

The background of the slide is a high-quality photograph of a rustic wooden table. In the upper portion, a small white bowl filled with crumbled blue cheese sits on a wooden cutting board, with some cheese spilled around it. In the lower portion, a white plate holds a thick, perfectly cooked steak with a dark, charred crust. A pat of butter is melting on top of the steak. To the left of the plate, a wooden-handled knife and a metal fork are visible, along with a piece of burlap fabric. The overall aesthetic is warm, natural, and gourmet.

# BLUESALT

Design Brief

# THE BRIEF

## WHAT DO WE WANT?

We are looking for an updated look and feel for our Bluesalt Grill Restaurant.

The Brief is to develop a “Look and Feel” - colour palette, font, design element that can be used throughout the marketing and onsite for Bluesalt Grill.

We are seeking a logo with Restaurant name and an integrated design element. We would like the logo and design elements to work together and be able to be used independently as well.

## APPLICATION

Includes use across digital and print applications – websites, social media, digital promotions, print advertisements, menus, signage etc.

# BLUESALT GRILL

## **BACKGROUND**

Bluesalt is the main hotel restaurant at Crowne Plaza Coogee Beach, Sydney. While we acknowledge it is part of the hotel, we would like to give it an independent restaurant feel.

## **THE LOCATION - COOGEE BEACH**

An ocean-side haven offering gorgeous coastline, a buzzing bar and restaurant scene and a typical Australian beach vibe in Sydney's trendy eastern suburbs. Located just 20 minutes from Sydney's city centre, Coogee Beach delivers all the laid-back trademarks of Sydney's inimitable beach-side lifestyle. A year round favourite with beach-going Sydneysiders and visitors alike, you can walk, surf, swim, snorkel, laze on the sand, shop, eat and drink here to your heart's content.

## **SYDNEY RESTAURANT SCENE - THE CONTEXT**

Sydney is home to some of Australia's best restaurants, many with stunning views, and their dynamic chefs are well-known for creating innovative cuisine. Global food trends making their mark in Sydney right now range from the flavours of Italy and Spain to Mexico, Brazil, China and Vietnam. Sydney chefs also have access to an abundance of local, fresh produce, where the most highly valued ingredients are seasonality and quality.

# BLUESALT NEW BRAND FRAMEWORK

## Core Target

- **The Local:** People living in/near Coogee who are looking for somewhere to connect for a romantic date, with family & friends or for business.
- **The Tourist:** People staying at Crowne Plaza Coogee. Visiting Sydney by the sea for business or leisure.

## Crowne Plaza guests are ambitious people who are going places.

- They are energetic and focused on their careers
- They are aiming for the top and passionate about getting there
- They are professional, social and active
- They are educated and season travelers.
- They are demanding, but grateful and value relationship
- They are self-assured and appreciate quality
- They are maximising every moment of every day
- They are connected and making the most of modern technology

## Insights

Bluesalt brings people together and allows them to connect in an intimate, relaxed, high quality, enjoyable environment.

## Competitive Frame of Reference

[The Little Kitchen](#)

[Nissaki Greek](#)

[La Spiaggia](#)

[Churrasco](#)

Banana Palm

[Barzura](#)

[Oceans](#)

[Coogee Pavillion](#)

[Outside Coogee: Kingsleys](#)

Each restaurant offers similar functional benefits to Bluesalt. All are located within walking distance other than Kingsleys. Bluesalt aims to bring a similar offering to Kingsleys to the Coogee area and to be the first choice restaurant for locals and visitors to Coogee.

## Brand Promise

Bluesalt is the perfect spot for those seeking an intimate dining experience.

## Brand Delivery

### Features:

- Enjoyable wood-fire grill menu with sustainable produce. Artisan salts are a unique twist and provide flavour, crunch and aroma. It's the perfect spot for those seeking an intimate dining experience.

### Attributes:

- Satisfying, refined, relaxing, intimate and enjoyable.

### Communication:

- All communication should focus on having a high quality, refined, yet relaxed dining experience that only Bluesalt can provide in the Coogee area.

### Reason To Believe:

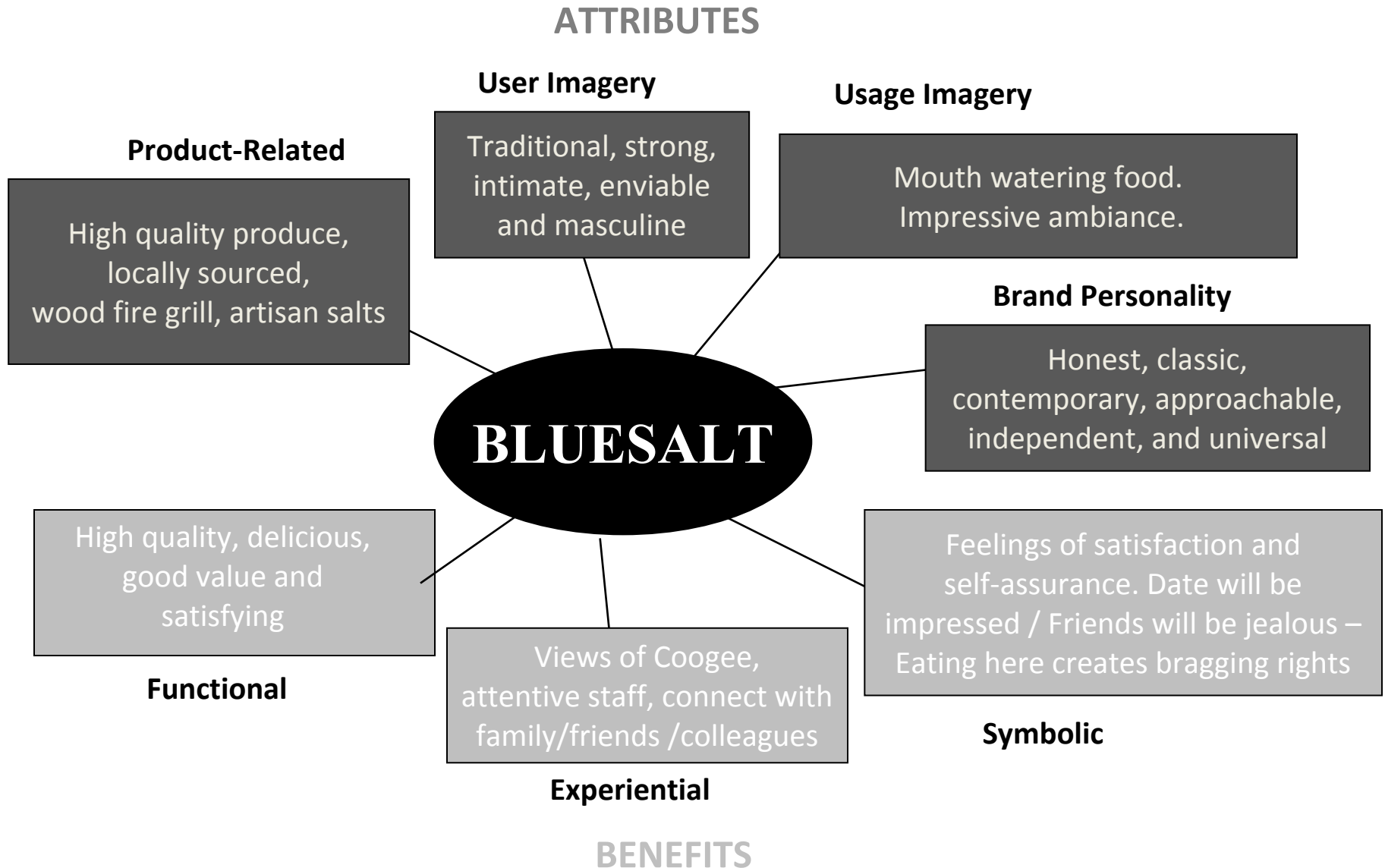
- The quality produce speaks for itself - sourced locally through Feather and Bone. Grilled on a wood-fire grill. With a history of cattle farming in the family, Chef Matt Duggan understands the importance of using fresh, locally sourced and sustainable produce.

## Brand Character

- Envious location
- Masculine
- Intelligent
- Charming and intimate
- Established
- Refined yet relaxed

# BRAND ASSOCIATIONS

*RELEVANCE X DIFFERENTIATION  
= BRAND EQUITY*



# BLUESALT GRILL - KEY MESSAGES

- Refreshing new grill concept - Earthy and rustic feel to it, enhancing the flavours by specially smoking or wood-fire grilling menu items, offering different and premium quality cuts and types of meats and seafood.
- Premium quality produce – The quality produce speaks for itself. Sourced locally through **Feather and Bone**, who offer a whole-carcass approach to sustainable meat that includes a peace of mind. “At Feather and Bone, you don’t just buy an excellent cut of meat – you get the assurance that the team not only knows the farmer that produced your chop or steak, but also knows every aspect of the process that the animal has been through, down to firsthand knowledge of the farm where it was raised.”
- Salt for Flavour and Taste - “Salt is one such ingredient, which can be considered as the masterstroke for producing the perfect dish.” Design the flavour for your meal with our chef’s selection of salt crystals (type of salts/flavours/marinades).
- The Chef - “Chef brings his love of the country to the sea”. With a history of cattle farming in the family, Executive Head Chef Matt Duggan understands the importance of using fresh, locally sourced and sustainable produce.
- Ambiance – Bluesalt is the perfect spot for those seeking an intimate dining experience.
- Service - The theatre element of serving key dishes is designed to wow you not only with its taste but the way it is presented. All dishes are served on hand-made crockery and for a unique twist, your choice of steak knife.
- The Location - A view to dine for. Bluesalt offers uninterrupted views of Sydney’s iconic coastline. Offering panoramic views of Coogee Beach, the Pacific Ocean and Wedding Cake Island, Bluesalt offers an iconic Sydney seaside dining experience. Well located in Sydney’s Eastern suburbs - fit with lifestyle and trends.

# POSITIONING STATEMENT

Discover a relaxed Sydney dining experience, perched above Coogee Beach at Bluesalt Grill.

Thoughtfully sourced, sustainable produce takes centre stage, complementing the 200g Organic Ways Veal Cutlet and Jurambula Stud Lamb rump on the wood-fire grill menu.

Flavour, aroma and crunch from Bluesalt's specialist range of artisan salts bring a unique twist to the table that all palates are sure to love.



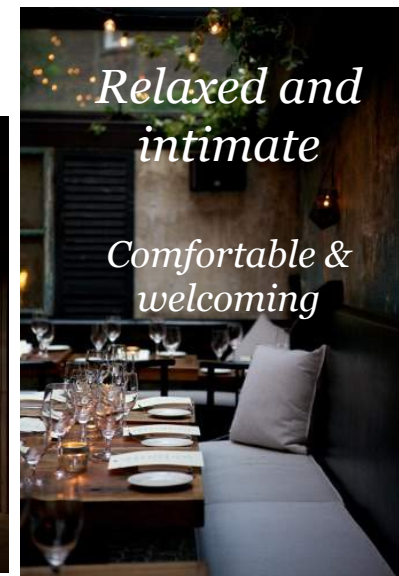
# UPDATE REQUIRED

OLD RESTAURANT/ OLD LOGO

bluesalt

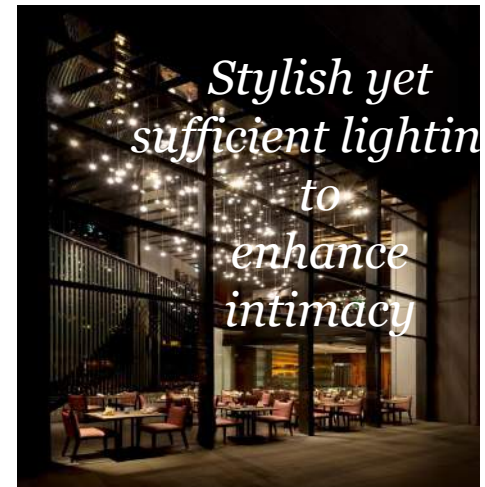
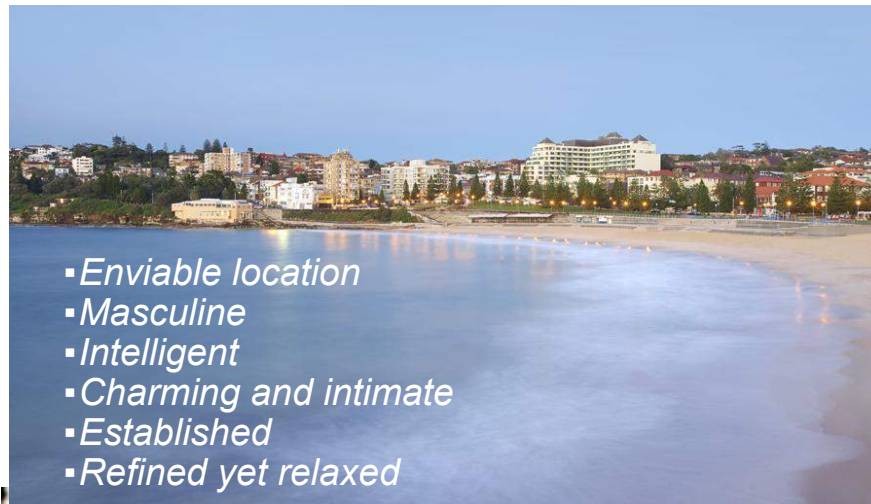


NEW RESTAURANT/ NEW LOOK





# AMBIANCE





# MENU



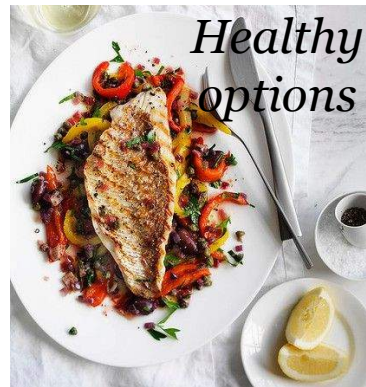
*Wow factor.  
Food with  
impact*



*Instagram  
worthy*



*Wood-fire  
grill*



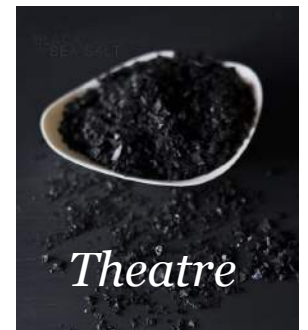
*Healthy  
options*



*Fresh produce*



*Signature  
dish*



*Theatre*



# SERVICE

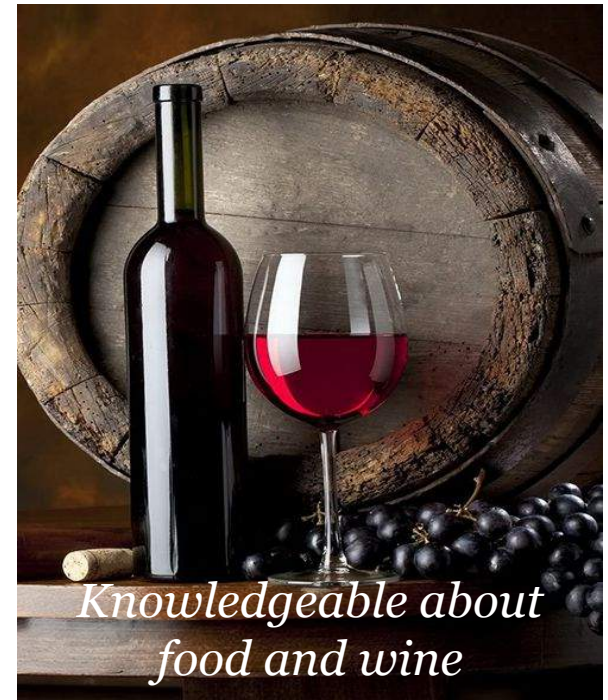
*Well presented,  
stylish, friendly,  
unobtrusive and  
welcoming*



*Sharing stories behind menu items, chef  
and produce to support word of mouth*



*Theatre*



*Knowledgeable about  
food and wine*



# BRANDING INSPIRATION - LOGO AND DESIGN ELEMENT



*Simple and timeless*



*High quality photography*

