www.murphydesign.net murphy design





Extending the LeBus brand represents a great opportunity to have real impact on an effective marketing strategy. Winnie's LeBus, a restaurant and bar located in the Manayunk section of Philadelphia, hired Murphy Design to "extend the LeBus brand" by creating a complementary yet individual look for a new line of specialty foods that includes jams, baked goods, fresh salads and dressings, and "Winn-ola", Winnie's unique granola.

Winnie Clowry, owner of LeBus said, "Many people think of LeBus as an institution. It has played an integral part in Manayunk's renaissance since 1988. Since our customers keep coming back—for 20 years!—I feel motivated to make some of our flavor available to them in a more personal way. And the restaurant industry is very competitive, so anything we can do to remind people of Winnie's LeBus will strengthen our position." She adds, "Rosemary really understands the challenge and goal of extending our brand; I was confident we'd make an effective team."

The project was two-fold: to develop enticing food labels and packaging with a unified look yet plenty of variety to distinguish each product and to design a coordinated "look" for the retail area within the restaurant.

The process began with a new logo that combined "Winnie's" with her tagline "GOOD gotta eat! FOOD" using fonts reminiscent of the original LeBus logo. Developing colors and patterns that convey the homey feel of the restaurant and compliment the flavors and ingredients of the items was our next step. For instance, light oranges, yellows and greens fill a patterned background for the citrus-flavored dressing and a spattering of whimsical dots and circles can be associated with the oats and nuts in "Winn-ola".

For the sales counter and food display, we wanted to expand the product brand beyond the package labels. We integrated the colors and patterns of the food labels with the restaurant's subtle branding by extending it to graphic panels that define the retail area, to in-store signage, price tags and tent cards on the tables.

The accompanying page of photographs by Lisa Godfrey illustrate this multi-faceted project.

Murphy Design excels at translating the personality of an organization, event or product into compelling design solutions. If your organization needs a comprehensive new brand, an extension of an existing brand, a suite of new print materials, a new web site or other key marketing tools, please give us a call. To review more examples of our work, please visit our newly designed web site, www.murphydesign.net

www.murphydesign.net murphy design



www.murphydesign.net murphy design









LeBus Menus









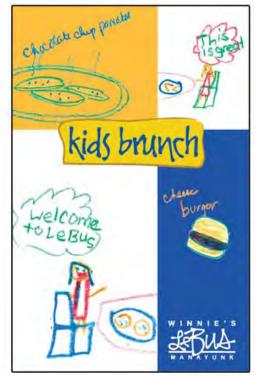




LeBus Kids Menus









LeBus Kids Menus

