



# CREATIVE BRIEF

## FIVE VINES

### CLIENT FIVE VINES

### BACKGROUND

Lenore Skwanski, executive chef/co owner of Five Vines in Portland, Maine, really just sticks with the basics: the New England native and long time farm to table advocate believes that “memorable dining is less about the chef in the kitchen and much more about the fresh, seasonal ingredients.” In Skwanski’s case, many of those ingredients come courtesy of the restaurant’s own Five Vines Farm, which inspires such seasonal dishes.

Chef Skwanski travels regularly to Italy with members of his kitchen and front of house teams to meet with Italian artisanal cheese and cured meat producers, olive oil and balsamic vinegar producers, and internationally acclaimed winemakers. These Italian fines quickly make their way onto the innovative menus at each of his restaurants, and add to what rates as a truly authentic Italian dining experience.

### PROJECT Over View & Goal

The client requests a new logo design, and renewal his/her old website and a menu book. To appeal to a young audience and update the existing look of the restaurant branding. Client wants costumers get more information about the restaurant’s own Five Vines Farm through the restaurant’s website.

### TARGET AUDIENCE

Recently, a condominium construction finished and moved many young couples and families to this town. The new residents of condominium are the target.

### CONCEPT Message, Tone, and Specific Needed

The brand identity should be fresh, simple and young. Colors should be representative of Italian philosophy. The restaurant’s owner want to put information their special Italian wines and the Five Vines Farm on the website.