

New identities on the menu

Strategic brand agency Arctic Circle recently cooked up the identities of two new Cape Town restaurants. Branding and logo development were among the items on the menu.



The two restaurants: The Kove and Bungalow, are the latest endeavours of South African restaurateur Paul Kovensky, and are situated on the Camps Bay strip. They join his Pepenero and Paranga restaurants, which are also situated along the Atlantic Seaboard.

Arctic Circle was tasked with brand origination and implementation of all related brand and marketing collateral, including activities such as logo development, branding and the menu designs. “The only similarity between the adjacent restaurants is sophistication - they are both upmarket establishments, which deliver superior dining experiences,” says Michel Brink, newly appointed creative director of Arctic Circle.

“Inspiration was taken from the interiors to create harmonious identities for them both. The Kove is a traditional grill house with new-age cuisine, while The Bungalow is a contemporary café. The creative outcomes were naturally completely different, yet both serving specific purposes. The menus and signage also work together to become natural extensions of the brand,” Brink added.

The Cape-based agency will also be re-branding Kovensky's Pepenero restaurant.

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