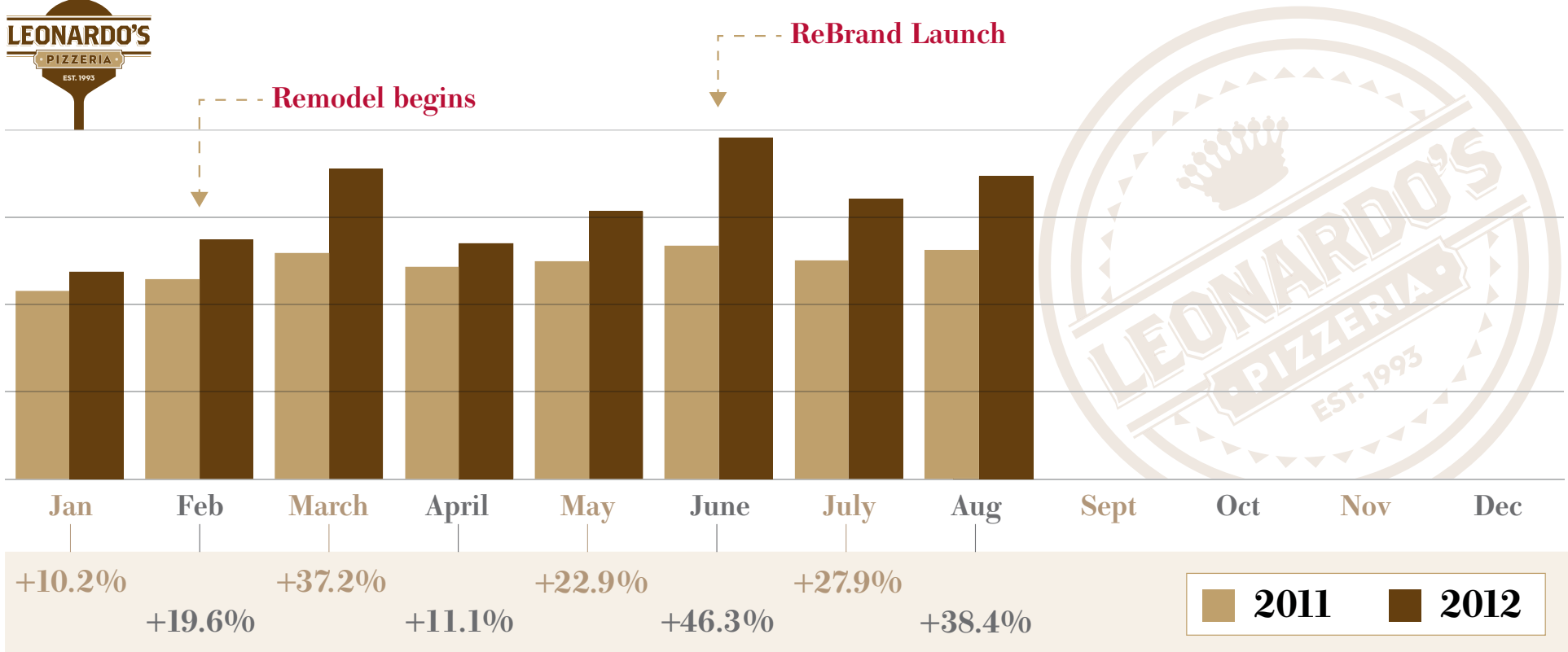
Also, if you want a massive piece of yummy mud pie, this is the place to get it. We split one among three people, and all of us left feeling as if we'd overindulged. Well, two of us any way. Pirate Grrl insists she could put one away on her own. I'd hate to see her after the event—she'd probably need Valium. We certainly would.

Was this review ...? [Useful](#) [Funny](#) (1) [Cool](#)

[1 Previous Review: Show all »](#)

Feedback:





Average year over year increase of +26.7%

Results: 2011 vs 2012

Thank You.



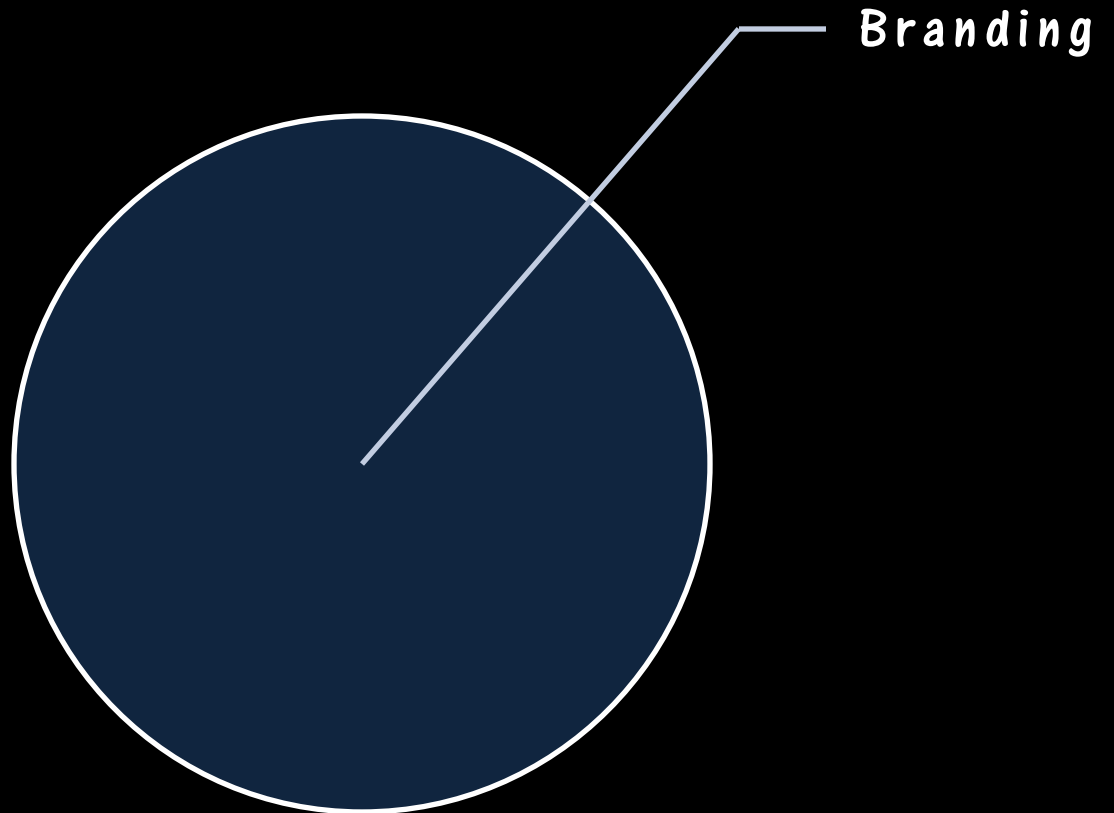
Pipe & Tabor®

Defining your style

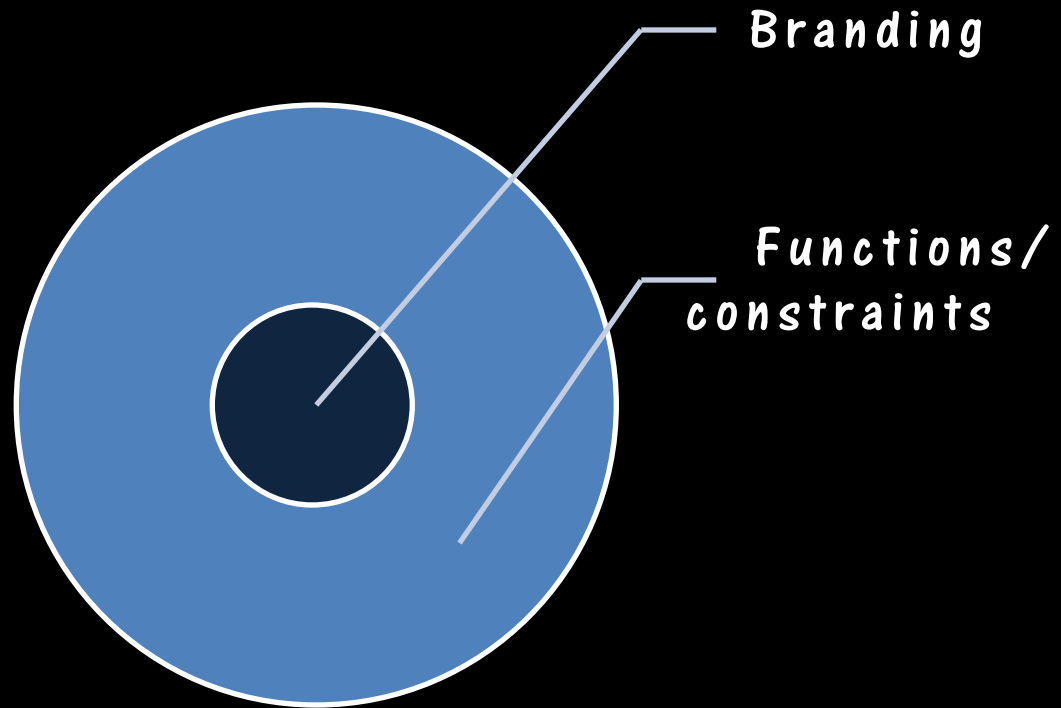


Designing your style

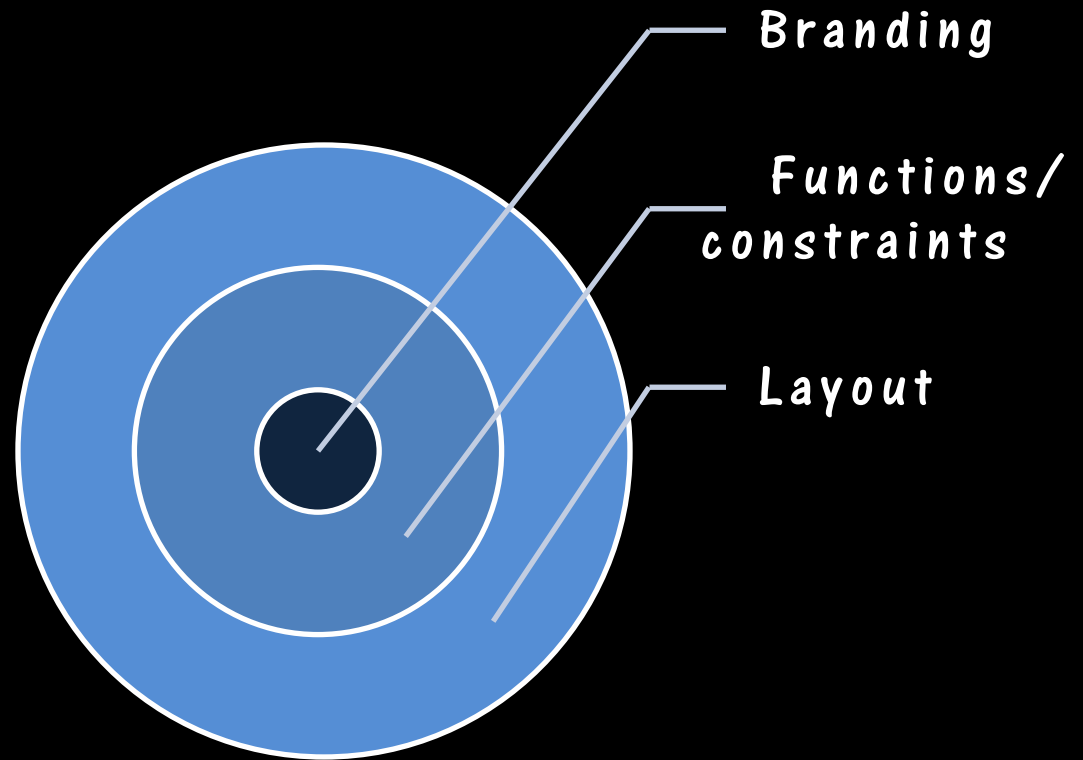
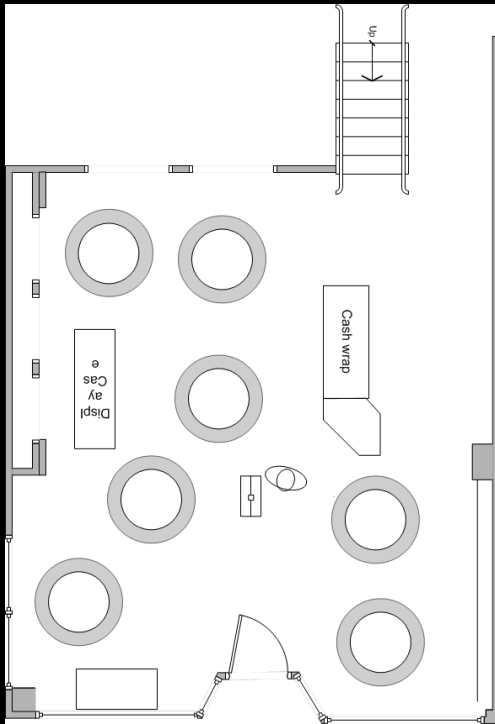
Branding



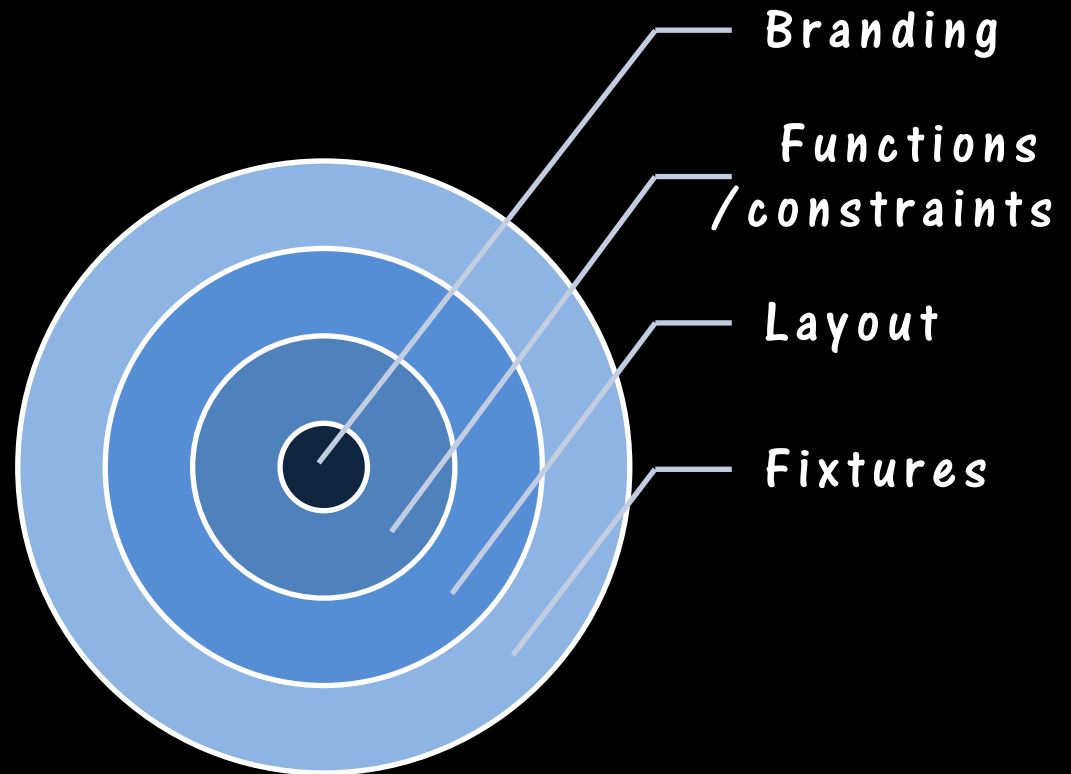
Desired functions and constraints



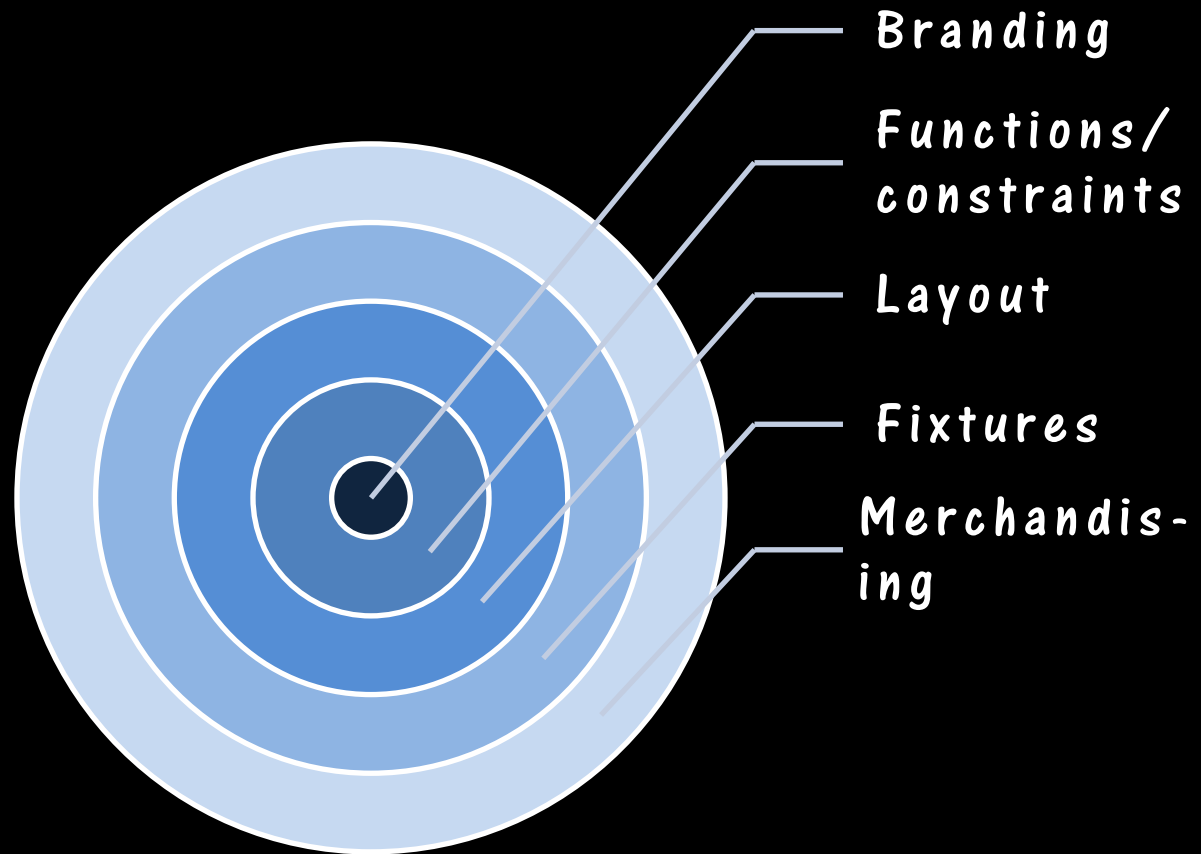
Layout



Fixtures



Merchandising



ICE CREAM RENAISSANCE 2108

BEFORE

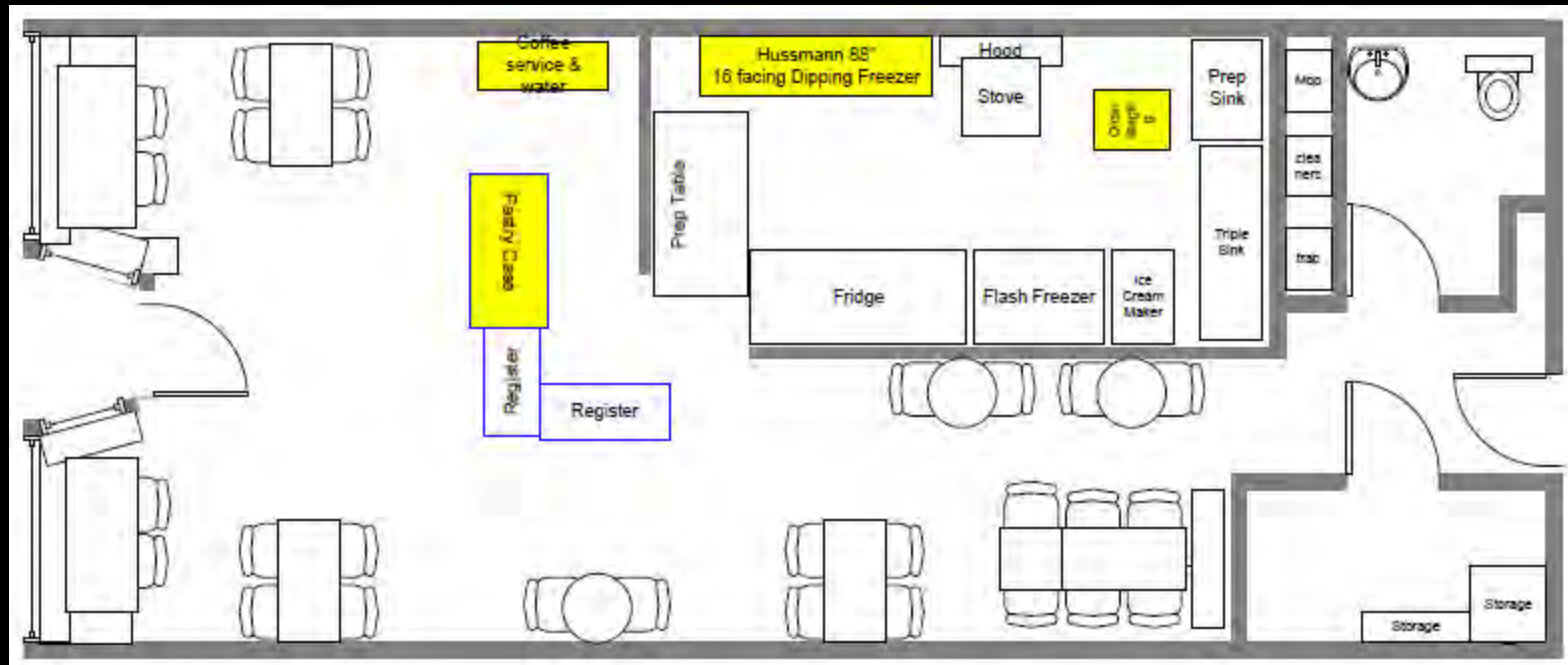


BEFORE



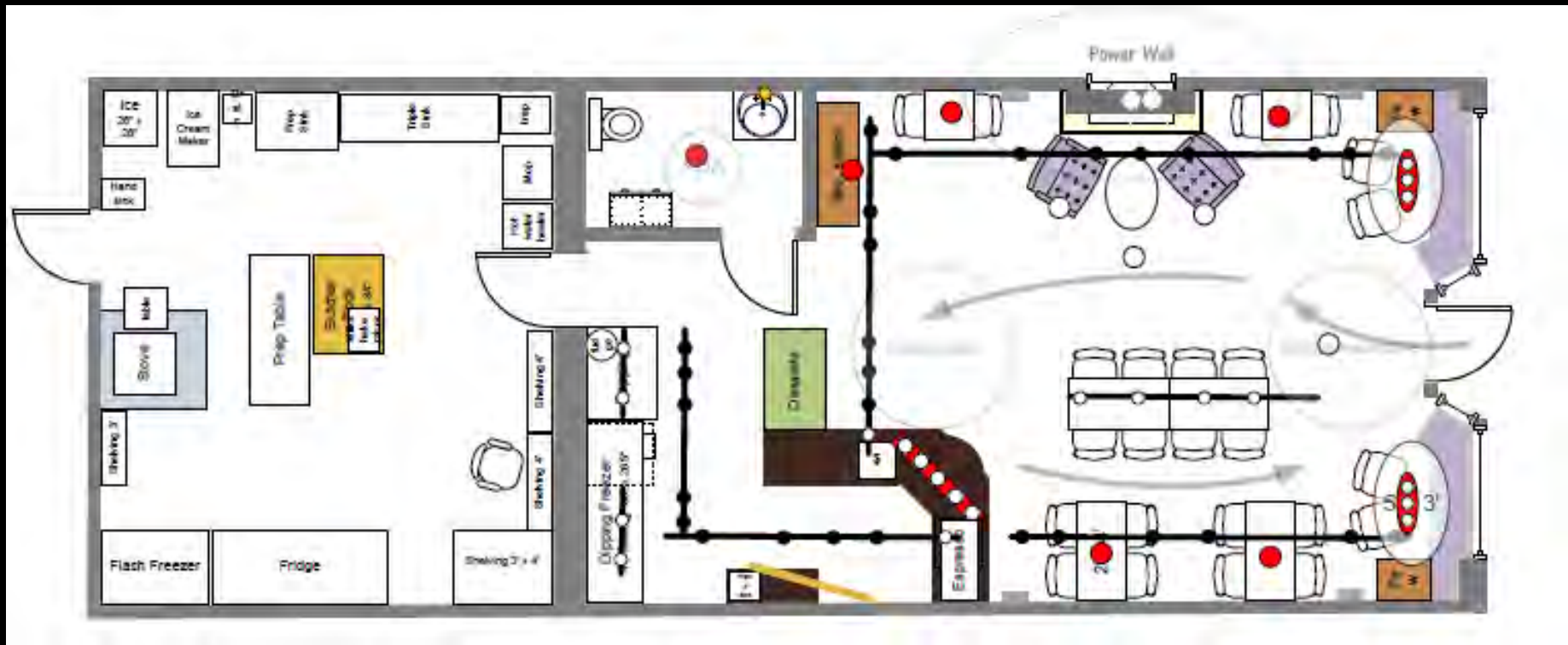
BEFORE

OLD location 1,000 sq ft 32 seats



- No front counter
- Add-on sales of espresso and pastries not meeting expectations
- Lost revenue due to patrons leaving without paying due to method of table service

NEW location 1,150 sq ft 32-34 seats



- Create front counter
- Increase awareness of espresso and pastries
- Reduce customer confusion about where and when to pay



Testing the paints on site







The inspiration for purchasing these signature lights



Treasure hunting
for atmosphere





Color
and texture





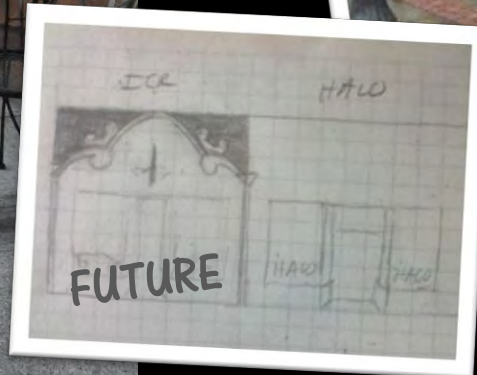
two leaves and a bud



Exterior graphics and paint



BEFORE



EXTERIOR SIGNAGE



Original logo had strong brand equity but had issues with readability. Among other things, the lettering crossed over the main image and they competed for attention.

BEFORE



- Sign bracket with integrated lights
- Dimensional printed layers to add interest and texture
- Ribbon from original logo utilized separately, on windows and door



INTERIOR SIGNAGE



BEFORE



BEFORE



BEFORE



MENUS



Ice Cream Renaissance

Artistry in Cream and Chocolate

Traditional Flavors

Ice Cream
Honey Vanilla
 Old Fashioned Milk Chocolate
 Strawberry and Cream
 Peppermint Churn
Strawberry Chocolate Lava Cake
 Coffee Almond Chocolate
Special
Wild Night Indulgences



Crave not! You Demand the Best! It's specialty flavors.

Ice Cream Dish Served with a topping of choice	Ice Cream Cone With ice cream. Add a...
Apple Sauce \$2.49	Apple Sauce \$2.49
Orange Sauce \$3.49	Orange Sauce \$3.49
Triple Chocolate \$5.49	

The Classics

Artistic Creations of Ice Cream
 From tempting, luscious ice cream cones to savory cakes to soft doughs and luscious sauces, we have it all. Add a variety of toppings.
\$5.49

Strawberry Cheesecake
 Strawberry Cheesecake with cream cheese filling and strawberry sauce.
\$5.49

The Perfect Dessert
 The perfect dessert for any occasion. Add a variety of toppings.
\$5.49

Hot Ice Cream Toppings
 Hot ice cream toppings are the way to stay in the mood. Add a variety of toppings.
\$4.49

Delicious Dessert Toppings
 Delicious dessert toppings are the way to stay in the mood. Add a variety of toppings.
\$4.49

Chocolate Toppings
 Chocolate toppings are the way to stay in the mood. Add a variety of toppings.
\$4.49

Chocolate Chip Cookies - \$2.49

Ice Cream Therapy

Strawberry - \$2.49

Ice Cream
 There is no such thing as a free lunch. Add a variety of toppings.
\$2.49

Ice Cream
 There is no such thing as a free lunch. Add a variety of toppings.
\$2.49

Ice Cream
 There is no such thing as a free lunch. Add a variety of toppings.
\$2.49

Hot Ice Cream
 Hot ice cream toppings are the way to stay in the mood. Add a variety of toppings.
\$2.49

Traditional Toppings
 Traditional toppings are the way to stay in the mood. Add a variety of toppings.
\$2.49

Hot Ice Cream
 Hot ice cream toppings are the way to stay in the mood. Add a variety of toppings.
\$2.49

Hot Ice Cream
 Hot ice cream toppings are the way to stay in the mood. Add a variety of toppings.
\$2.49

Hot Ice Cream
 Hot ice cream toppings are the way to stay in the mood. Add a variety of toppings.
\$2.49

Hot Ice Cream
 Hot ice cream toppings are the way to stay in the mood. Add a variety of toppings.
\$2.49

Before

ICE CREAM: (SEE FLAVOR BOLDING)

Single Scoop	\$3. ⁰⁰
Double Scoop	\$4. ⁵⁰
Triple Scoop	\$6. ⁰⁰

SERVED IN YOUR CHOICE OF:

Waffle Cone...add \$1.⁰⁰
Dish, Cake or Sugar cone included.

CHOCOLATE CHIP COOKIES...\$1.⁰⁰
BROWNIES...\$1.⁵⁰

Ice Cream Renaissance

TOPPINGS

Add \$2/5 for each additional topping

Sweet	Hot
Chocolate	Vanilla
Caramel	Walnuts
Butterscotch	Almonds
Hot Fudge	
Mint Chocolate Cream	Festive
Whipped Cream	Chocolate Chips
	Baby M&M's
	Gummi Bears
Savory	Spinach
Strawberry	Cheese
Raspberry	Graham Crackers
Mango	

Ice Cream Therapy

DR. CHOCOLATE

Having a bad day? Make an appointment with the Doctor! A prescription of Old Fashioned Milk Chocolate and Bitter Sweet Chocolate Liqueur mixed under cocoa powder, chocolate chips, hot fudge, it's here! M&M's served alongside a chewy chocolate chip cookie is sure to melt your blues away.

\$6.⁷⁵

GUILT FREE

Yes, you CAN eat low cream and not feel guilty. Enjoy these tiny scoops of ice cream with one cookie or substitute the cookies for one more scoop.

\$3.²⁵

OFFICER'S ROW

A Simple yet elegant ice cream sampler. Casually make your way down a street lined with armads of ice cream while enjoying this fine dessert.

La. Giant (3 Flavors)	\$5. ⁰⁰
Col. Bonanza (3 Flavors)	\$6. ⁰⁰
Gen. Anderson (3 Flavors)	\$7. ⁰⁰

SINGLE SIZE

SHABE SIZE

INDICATION

Having trouble making up your mind? Stop stressing! Choose the size you want and let us sculpt an original ice cream masterpiece just for you!

Slightly Hesitant	\$5. ⁷⁵
Wavering	\$7. ⁰⁰
Seriously Uncertain	\$8. ²⁵

MT. ST. HELENS

Meanie (brothers) (brothers) lie at the base of a Honey Vanilla ice cream peak that is drenched with rich raspberry sauce and is topped with...milk (see raspberry sauce).

\$5.⁰⁰

\$7.⁰⁰

The Classics

SUNDAE CONFESSIONS AT THE BASILICA

Tempting scoops of Honey Vanilla are lavishly covered in hot fudge and then crowned with whipped cream, nuts and a cherry. Hal Mary.

\$5.⁰⁰

\$7.⁰⁰

BOTTEICELLI BROWNIE SUNDAE

Our famous cherry chocolate fudge brownies is topped with Honey Vanilla ice cream and smothered with hot fudge, caramel, whipped cream, nuts, and a cherry while garnished with...milk (see raspberry sauce).

\$5.⁰⁰

\$7.⁰⁰

THE BELLINI BANANA SPLIT

Strawberry and Cream, Honey Vanilla and Old Fashioned Milk Chocolate ice cream crafted with a banana. Adorned with, luscious chocolate, strawberry, and mango sauce, luscious whipped cream, nuts and a cherry. A masterpiece classic for the ages.

\$5.⁰⁰

\$7.⁰⁰

HOT SO LEARNING TOWER OF PISA

How mad to travel all the way to Italy to see the masterpiece? Two scoops "sandwiched" between delicious chocolate chip cookies. We'll make sure it's standing.

\$5.⁰⁰

BANANA BOSSA NOVA

Leprechauns are your taste buds can enjoy. Three scoops of Honey Vanilla are covered with hot fudge, chocolate chips, whipped cream, nuts, and a cherry while garnished with...milk (see raspberry sauce).

\$5.⁰⁰

\$7.⁰⁰

VITRUVIAN PARFAIT

Perfection even DaVinci would take pleasure in. Strawberry, mango, and chocolate sauce over two scoops of Honey Vanilla. Fully whipped cream, nuts and a cherry are added for the final touch.

\$5.⁰⁰

Vancouver's Dessert Destination

After

INTERIOR GRAPHICS



Applied new graphics
and paint to
existing cooler

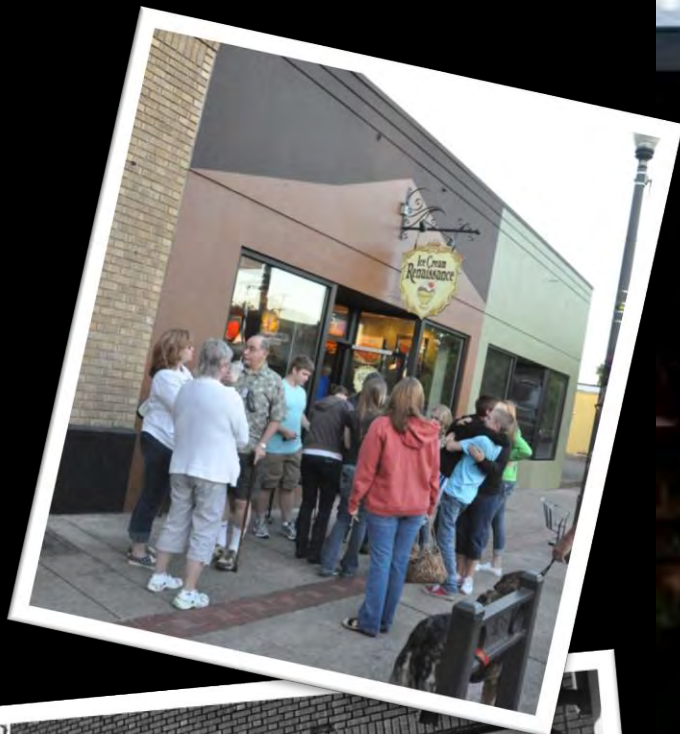


Adequate room for customer queuing



Group seating was moved to the front. A restaurant's best window display when they're open is the people dining there.







Great graphic foundation



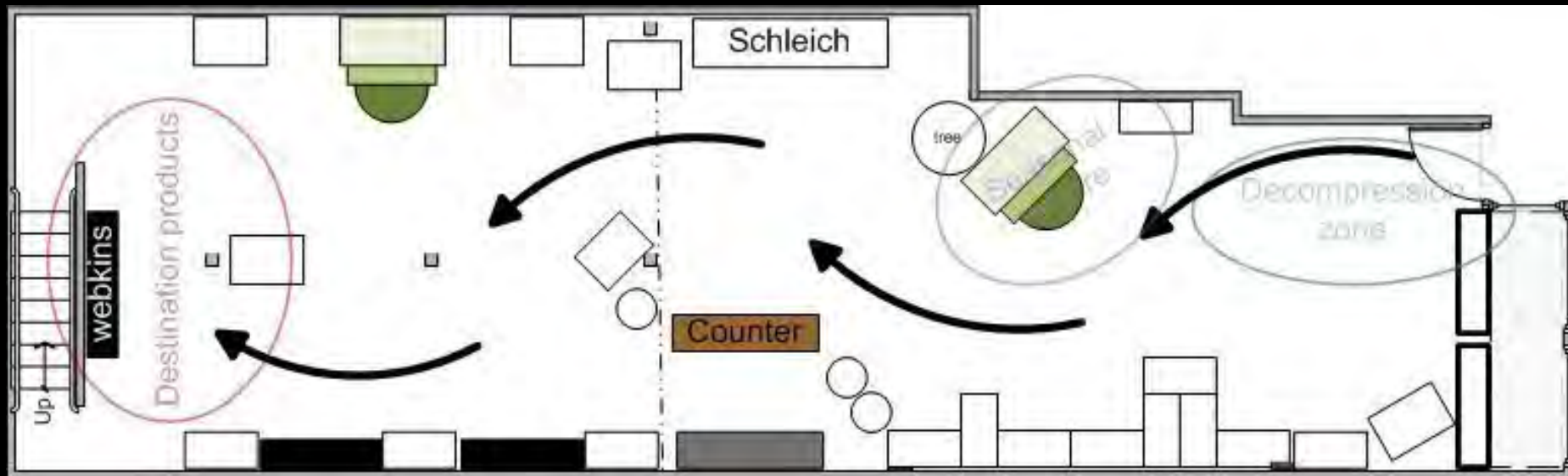




Tucked in nook, staff couldn't see customers when they walked in



NEW Floor plan



Solution addressed 4 critical areas:

- Decompression zone
- Power Wall / seasonal fixture
- Cash wrap location
- Primary in-store product destination

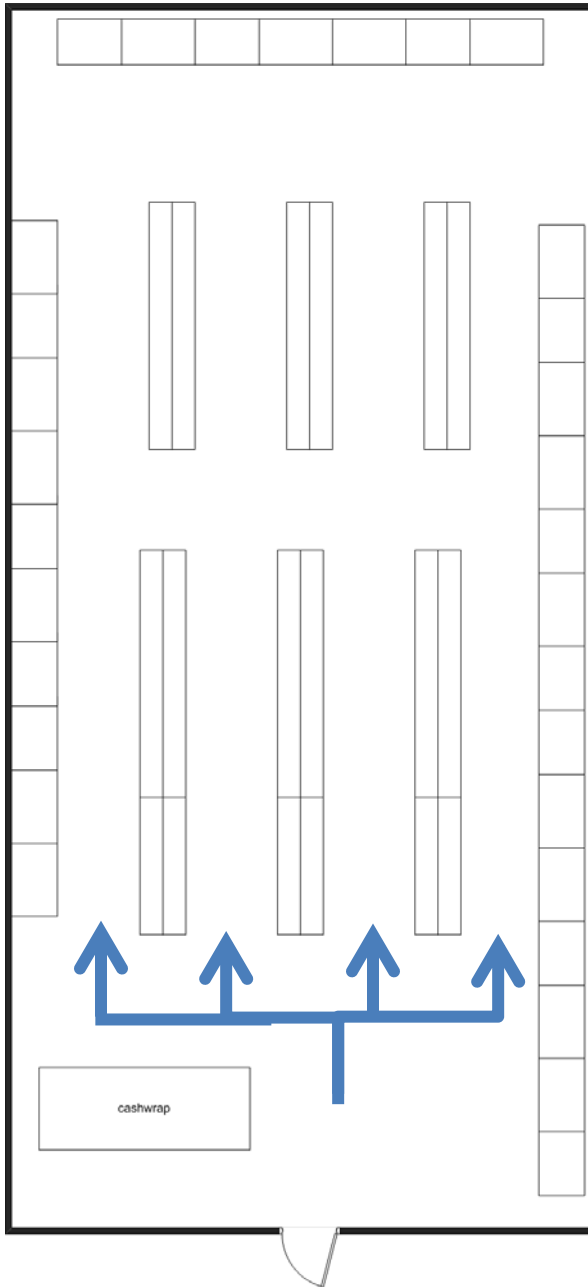
Circulation Equation:
Seeing + Circulating + Shopping
= SALES



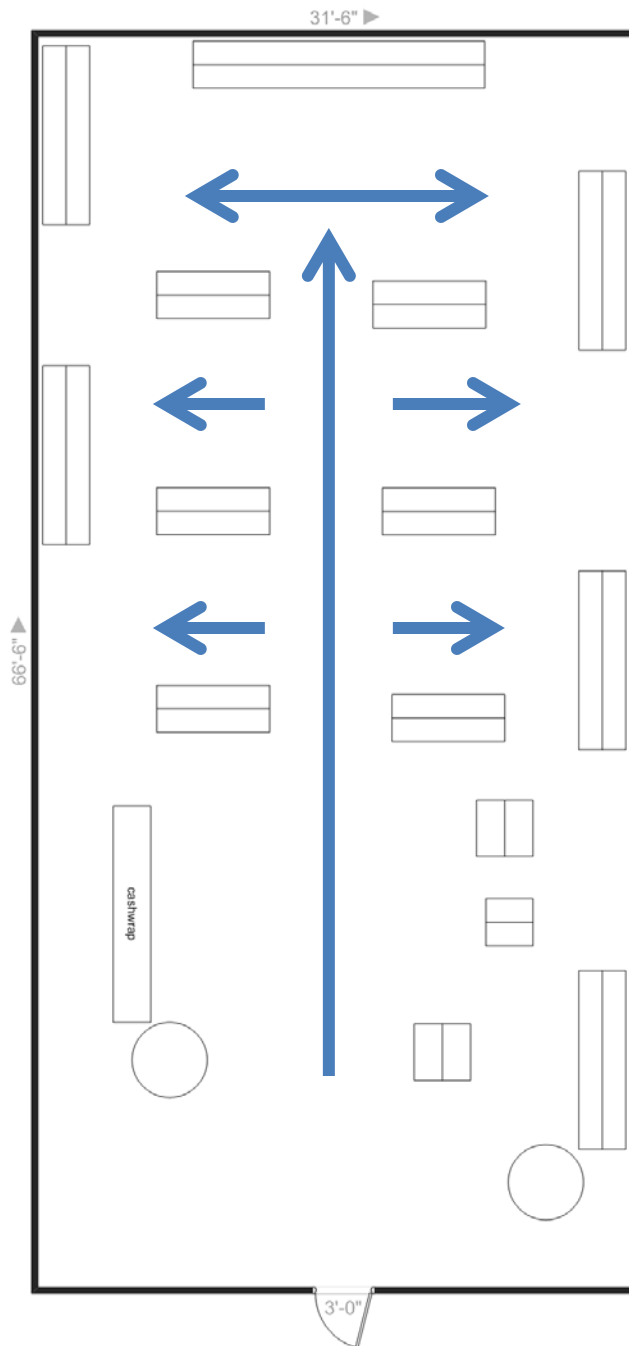
Time is on your side



The “Grid”

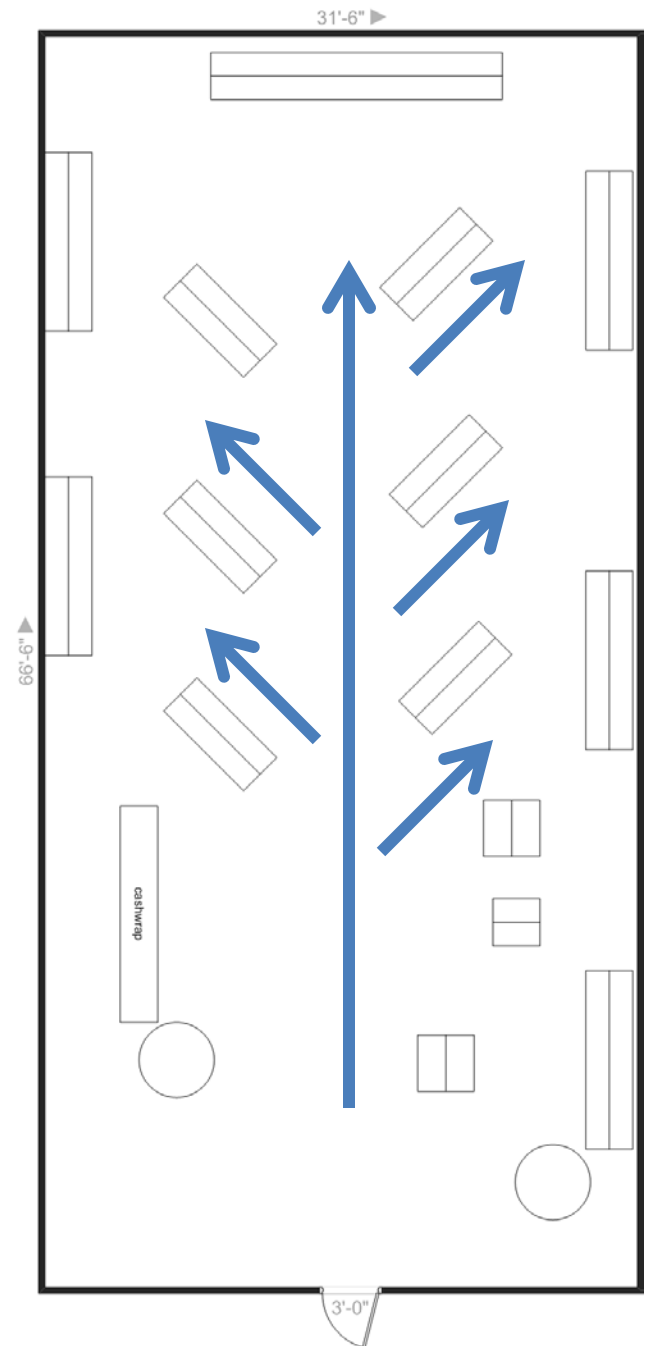


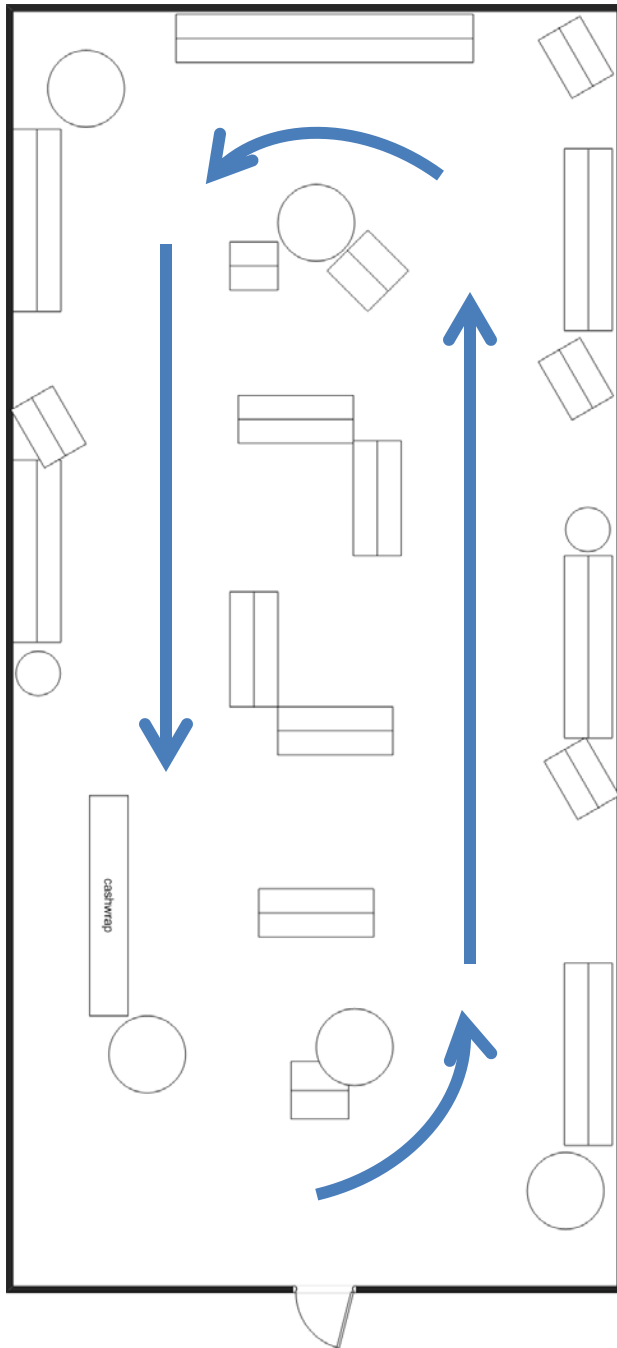
- Efficient use of space in terms of inventory per square foot but interesting to shop
- Common in grocery and convenience stores, discount chains, hardware stores, warehouse clubs
- Customer directs their pathway among the various choices but that also means that can choose to skip large parts of the store
- Customer can walk in and walk out without seeing other items
- Long customer alleys encourage speed reading or scanning of choices and often times product ends up overlooked



The "Bowling Alley"

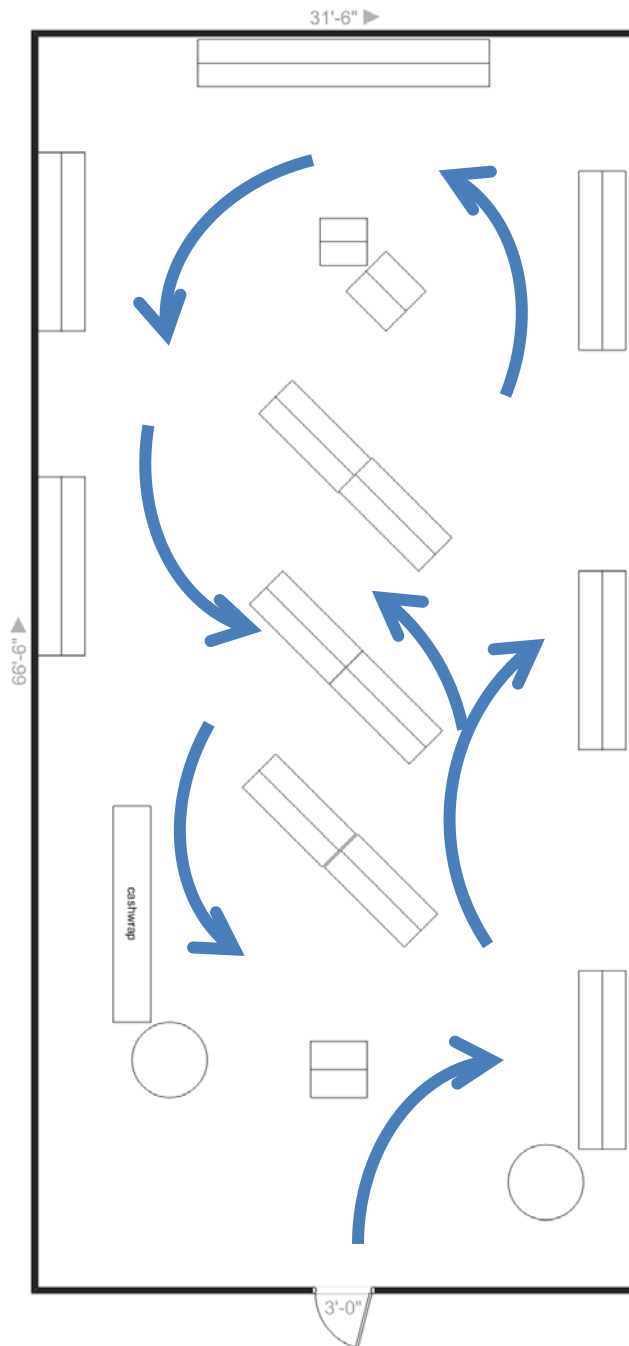
- Typical of retailer unsure of how to use a narrow space
- Characterized by main center aisle running length of space to the back and fixtures arranged from the walls towards the center
- Customers sightline and pathway leads to the back uninterrupted and creates a sense of emptiness





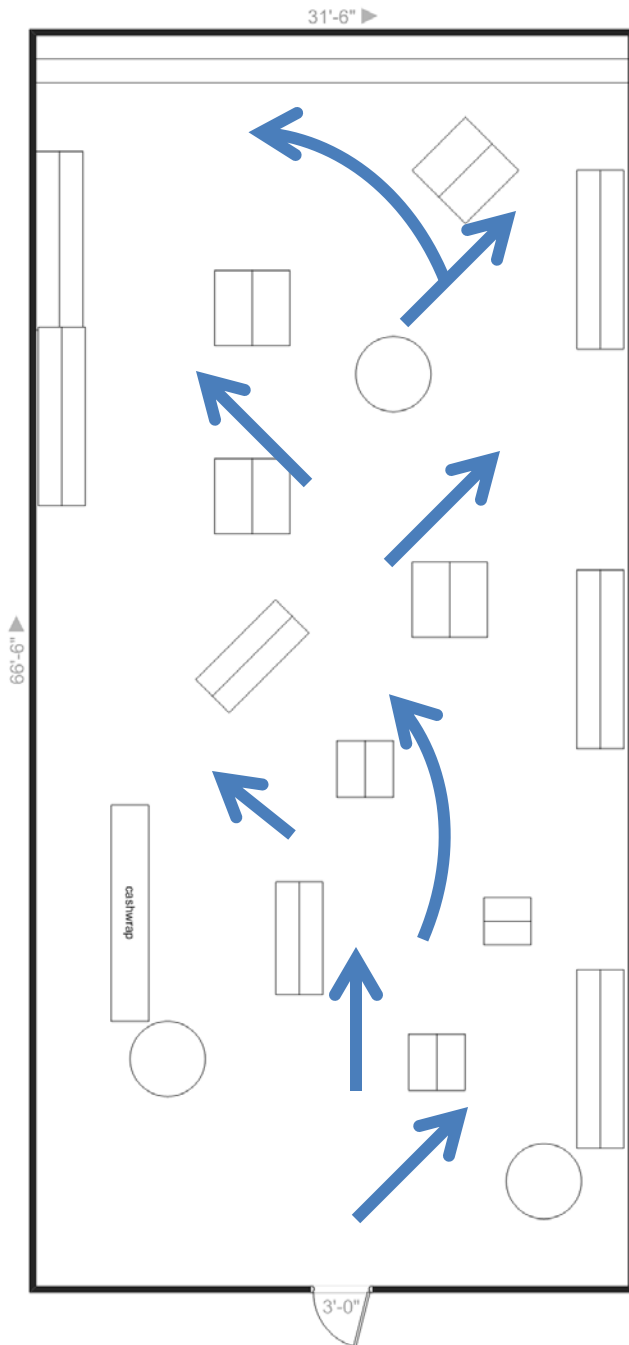
The “Loop”

- Effective in exposing customer to more product which will lead to increased sales
- Customer pathway is clearly indicated frequently see fixtures arranged at 45 degrees to the aisles
- Common in clothing, home-goods, boutiques, sporting goods, larger retailers with sub-departments, specialty retailers
- Customer is exposed to more merchandise the goal is to see 80-90% of merchandise vs in & out to favorite area
- Creates opportunities for focal points and customers tend to spend more time in the store.



The “Figure 8 variation”

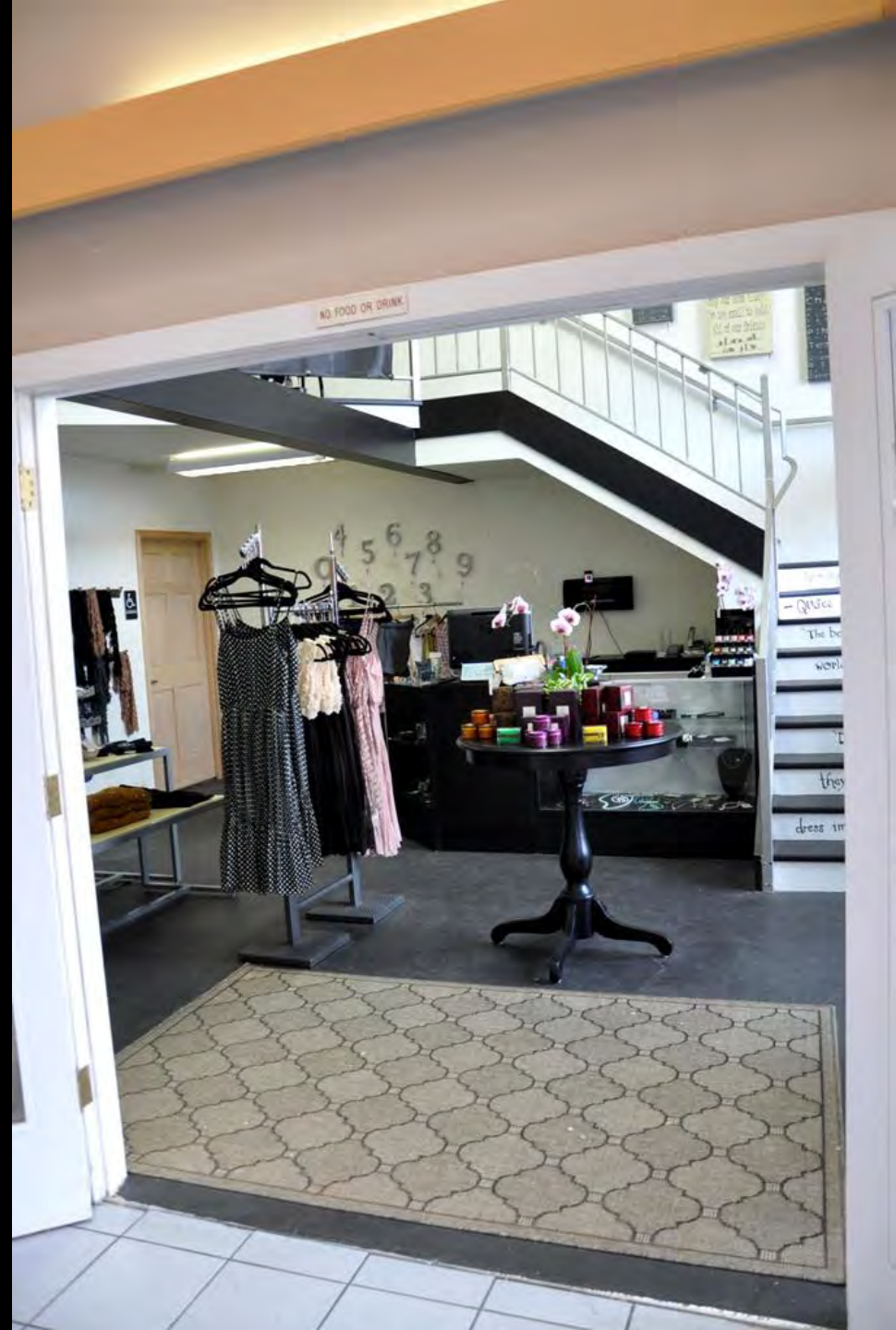
- A form of the loop that allows them to move across the store midstream.
- Customer pathway is clearly indicated and you frequently see fixtures arranged at 45 degrees to the aisles
- Creates opportunities for focal points and customers tend to spend more time in the store.



The "Yard Sale"

- Random placement, often times unrelated fixtures (too small in scale, variations in materials that don't work) Not to be confused with eclectic mix of fixtures.
- Can invite exploration but can also descend into chaos.
- Customers don't have a sense of where to go next or what to look at.

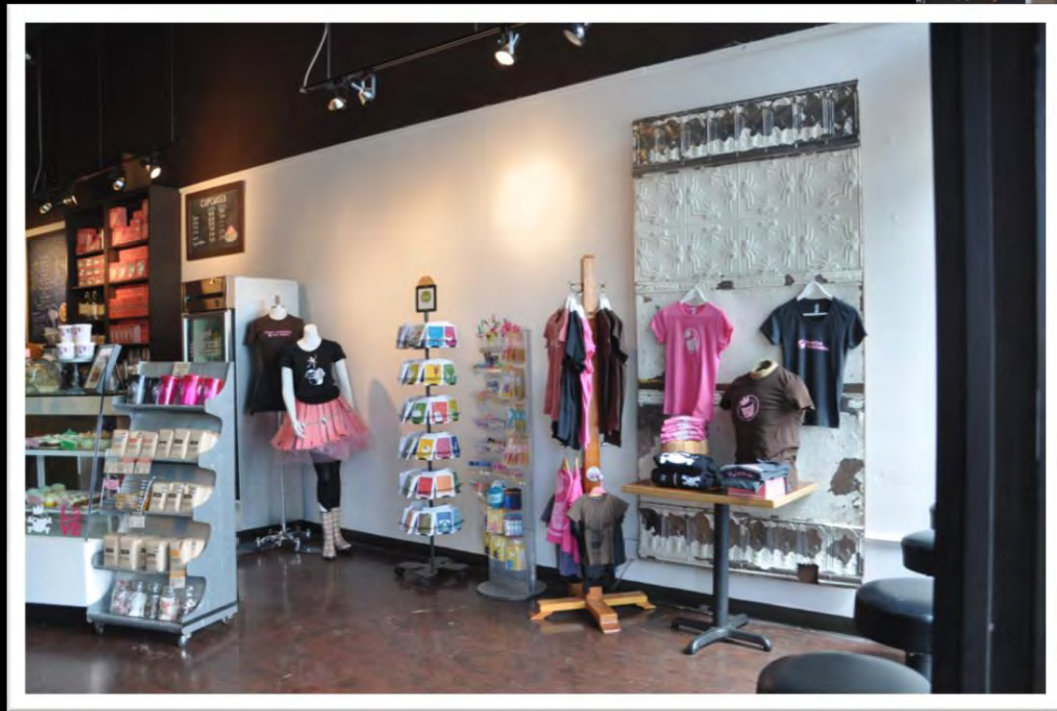
Decompression zone



Power Wall



Power Wall



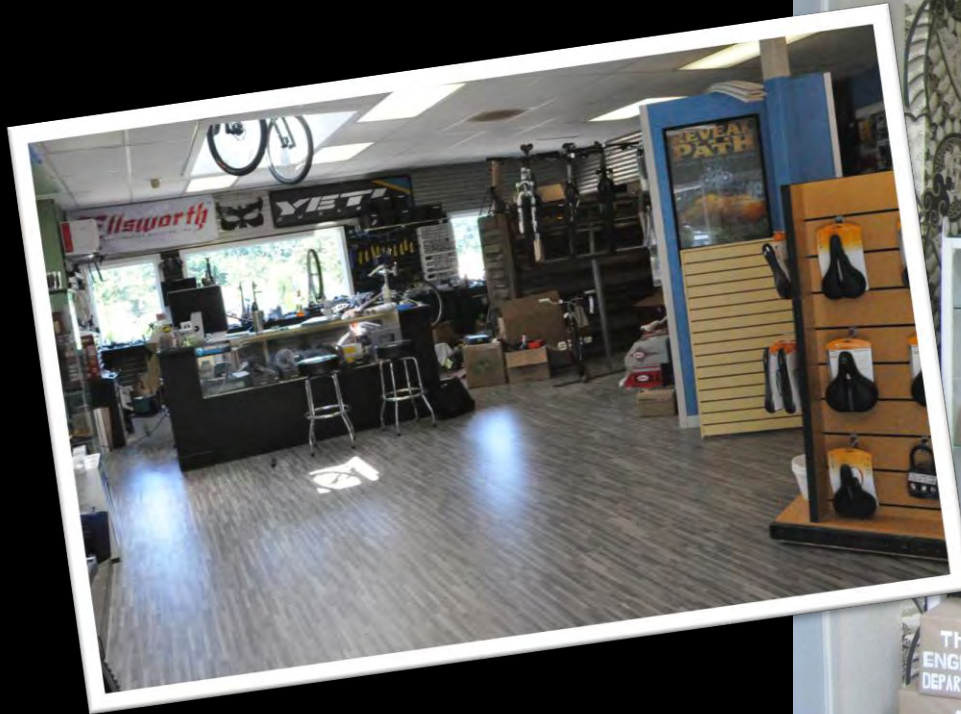


Build from the middles out and use the center of your store. Fixtures get progressively taller as you move towards the walls





Flooring



Flooring

Usually better to replace or refinish



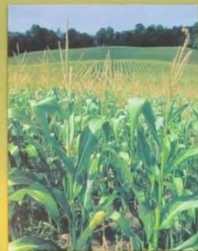


Lighting





LOCAL



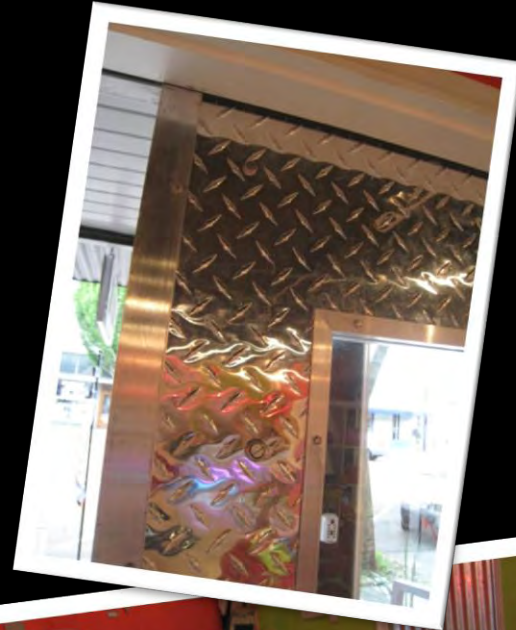
FIRST BURGER IS A WINNER!
Chocolate Fantasy: "Utterly Unique" Award
The Best Chocolate 2011
most creative chocolate entry



Lighting



Texture



Texture





Defining your style



Designing your style



OCTOBER

Window reflections
(Is your best side
showing?)





NOVEMBER

Can-do customer
promotions

GET STREET SMART

THRIVING DISTRICTS BY DESIGN