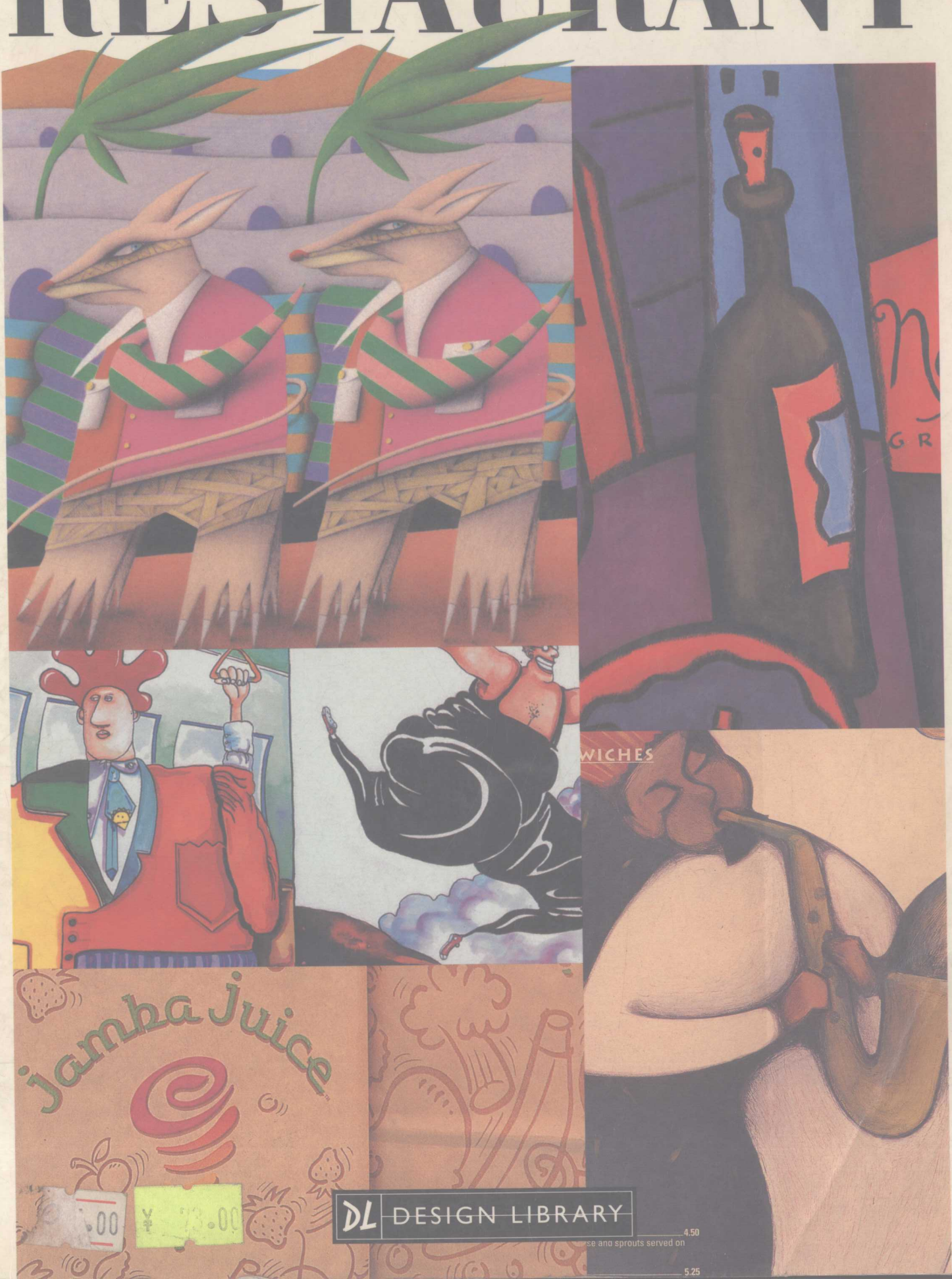


RETAIL AND RESTAURANT



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RETAIL AND RESTAURANT

江苏工业学院图书馆
藏书章



Rockport Publishers, Inc.
Rockport, Massachusetts

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First published in the United States of America by:
Rockport Publishers, Inc.
146 Granite Street
Rockport, Massachusetts 01966-1299
Telephone: (508) 546-9590
Fax: (508) 546-7141

Distributed to the trade by:
Consortium Book Sales & Distribution, Inc.
1045 Westgate Drive
Saint Paul, MN 55114
(612) 221-9035
(800) 283-3572

Other distribution by:
Rockport Publishers, Inc.
Rockport, Massachusetts 01966-1299

ISBN 1-56496-338-1

10 9 8 7 6 5 4 3 2 1

Cover Photographs: *clockwise from top left*,
Bartels & Company, Associates Design,
Associates Design, Penn State University,
Britches of Georgetown

Manufactured in Hong Kong by
Regent Publishing Services Limited

INTRODUCTION

For restaurants and retail establishments, there's no better way to reinforce a company's image than by using printed materials with a strong graphic identity. When a business can show a strong logo in creative and prominent ways on premises, it helps support the name recognition built with advertising, marketing, and word-of-mouth endorsements.

This anthology features the best restaurant and retail graphics Rockport has published throughout the 1990s. Its pages contain signs, menus, interior designs, posters, and table tents that not only show how successful businesses display their image, but also inspire designers to make their own great graphics.



DESIGNERS

Vidette Falmo
Alpha-Graphics
Noel Weber
Kevin Mills

FABRICATORS

Kevin Mills
Todd Hanson
Lana and Noel Weber, Jr.

CLIENT

Dave Boldiga

This 36- by 56-inch sign's letters are cut from PVC. The outside frame is high-density urethane with a copper-laminate inlay. The background is hardboard, painted with acrylic urethane, and the sunburst is gilded high-density urethane, as is the edge of the lettering.



DESIGNER
Lawrin Rosen
ARTEffects, Inc.

FABRICATOR
Brad Butler
ARTEffects, Inc.

CLIENT
Pizzaworks

The sign is layered MDO with painted graphics and dimensional letters.

DESIGNER
Daniel Carlson
Carlson Sign Art

FABRICATOR
Carlson Sign Art

CLIENT
Dan Verhil

This 48- by 54-inch double-faced, redwood sign is completely carved. The oval center is cut through, and the beer stein has been turned on a wood lathe, with the top cut off and remounted. The suds are Great Stuff foam (home insulating material). All the copy is gilded in 23K goldleaf.



DESIGNER

Rick Glawson
Fine Gold Sign Co.

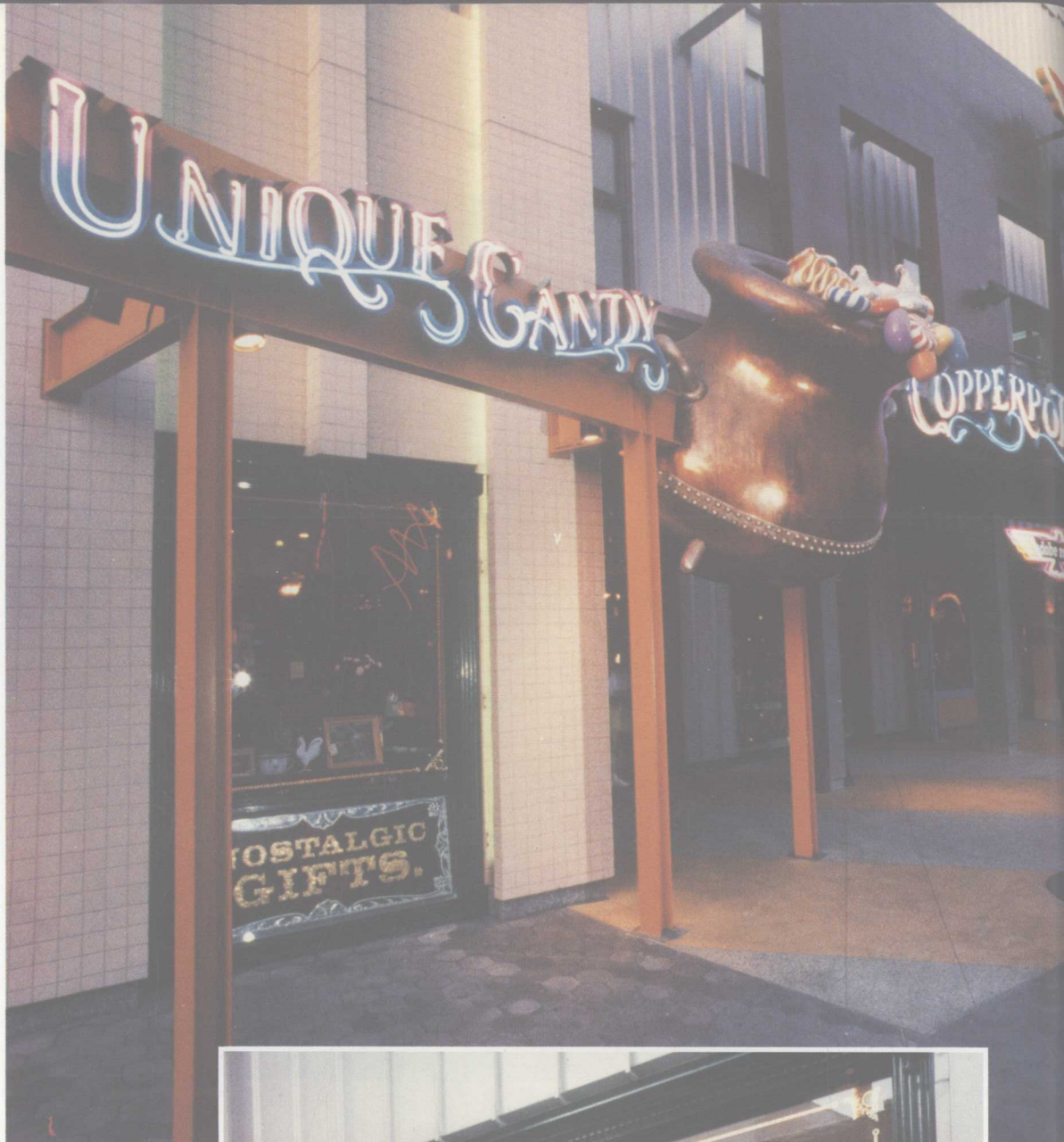
FABRICATOR

Fine Gold Sign Co.

CLIENT

P.T. Copperpott—Universal City Walk

Various techniques are used for each portion of the system including glue-chipping, acid etching and water, and surface and angel gilding in 23K, 18K, and 16K gold, and copper leaf. Other techniques include Japan blending, glazing, and outlining in transparents for painted portions. Included are abalone and glass-jewel insets with a portion of the more than 1000 jewels laminated with dichroic glass.





DESIGNERS

Kraig Yaseen
Al Lowrie
Yaseen Design Studio

FABRICATOR

Yaseen Design Studio

CLIENT

John Kolb
Cammy Kolb

This flat-painted MDO sign is hand-lettered, with airbrushed fades. The illustrations are a combination of hand painting and airbrushing. The copy incorporates vinyl and variegated leaf (below the "S" in "Schluter").

**DESIGNER**

Ray Guzman
Hoboken Sign

FABRICATORS

Ray Guzman
Renata Guzman

CLIENT

Persis

This sign is hand-painted MDO with a prismatic, drop-shade script. The border is painted to mimic rich texture and textile patterned after Middle Eastern influences. The center oval panel is designed to appear as a three-dimensional logo crest.





DESIGNER
Jack Murray
Jack Murray Design

FABRICATOR
Jack Murray

CLIENT
3rd & Spruce Cafe

The "bottlecap" has an 84-inch diameter and is 18 inches deep. It is made from plywood, chicken wire, barthform, and a spackle mixture. In addition, it has a bulletin-enamel finish and all its elements are hand lettered.



DESIGNER
B.J. Goodman

FABRICATOR
B.J. Goodman

CLIENT
Marv Hall, Tasty Pastry Bakery

The 8-foot by 18-foot by one-half-inch MDO sign is painted with lettering enamels. The sign size is the largest allowed by local sign codes.



DESIGNER
Stan Chavis

FABRICATOR
Roadrunner Signs

CLIENT
Lieber's Luggage

The briefcase is 8 feet by 20 feet, and the luggage tag measures 6 feet by 10 feet. Both use neon, angle iron, sheet metal, and polished aluminum.

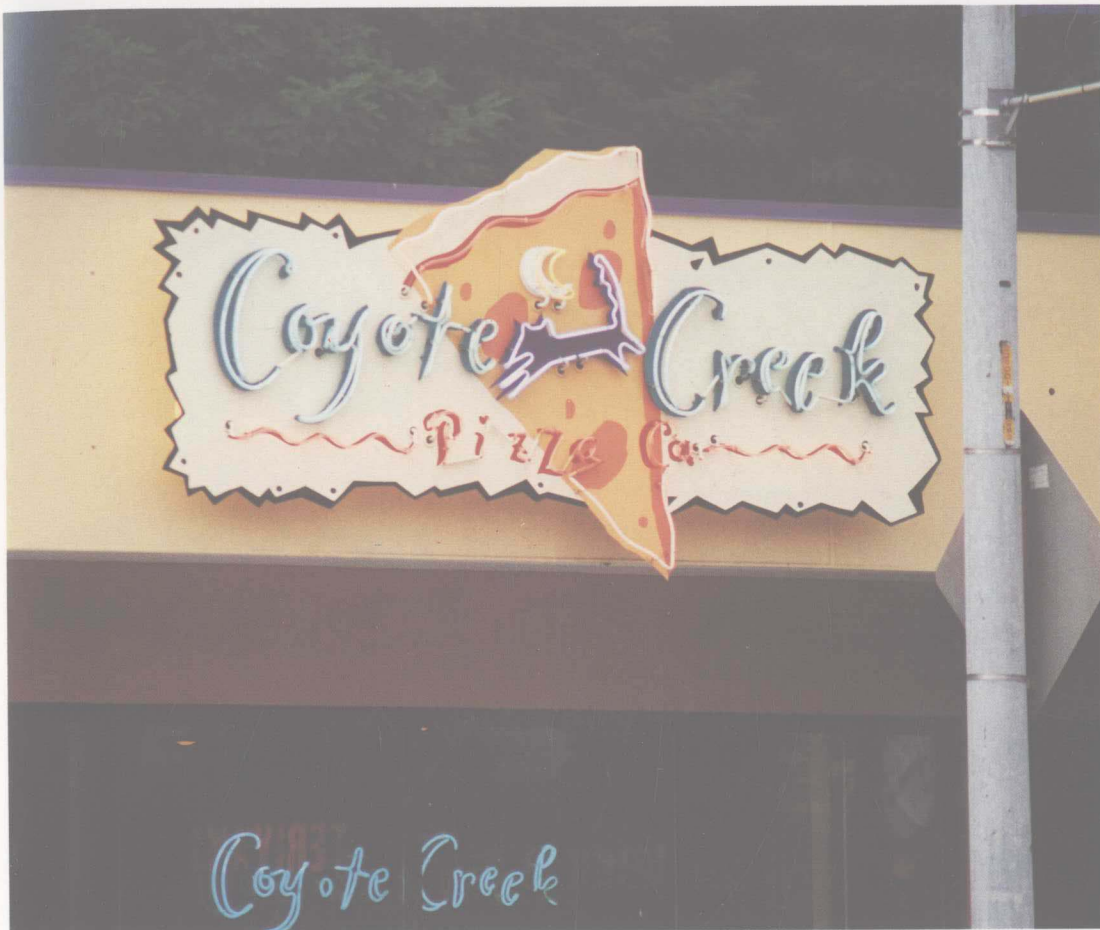


DESIGNER
Kris Geerdes

FABRICATOR
Neonistics Custom Neon Studio

CLIENT
Aardvark C.D.s, Tapes and Records

The background on this sign is 4-foot by 4-foot smoked acrylic, and rich blue, white, clear gold, and clear glass tubes create the armadillo image and lettering.



DESIGNER
National Sign Design

FABRICATOR
National Sign Corp.

CLIENT
Coyote Creek Pizza Co.

This is a 3.5-foot by 12-foot extruded-aluminum cabinet with an aluminum cut-edge face. In addition, there is a halo-yellow neon effect behind the face panel. There are also exposed neon skeleton tubes on all painted graphics.



DESIGNER
Jon Ault

FABRICATOR
Jon Ault

CLIENT
Vina Vietnamese Restaurant

This sign measures approximately 6.5 feet by 5 feet. It is mounted on glass frames suspended in a window, with a clear acrylic barrier mounted behind the sign. The neon used includes sun yellow, clear gold, neon blue, and neon ruby.



DESIGNER

Diane Chouinard
Claude Neon Ltd.

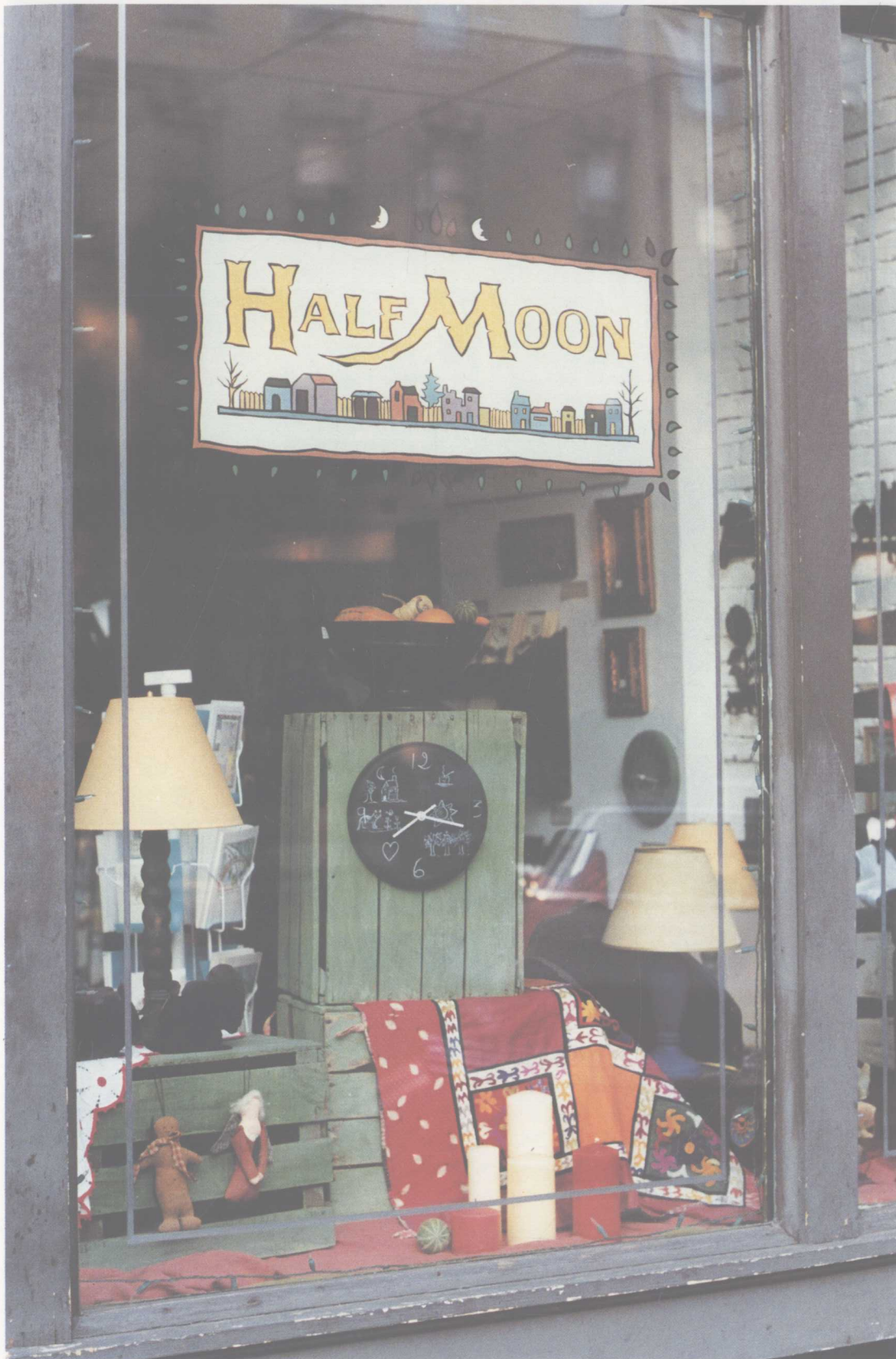
FABRICATOR

Claude Neon Ltd.

CLIENT

Café du Boulevard

The coffee cup symbol is fabricated in three separate sections. The square bottom is quarter-inch aluminum. On top are superimposed two reverse steel channels illuminated with white, blue, and gold neon. The letters are reverse channel, illuminated with gold neon.



DESIGNERS
Ray Guzman
Hoboken Sign
Nancy Wykstra (logo)

FABRICATOR
Hoboken Sign

CLIENT
Nancy Wykstra

This sign is reverse-painted with
sign enamels.

DESIGNER

Joshua Winer
Architectural Murals

FABRICATOR

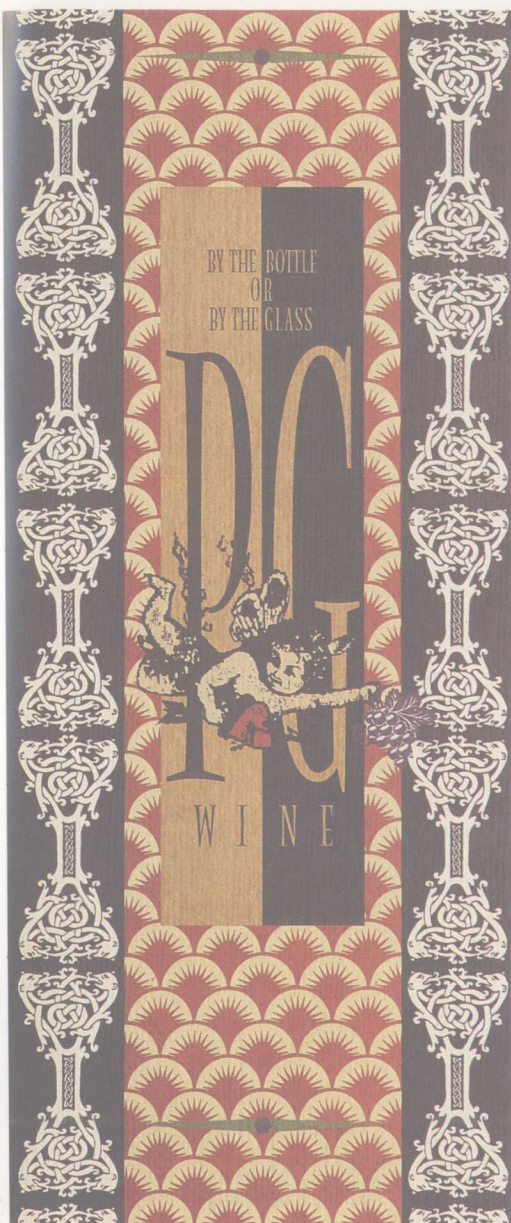
Architectural Murals

CLIENT

The S & S Restaurant

This is a 35-foot by 60-foot exterior wall mural. Keim silicate paint is used directly on a brick wall. The trompe l'oeil painting transforms the blank wall into a historic painted facade. Portraits of five generations of this family-owned restaurant are included.





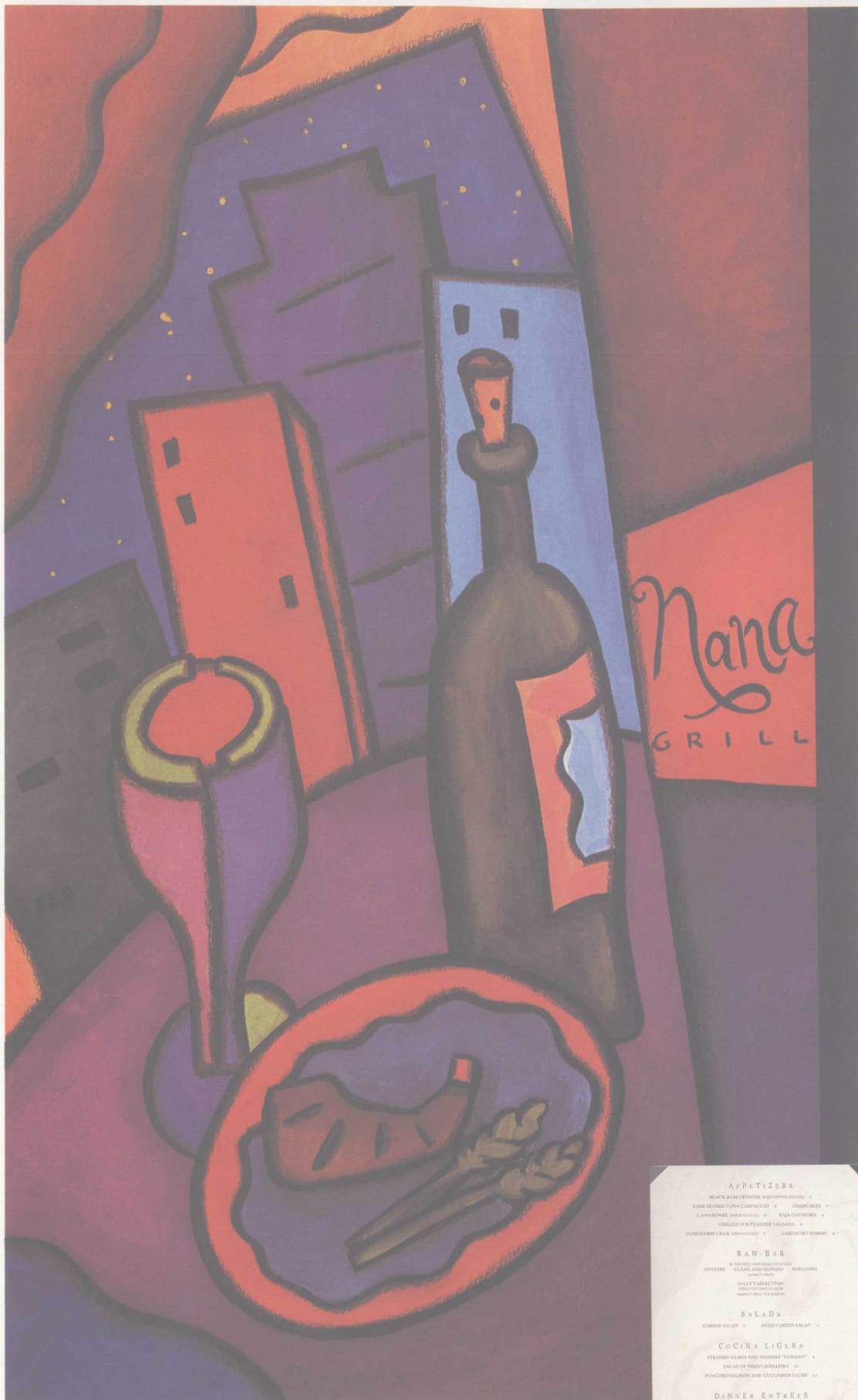
APPETIZERS	PIZZA	PASTA	GRILL
<p>CRISTINI Chicken, tomato, basil and cheese. \$3.95</p> <p>CARLIC FRIED CALAMARI Roma tomato sauce and Parmesan. \$4.95</p> <p>BRUSCHETTA Toasted garlic bread with tomato-basil topping. \$3.95</p> <p>FOCACCIA Buck-oven baked pizza bread with mozzarella, red sauce and basil. \$3.95</p> <p>SAUTEED MUSHROOMS Salt, pepper and mushrooms. \$4.95</p> <p>FRIED MOZZARELLA With roma tomato sauce. \$4.95</p> <p>TODAY'S SOUP \$2.95</p> <p>SALADS PEPPERONI SALAD Coppareda cheese, chicken, olives, mushrooms, pepperoni, tomatoes, olive dressing and basil. \$6.95</p> <p>GRILLED CHICKEN SALAD Grilled chicken, tomato, mozzarella, basil and roma, olive oil and balsamic vinegar. \$7.95</p> <p>PESTO MARINATED CHICKEN SALAD Grilled chicken, tomato, mozzarella, basil and roma, olive oil and balsamic vinegar. \$7.95</p> <p>CAESAR SALAD \$5.95</p> <p>CHICKEN CAESAR SALAD \$7.95</p> <p>DINNER CAESAR \$8.95</p> <p>SEASONAL GREENS With baked cheese. \$3.50</p>	<p>BASIL Roma tomato, fresh mozzarella and fresh basil. \$3.95</p> <p>HERB SAUSAGE Grilled sausage and roma tomato. \$3.95</p> <p>CANADIAN BACON Fresh pineapple and pine nuts. \$3.95</p> <p>PEPPERONI Sun-dried tomatoes, pepperoni and Italian parsley. \$3.95</p> <p>ROASTED VEGETABLE Cherry, pine nuts and fresh herbs. \$3.95</p> <p>GRILLED EGGPLANT Tomato sauce and fresh basil. \$3.95</p> <p>MUSHROOM Coppareda and tomatoes. \$3.95</p> <p>PROSCIUTTO Roasted radicchio, onion and Italian parsley. \$3.95</p> <p>SHRIMP AND PESTO Asparagus and Italian parsley. \$7.95</p> <p>SALSA CAZZONE Five cheese, Italian sausage, basil and roma tomato sauce. \$6.95</p> <p>TODAY'S PIZZA Market</p>	<p>SPAGHETTINI With tomato, basil, garlic, Parmesan and olive oil. \$3.95</p> <p>CAPELLINI PRIMAVERA Fresh vegetables, olive oil and garlic. \$3.95</p> <p>FETTUCINI With red bolognese sauce. \$3.95</p> <p>PAPPARDELLE Shrimp and tomato cream. \$3.95</p> <p>RICATONI Chicken, broccoli and roma tomato sauce. \$3.95</p> <p>FETTUCINI ALFREDO Classically prepared. \$3.95</p> <p>TORTELLINI Cheese-filled, ricotta-filled pasta, with pork cream and tomato-basil garnish. \$3.95</p> <p>VEGETABLE LASAGNA Spinach, peas, ricotta, Parmesan, mozzarella, spinach, vegetable and tomato sauce. \$3.95</p> <p>MEAT LASAGNA Italian sausage, ricotta, mozzarella, Parmesan and tomato sauce. \$3.95</p> <p>PENNE Roma tomato sauce, Italian sausage, parsley and Parmesan. \$3.95</p> <p>MANICOTTI Egg pasta, ricotta, Parmesan, mozzarella and roma tomato sauce. \$3.95</p> <p>CANNELLONI Spinach, peas, chicken, mushrooms, eggplant, tomatoes, roma tomato sauce and melted mozzarella. \$3.95</p>	<p>ITALIAN SANDWICH Salami, ham, bologna, olive salad with fresh potatoes. \$3.95</p> <p>ROTTISERIE HALF CHICKEN Garlic, rosemary, marinated potatoes and wild onion salad. \$3.95</p> <p>CHEESEBURGER Potatoes and fresh potatoes. \$3.95</p> <p>GRILLED STRIP STEAK Soft potatoes and mushrooms. \$3.95</p> <p>EGGPLANT SANDWICH Tomatoes, olives, cheese, mushrooms, caper mayonnaise, olive salad, fresh potatoes. \$3.95</p> <p>VEAL MARSALA On lettuce with non-dried tomato and mushrooms. \$3.95</p> <p>EGGPLANT PARMESAN Parmesan, ricotta, tomato, mozzarella and Parmesan. \$3.95</p> <p>GRILLED SALMON Tomato, onion, creamy potatoes and basil pesto. \$3.95</p> <p>GRILLED PORK CHOP With non-dried tomato, vinegrets, marinated potatoes and vegetables. \$3.95</p> <p>CHICKEN ALFREDO SANDWICH Pepperoni, ricotta, mushrooms, fresh parsley, Alfredo sauce, grilled chicken breast and spring vegetables. \$3.95</p>

RESTAURANT
Pepperoni Grill
DESIGN FIRM
Val Gene Associates

ART DIRECTOR
Lacy Leverett

PRINTING
Heritage Press

The design affords the restaurant the ability to print and laminate menus as needed.



RESTAURANT

Nana Grill

CLIENT

Wyndham Anatole

DESIGN FIRM

Associates Design

ART DIRECTOR

Chuck Polonsky

DESIGNER/ILLUSTRATOR

Jill Arena

APPETIZERS

BLACK BARK CRYSTAL, CHICKEN, 1/2 lb. 12
 BAKED SALMON, 1/2 lb. 12
 CREAMED SPINACH, 1/2 lb. 12
 GRILLED PORTOBELLO MUSHROOM, 1/2 lb. 12
 DUNGENESS CRAB, 1/2 lb. 12

RAW BAR

WINE, 1/2 lb. 12
 OYSTERS, 1/2 lb. 12
 HALL'S SELECTION, 1/2 lb. 12
 HALL'S SELECTION, 1/2 lb. 12

SALADS

CASABLANCA, 1/2 lb. 12
 MIXED GREEN SALAD, 1/2 lb. 12

COCINA LIGERA

STEAMED CLAMS, 1/2 lb. 12
 FRESH WATER TROUT, 1/2 lb. 12
 FRESH WATER TROUT, 1/2 lb. 12

DINNER ENTREES

BOULEGARDE, 1/2 lb. 12
 WHOLE BAKED BROWN, 1/2 lb. 12
 FRESH WATER TROUT, 1/2 lb. 12
 SEARED SEA SCALLOPS, 1/2 lb. 12
 OVEN BAKED PORK, 1/2 lb. 12
 ROASTED SEABASS, 1/2 lb. 12
 GRILLED CAJUN, 1/2 lb. 12
 NEW YORK STEAK, 1/2 lb. 12
 ROASTED VEAL, 1/2 lb. 12
 ROASTED HALF CHICKEN, 1/2 lb. 12

SIDE DISHES

DOUBLE BAKED POTATO, 1/2 lb. 12
 DOWN OFF COBB, 1/2 lb. 12
 ASPARAGUS, 1/2 lb. 12
 BROCCOLI, 1/2 lb. 12
 CARROTS, 1/2 lb. 12

WINE LIST

WHITE

VILLA MONTAINE, CHARDONNAY, 1/2 lb. 12
 KENTON, CHARDONNAY, 1/2 lb. 12
 BARE, CHARDONNAY, 1/2 lb. 12
 CRUCIAL, CHARDONNAY, 1/2 lb. 12
 MESSER, CHARDONNAY, 1/2 lb. 12
 DANIEL, CHARDONNAY, 1/2 lb. 12
 CAYMA, CHARDONNAY, 1/2 lb. 12
 R.J. PHILLIPS, CHARDONNAY, 1/2 lb. 12
 KILPATRICK, CHARDONNAY, 1/2 lb. 12
 BROWN, CHARDONNAY, 1/2 lb. 12
 SANTA, CHARDONNAY, 1/2 lb. 12
 MARQUE, CHARDONNAY, 1/2 lb. 12
 SANTA, CHARDONNAY, 1/2 lb. 12
 FINE, CHARDONNAY, 1/2 lb. 12
 NAVE, CHARDONNAY, 1/2 lb. 12
 NOZZI, CHARDONNAY, 1/2 lb. 12
 NAVE, CHARDONNAY, 1/2 lb. 12

RED

VILLA MONTAINE, CABERNET, 1/2 lb. 12
 BARE, CABERNET, 1/2 lb. 12
 CRUCIAL, CABERNET, 1/2 lb. 12
 MESSER, CABERNET, 1/2 lb. 12
 DANIEL, CABERNET, 1/2 lb. 12
 CAYMA, CABERNET, 1/2 lb. 12
 R.J. PHILLIPS, CABERNET, 1/2 lb. 12
 KILPATRICK, CABERNET, 1/2 lb. 12
 BROWN, CABERNET, 1/2 lb. 12
 SANTA, CABERNET, 1/2 lb. 12
 MARQUE, CABERNET, 1/2 lb. 12
 SANTA, CABERNET, 1/2 lb. 12
 FINE, CABERNET, 1/2 lb. 12
 NAVE, CABERNET, 1/2 lb. 12
 NOZZI, CABERNET, 1/2 lb. 12
 NAVE, CABERNET, 1/2 lb. 12

SPARKLING

DOMAINE, CHAMPAGNE, 1/2 lb. 12
 TASTING, CHAMPAGNE, 1/2 lb. 12
 CASTLE, CHAMPAGNE, 1/2 lb. 12
 NAVE, CHAMPAGNE, 1/2 lb. 12
 NAVE, CHAMPAGNE, 1/2 lb. 12