

POPPY'S BISTRO

Client: Turner Hospitality Group

Project Name: Poppy's French Bistro

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Project Scope: Logo

Objective:

Create a logo that embodies the main goals of Poppy's bistro.

The goal for Poppy's is to provide a welcoming and beautiful bistro that is appealing to locals and tourists alike. Poppy's should embody the classic French philosophy of simplicity and enjoying the best moments of life while taking in the laid back atmosphere of Collingwood locals. The name 'Poppy' is not based on the flower but the name of a French woman who enjoys the moment, loves art (the building is an art studio), and has impeccable taste in all things food and wine.

OUR BIZ FLOW/SPLIT OF SALES

Sun - Thu we will get more locals than anything who are looking for light lunches and after work drinks or casual dinners. Sunday's we expect to have locals and affluent tourists for brunch. Friday and Saturday we will see an increase of affluent tourists who have second homes in Collingwood and the surrounding area. We expect to have busier dinners both Friday and Saturday night with high wine sales.

Communication Target:

The locals consist of retirees ranging from 60 - 80 years old, a new surge of young families who recently moved from the GTA or downtown Toronto, and couples in their 40's - late 50's with kids. Collingwood demographics: <https://townfolio.co/on/collingwood/demographics>
Wealthy couples in the 40's- late 50's with kids who are from Toronto and have a winter place in the area and also in a summer place in Muskoka. They know food but entertain a lot at their cottage or their friends cottages. When they do go out it's with friends and they eat and drink heavily.

What We Stand For

Turner Hospitality Group aims to create memories and small moments that add up to great experiences.

Theme

French Bistro

History

Poppy's will take over the main level space in the 'Tremont House', a restored historic building which used to operate as a luxury hotel. It currently thrives as art studios with neighbours of the Collingwood library, theatre and other local restaurants and cafes in the Creative Simcoe Street Neighborhood.

Design Brief

The name 'Poppy's' or 'Poppy's French Bistro' needs to be in the logo design. Things that need to be considered is that Collingwood is a small town with very passionate people committed to protecting the small town vibe. Local attribution such as using local produce etc. is important as well as the quality of food and wine. Approachability should be maintained so as to not deter tourists or new locals. (this is not a locals only type place)

Poppy's will be the only French Bistro in the Collingwood area.
The brand definitions are as follows:

Should be: contemporary iconographic recognisable associative enticing approachable	Should not be: fashionable pally prescriptive Inflexible Intrusive fancy/ unapproachable
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The visual identity and the interior design of Twist needs to be understated and classy, and must avoid kitsch. The interior design needs to signal comfort but not feel like someone's living room. It needs to be a meeting point for friends and family who want to spend time together and enjoy each other's company.

The visual identity needs to be iconographic but must not be intrusive; it needs to be instantly recognisable but must not feel prescriptive. The visual identity must not rely on gimmicks which fade immediately but have a simple presence in all and everything the restaurant communicates, from entrance sign to cocktail coaster.

The visual identity needs to consist of the following:

- Wordmark: avoid a separate logo/symbol to maintain simplicity and consistency
- Typography
- Colour: a simple colour palette with emphasis on monochrome applications.

Scope of Project

The visual identity needs to be applied on the following (tbc):

- entrance sign
- business cards
- menus
- coasters
- website