

Brand Image Design for Catering Services

餐饮业品牌形象设计

(瑞典) 坦赛 编 贺丽 于欣欣 译

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preface

Let me invite you to a place where food is served, my own dining table. I've invited a couple of friends over for dinner and I'm thinking up ways to make the evening as memorable as possible. I wish I could serve a meal that is culinary perfection with a combination of flavours, enticing drinks and the very personalities of the guests themselves. The scent that sets the course of the evening greets them as they enter the hallway. The way the table is laid, the ambience, lighting and music creates the tone and, later on, when I usher them to a comfortable corner they can relax and reflect upon the evening they have just enjoyed.

These thoughts are not unlike the way in which a restaurant manager would reason before the opening of a new restaurant. Here, guests will be treated to a complete experience that begins the moment they pass through the door. What is it that made them choose this particular place? How do they react to a handwritten menu on a blackboard on the wall compared with one that is first disclosed on the customer's plate in the form of artistic creations with hard to identify ingredients? How are the impressions from their various senses combined in order to create a memorable experience? How does one infuse the guests with the same passion as felt by the owner, the chef and the waiting staff? A commitment that they should, each and every evening, treat their guests to an all-embracing meal with everything that this entails.

These issues are an integral part of our job and they serve to bring forth a creative appetite among us. What feelings do we want to arouse and what tone do we wish to impart by our signage outside or on the website? What story do we want customers to take with them, to remember and recount to others? When they are inside the restaurant, we want our guests to experience the atmosphere in everything from the colour and texture of the walls, to how they hold the menu when they place their orders. And why not offer a house drink in the

前言

从我个人的角度来说，邀请两位朋友到家里吃饭，我一定会绞尽脑汁，力争将晚餐烹饪得最别出心裁、最令人难忘。我希望这一桌晚宴既能够香飘四逸、令人垂涎欲滴，又能够满足客人的口味要求。沁人心脾的菜香最好能够在客人进入客厅的瞬间将其征服。餐桌的布置、氛围的制造、照明以及音乐的设置奠定了空间的基调，舒适的餐厅一角能够让客人的心情得到自然地放松，尽情享受夜晚的美好。

这些想法与一个即将开业的餐厅的老板所想如出一辙。在餐厅中，客人在进入店内的一瞬间即能够领略到整个空间的格调。那么，是什么原因促使他们选择了这家店呢？他们对墙面上黑板上的手写菜单或采用艺术设计、运用精致的识别材料制成呈现在消费者盘子中的菜单又有什么反应呢？如何才能将他们的不同感官印象结合起来，创造一个难忘的经历呢？如何才能使来到餐厅的客人感受到与业主、厨师和工作人员同样的热情呢？一个承诺就是餐厅应该确保每一餐或每个夜晚都能够为客人提供店内出售的所有食品。

这些问题是我们工作的一部分，因为它们能够极大地促进我们的食欲。那么，我们希望唤起怎样的情感呢？我们希望空间外部或网站上标识的设计格调是什么样的呢？我们需要打造一个怎样的故事与消费者分享，并让他们牢记或转达给他人呢？我们希望来到店里的客人能够从空间的色调运用以及墙面的纹理体验整个空间的基调，并依照菜单的提醒点餐。那么，店内的饮品颜色与该店的识别设计相同又有什么不妥呢？再有就是气氛的展现。餐厅的菜单设计往往要求简洁、清晰，半自助式服务能够便利地为客人提供快捷服

same colour as the restaurant's visual profile? Then there is the tempo that the ambience communicates. Lunch restaurants often demand clear menus and a self-service system that allows speedy service and a fast rotation of guests. How can we put this message across in a logotype in order to create a visual tickling of the taste buds?

Consider the take-away noodle box. With this, just about anywhere can become a personal restaurant. A bench in the town square, your own sofa while watching TV or sitting on the grass in the park with friends. That little hole in the wall or the wagon on wheels where fast food is prepared and sold can, despite its short span of contact with the customer, be charged with a character that forms a lasting impression from the way it looks to its serviettes and the packaging it sells its food in.

It's not uncommon that ambition entails dealing with paradoxes: a cosy fast-food place, timeless and trendy or exclusive for everyone? Based on our own research and providing us with further challenges, we see that it is perhaps best to opt for exclusivity for a certain category of customer or trendy. But you can also make a fast-food restaurant cosy. After all, we all need a comforting micro pause in the bustle of a hectic day.

Another challenge is to create the right associations while at the same time remaining original. A pizzeria can be elegant while the wrong choice of typeface can suddenly make potential customers feel that is a Greek restaurant or that the food costs more than it actually does. Also, the owner may be careful to only use ecologically sound ingredients, but how does he attract like-minded customers with only the design on a pizza box?

Let's take a moment and return to my dinner guests. On this particular evening there was no time for me to prepare a meal myself so I decided to let a caterer take care of that. This is the point where I and my guests first come in contact with this unique catering concept in my own home. As well as the tasty food, maybe we will remember the choice selection for future gatherings and recommend this services to others. I might recall the moment when I unpacked the gastronomic fare, an experience in itself. And perhaps the small gifts that were included for all the diners will provide a pleasant memory of a successful evening that would be well worth repeating.

Åse Ekström

Kollor Design Agency
Helsingborg, Sweden

务。我们怎样才能把这一讯息添加到标识设计之中，以创造一个味蕾的视觉反馈呢？

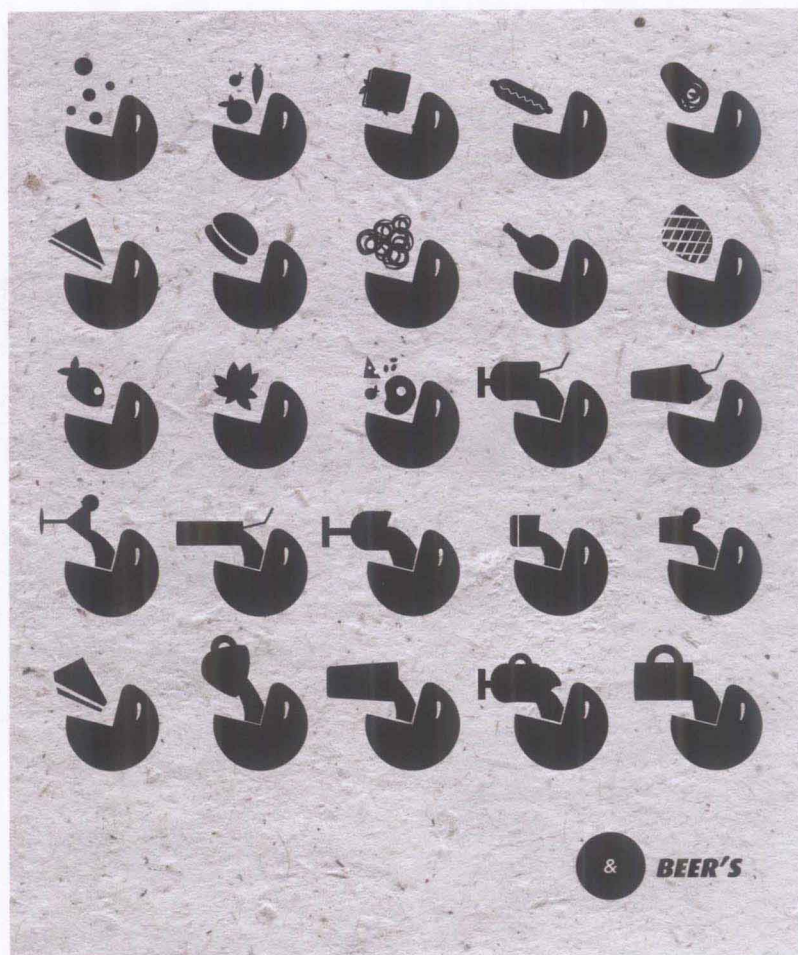
再谈谈外卖方便面盒。有了这个，无论是坐在城市广场中的一个长凳上，还是舒服地窝在家中沙发看电视或与朋友坐在公园绿地之上，几乎任何一个地方都可以成为私人餐厅。即使是墙面上凿开的一个小洞，抑或是小货车上都能够提供快餐加工和出售，尽管它们与消费者的接触范围较小，然而，其耐久的外观、餐巾纸以及包装设计却能够为消费者留下深刻的印象。

然而，矛盾性的存在是必然的：一个舒适的快餐店，是追求永恒、时尚，还是应该为每个人提供独特的口味？从我们的调查来看，更多的挑战也许是为独特的客户群体提供别出心裁的美食或追求时尚格调。然而，快餐店也可以以舒适为主题。毕竟，我们都需要寻找一个静谧的港湾以摆脱日常琐事的烦扰。

另一个挑战是建立正确的联系，同时保持原创风格。一个优雅的比萨店可能会因为一个不当的字体选择而使消费者突然感觉置身于希腊主题餐厅或购买的商品名不副实。此外，店主也需要谨慎运用生态无害的食材，那么，如何在一个比萨饼盒的设计上体现生态这一点，从而吸引消费者的目光呢？

接下来，请允许我将话题转回到我的餐桌上。在这个特别的夜晚，并没有太多的时间准备一桌晚餐，因此，我决定委托一个包办伙食者料理这一切。这是我和我的客人第一次在自己的家中接触到这种独特的餐饮概念。除了美味的食物，我们下一次的聚会也会继续采用这种方式，并将其推荐给其他的朋友。每当我再次回忆起这次聚会，我的所有感官都会不自觉地被唤醒。也许为客人提供的小礼物将成为一次成功宴会的纪念品，而这样的晚会则可以多次举办。

爱司·埃克斯托姆
Kollar设计机构
瑞典，赫尔辛堡



&BEER'S Restaurant Corporate Identity

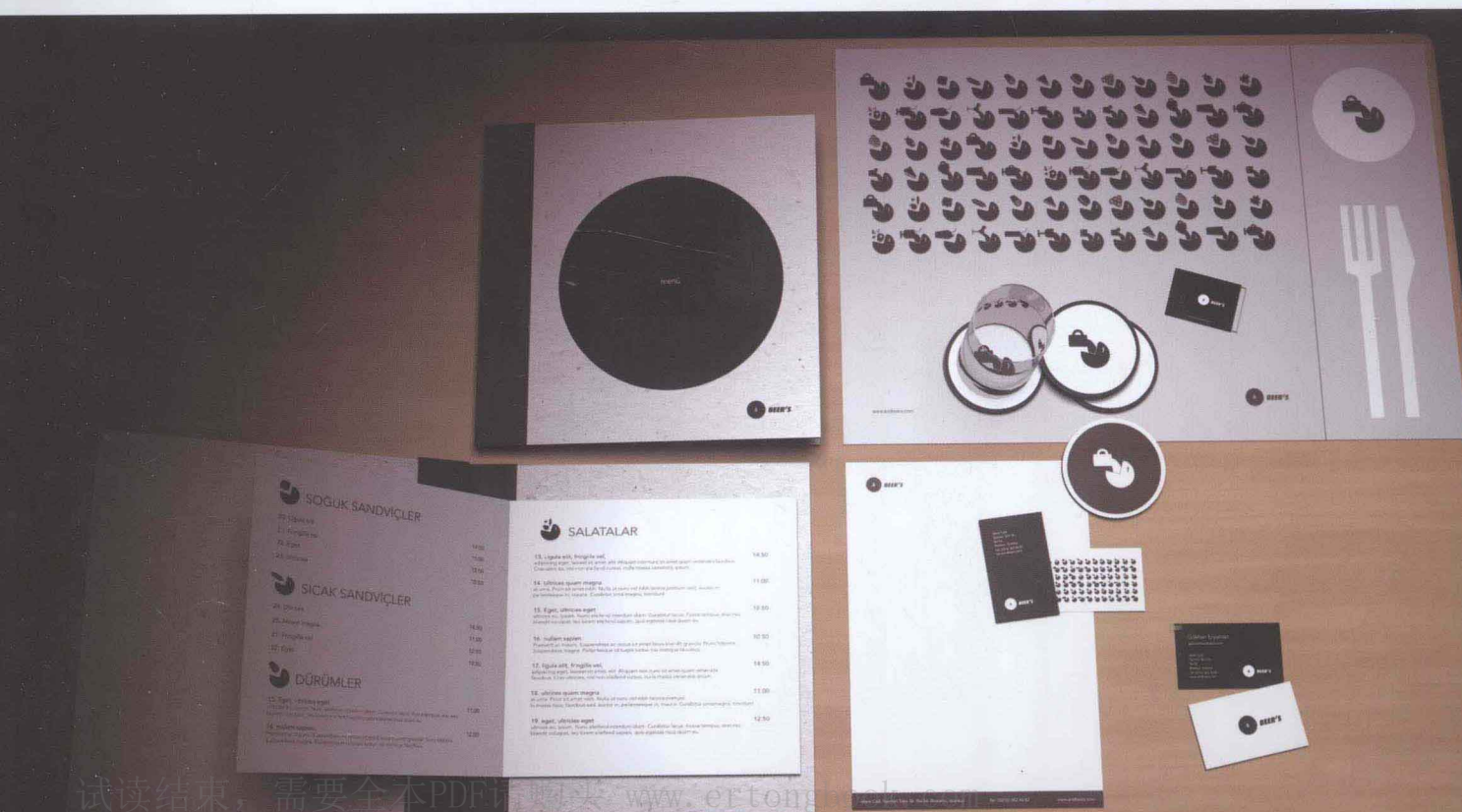
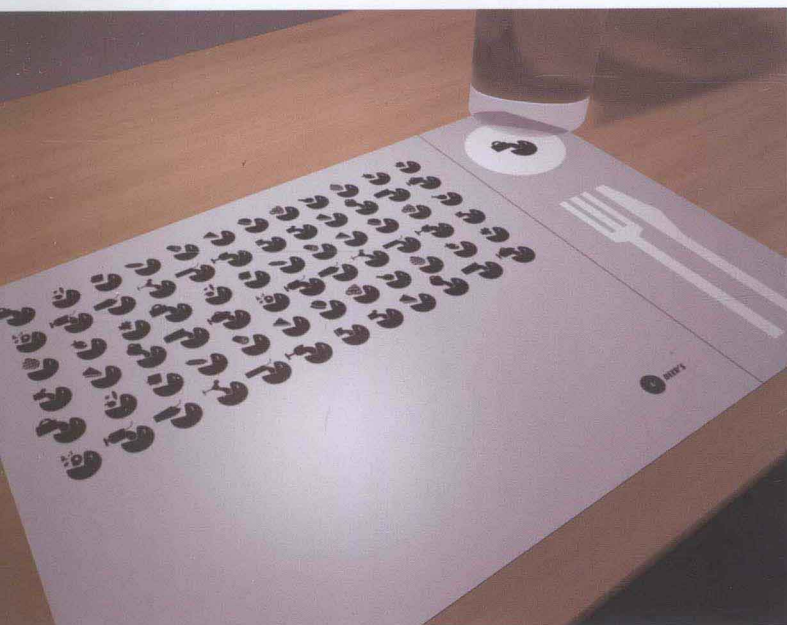
&比尔斯餐厅企业形象识别

TITLE: &BEER'S Restaurant Corporate Identity
DESIGN AGENCY: Identityİstnbl
PRODUCTION DATE: 2009
CREATIVE DIRECTOR: Özden Akyıldız
ART DIRECTOR: Gökhan Eryaman
DESIGNER: Gökhan Eryaman
CLIENT: &BEER'S
NATIONALITY: Turkey

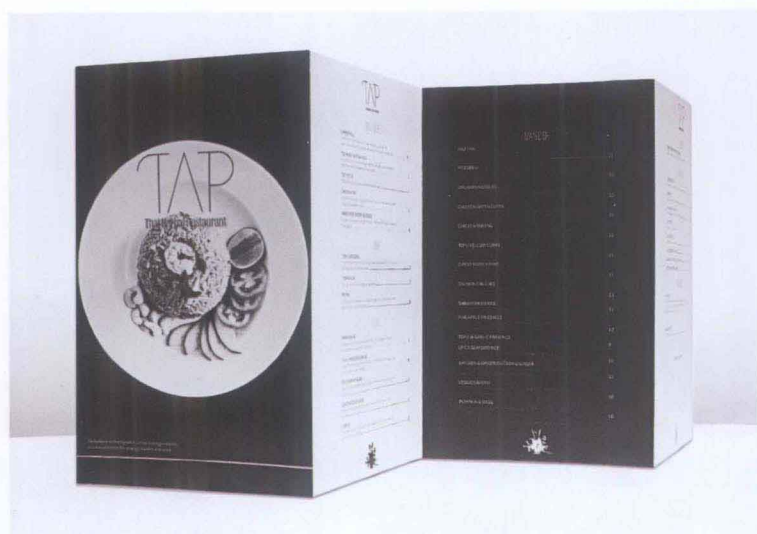
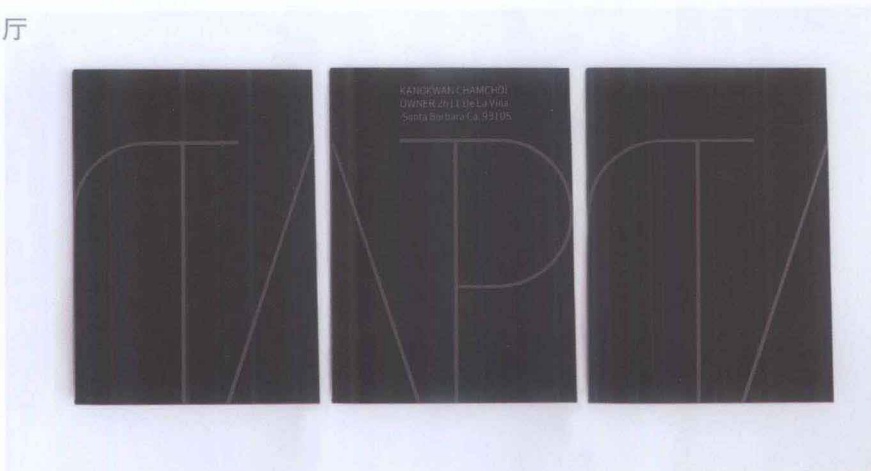
标题：&比尔斯餐厅企业形象识别
设计机构：Identityİstnbl设计工作室
完成时间：2009年
创意总监：奥兹丹·阿克依尔迪兹
艺术总监：戈可汗·尔雅曼
设计师：戈可汗·尔雅曼
客户：比尔斯餐厅
国家：土耳其

This is a work made for a well-known pub in Istanbul with a name and a reputation. They wanted to highlight that they were also serving food. They wanted a contemporary corporate identity to attract all kinds of people to eat as much as drink. So instead of changing the name the designers decided to add an "&" in front of their brand name and made an additional character that would eat everything in their menu.

该项目是专为土耳其伊斯坦布尔一家知名酒吧而提供的命名方案和宣传设计。设计的主旨在于重点强调出该餐厅所提供的美食特色。客户要求标识的设计风格新颖、独特，能够吸引各种消费者的目光。因此，设计师在原有餐厅品牌名称的基础上添加了一个“&”符号，并将其置于名称的前面，寓意享用餐厅提供的各种美食。



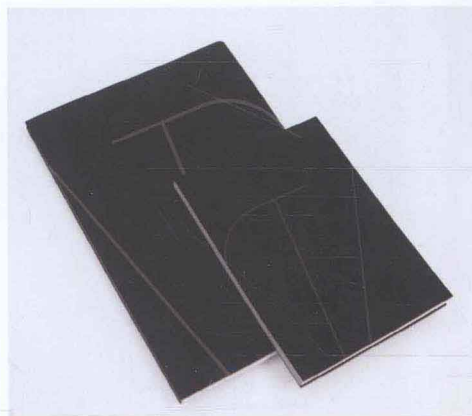
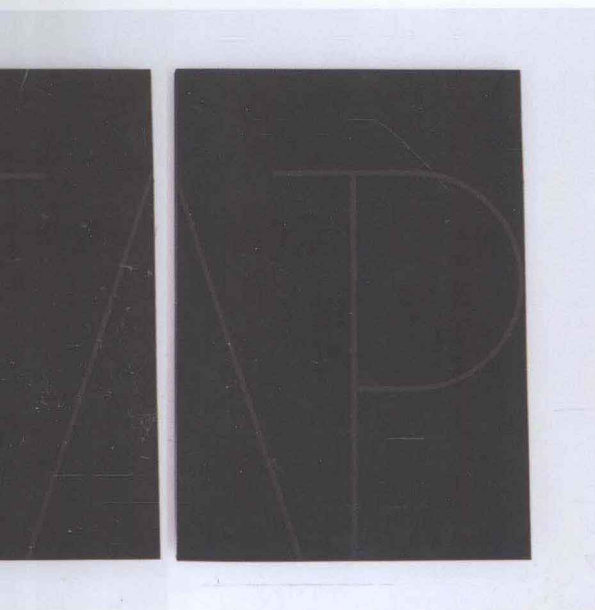
...TAP TAP泰式主题餐厅



TITLE: TAP
 DESIGN AGENCY: So Pleased To Meet You
 PRODUCTION DATE: 2011
 CREATIVE DIRECTOR: Jennifer Cordova
 ART DIRECTOR: Jennifer Cordova
 DESIGNER: Jennifer Cordova
 ILLUSTRATOR: Alexandra Land
 CLIENT: Tap Thai Restaurant
 PHOTOGRAPHY: Warit (Top) Tulyathorn
 NATIONALITY: USA

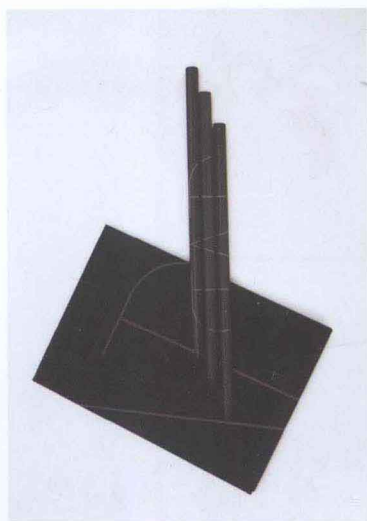
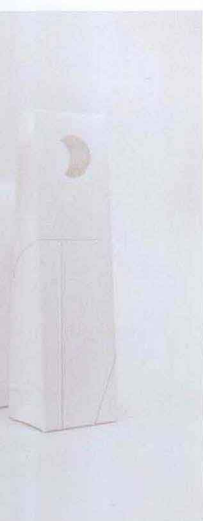
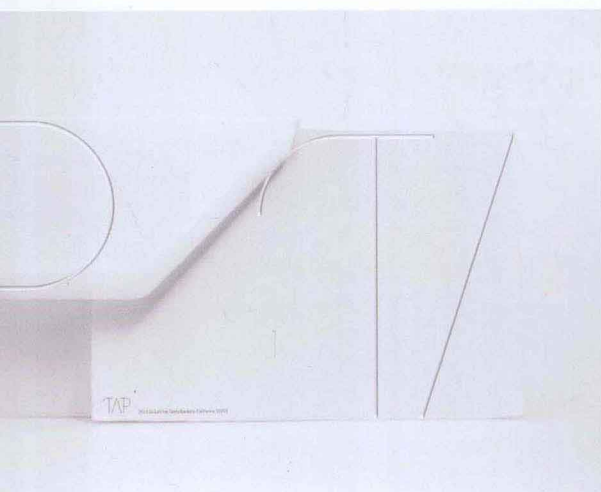
标题: TAP泰式主题餐厅
 设计机构: 很高兴认识你设计工作室
 完成时间: 2011年
 创意总监: 珍妮弗·科尔多瓦
 艺术总监: 珍妮弗·科尔多瓦
 设计师: 珍妮弗·科尔多瓦
 插图: 亚历山德拉·兰德
 客户: TAP泰式主题餐厅
 摄影: 瓦里特·图雅多恩
 国家: 美国





The task is to create a brand and identity for Tap Thai Restaurant.

该项目的设计目标是TAP泰式主题餐厅提供一个品牌和标识设计方案。



Hazienda Bar & Mat. Visual Identity for a Mediterranean Restaurant in a Swedish Environment

Hazienda Bar & Mat 餐厅—瑞典地中海主题餐厅的视觉识别设计



TITLE: Hazienda Bar & Mat.

Visual Identity for a Mediterranean

Restaurant in a Swedish Environment

DESIGN AGENCY: Matilda Svensson / Informo

PRODUCTION DATE: 2010

ART DIRECTOR: Matilda Svensson

DESIGNER: Matilda Svensson

CLIENT: Hazienda Bar & Mat

PHOTOGRAPHY: Matilda Svensson

NATIONALITY: Sweden

标题: Hazienda Bar & Mat 餐厅—瑞典地中海主题餐厅的视觉识别设计

设计机构: 玛蒂尔达·文森设计工作室

完成时间: 2010年

艺术总监: 玛蒂尔达·文森

设计师: 玛蒂尔达·文森

客户: Hazienda Bar & Mat 餐厅

摄影: 玛蒂尔达·文森

国家: 瑞典



Hazienda Bar & Mat is a small restaurant located in Torekov, a little harbour village in the south of Sweden. It differs from all the other restaurants in the wealthy area because of its simplicity and because it doesn't serve sea food. Hazienda Bar & Mat is a tapas restaurant with a Mediterranean Focus. When the designer created the visual identity he wanted to portray the values of simpleness, warmth and quality that the restaurant stands for. Hazienda Bar & Mat might not be the most expensive or luxurious restaurant, but it has outstanding food and quality. The designer used these opposites with the goal of creating something simple yet classy and modern but at the same time traditional. In addition to this it also had to reflect the warmth, happiness and the great atmosphere of the restaurant. Another focus was to merge the Swedish and Mediterranean culture, to create a visual identity that the Swedish people would identify themselves with but at the same time find exotic and exciting.



Hazienda Bar & Mat 餐厅是位于瑞典博斯塔德市托莱柯夫地区的一家小型餐厅。托莱柯夫地区坐落于瑞典的南端，是一个幽静的海湾小村。该餐厅凭借简约、淳朴的气息而魅力独具，与其他奢华的酒店相比更加醒目、独特。令顾客出乎意料的是，这个坐落于海湾的餐厅并不向客人提供海鲜美食，而是以地中海式餐饮为特色。设计师在为该餐厅提供视觉识别的同时，希望能够运用一个特别的设计将餐厅的简约、热情和品质完美彰显出来。这家餐厅也许称不上最昂贵、最奢华，但却风味独特、品质上乘。因此，设计师巧妙运用这种对比效果，使设计简约、经典、现代而不失传统气息。此外，设计还完美体现出餐厅的热情服务、愉悦的气氛。该项目的另一个亮点在于巧妙地实现了瑞典和地中海文化的融合，令来到餐厅享用美食的瑞典人既有宾至如归之感，又能够体验到异国风情所带来的喜悦之情。



TITLE: Mourella Restaurant
 DESIGN AGENCY: Meandyoucreative
 PRODUCTION DATE: 2010
 CREATIVE DIRECTOR: Eleni Sakelaris
 DESIGNER: Eleni Sakelaris
 CLIENT: Christina Gourourinis
 NATIONALITY: Greece

标题: Mourella餐厅
 设计机构: Meandyoucreative设计工作室
 完成时间: 2010年
 创意总监: 埃莱尼·撒克拉里斯
 设计师: 埃莱尼·撒克拉里斯
 客户: 克里斯蒂娜·戈戈里尼斯
 国家: 希腊



This is a project of branding for a restaurant situated by the beach on the island of Rhodes, Greece. The idea was to create a sense of Greek tradition by using recycled paper and earthy tones blended with very modern and stylised illustrations using the frying pan as the main object combined with other kitchen utensils.

该项目是专为一个坐落于希腊罗得岛沙滩上的餐厅而提供的品牌设计方案。设计的理念是运用再生纸材料,将朴实的色调与极其现代、另类的插画完美融合,以打造一个希腊传统印象,设计中巧妙运用了煎锅和其他厨房用具形象。

⋮ Mourella Restaurant Mourella餐厅