



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

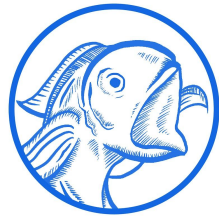
Like the seafood dishes, a lot of the branding involved is the same from seafood-themed restaurants. It's either the "old fisherman" theme or the "cheesy" fish characters. While fun, and successful at telling a story, these brands are slightly overdone and in order to target a new audience, I needed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



Solution

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.

Logos



Menu



starters

Starter

Oe esquisitio idempor itiorae ea sed ma
que pos re sinvenient ut ut quatut,

Starter

Oe esquisitio idempor itiorae ea sed ma
que pos re sinvenient ut ut quatut,

Starter

Oe esquisitio idempor itiorae ea sed ma
que pos re sinvenient ut ut quatut,

Starter

Oe esquisitio idempor itiorae ea sed ma
que pos re sinvenient ut ut quatut,

soups + salads

Soup

Oe esquisitio idempor itiorae ea sed ma
que pos re sinvenient ut ut quatut,

Salad

Oe esquisitio idempor itiorae ea sed ma
que pos re sinvenient ut ut quatut,

dinners

Dinner

Oe esquisitio idempor itiorae ea sed ma
que pos re sinvenient ut ut quatut,

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 jalapano salsa

"THE TAILFINNED MOUNTIE"

grilled salmon with
maple teryaki glaze



Beer Glasses



Coasters



To Go Boxes



Front of the House Shirts



Aprons



Social Posts

