



## **Description**

Tail Fin Grill was founded by a man who loved seafood, but was tired of the same dishes he was experiencing at restaurants. He wanted to take the classics and revamp them with new ingredients to provide customers with a new and fun dining experience.

## Problem

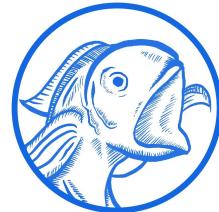
Like the seafood dishes, a lot of the branding involved is the same from seafood-themed restaurants. It's either the "old fisherman" theme or the "cheesy" fish characters. While fun, and successful at telling a story, these brands are slightly overdone and in order to target a new audience, I needed to find a new angle for this brand.



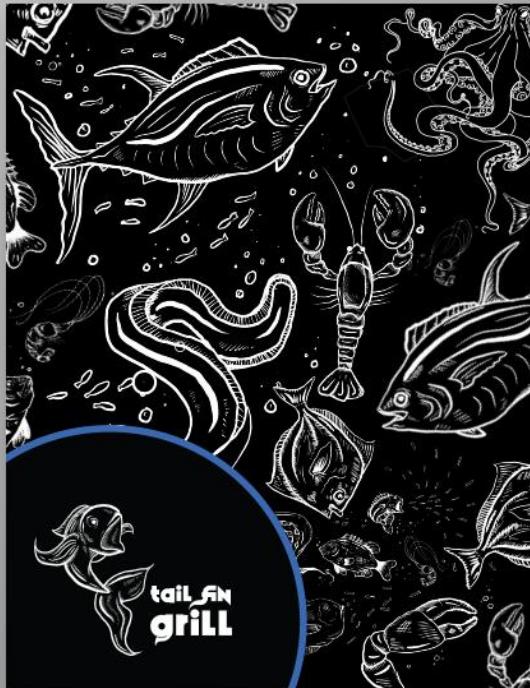
Create an engaging and cohesive brand that appeals to a younger audience who may not have been attracted to the idea of trying seafood before.

## **Solution**

## Logos



# Menu



## starters

### Starter

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### Starter

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## soups + salads

### Soup

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### Starter

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## dinners

### Dinner

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## Neon Sign



## Specials Board



### SPECIALS

#### "SWEET SAILOR"

lobster cakes with  
papaya manonnaise

#### "MAN, GO FOR THE HALIBUT!"

grilled halibut with  
mango jalapeno salsa

#### "THE TAILFINNED MOUNTIE"

grilled salmon with  
maple teryaki glaze

# Beer Glasses



# Coasters



## To Go Boxes



## Front of the House Shirts



# Aprons



## Social Posts

