



TribeAgency expands a logo redesign assignment for **Stir Crazy Enterprises** into a versatile graphic identity standard for this successful pan asian restaurant concept



### Market Outlook

The restaurant industry is competitive. Successful ventures are not only due to service and cuisine, but also the environment and identity of the restaurant. It is vital to have a consistent brand that can be carried out through various promotional materials and in-restaurant menus, displays, and signage. The branding carried in these mediums reflects the personality of the restaurant and provides differentiation from the competition.

### Opportunity

After being named one of the nation's "Hot Concepts" by Nation's Restaurant News, the management of Stir Crazy Enterprises knew that their contemporary Pan-Asian noodle and stir-fry restaurant concept was catching on. With restaurants in Chicago, New York, Boca Raton, Detroit, and new openings coming in St. Louis and Cleveland, Stir Crazy was being challenged to keep its graphic identity uniform



across all the company's growing roster of restaurants. Stir Crazy approached TribeAgency to help bring some design sanity to the Stir Crazy concept, and the result of this partnership has yielded restaurant marketing materials that are as diverse and entertaining as the restaurant's menu and decor.

### Solution

TribeAgency began the agency-of-record relationship by immersing its staff members into Stir Crazy culture by visiting all the restaurants in the chain at various times and dates posing as typical patrons. Comparing and contrasting their Stir Crazy experience with that of other restaurant concepts, the TribeAgency team was then ready to tackle a variety of design and marketing challenges that included logo and identity design, in-restaurant items such as menus, signage and uniforms, promotional and advertising creative, as well as a full media plan.

The existing Stir Crazy logo and identity treatment were the first items to receive attention from TribeAgency. To bring more visual appeal to the existing Stir Crazy logo, TribeAgency created tighter integration and simplification for the logo's primary elements to more accurately capture the essence of the brand. The new corporate mark provides the flexibility and legibility across different Stir Crazy materials, including business cards, stationery, envelopes, order forms and fax cover sheets.



### STIR CRAZY.CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

The new logo and identity treatment were then worked into materials at the restaurants, ultimately creating a unified look and graphical tone for all Stir Crazy locations.

Once the identity standard was firmly in place, TribeAgency set about producing a wide variety of in-restaurant items for each Stir Crazy location. These items included designing a series of appetizer, lunch, dinner, desert and carry-out menus, wine lists, custom metal tabletop displays, a selection of carry-out bags, toothpick books, glasses, and even the staff uniforms. A variety of signage was produced by TribeAgency. Because of the unique interiors at Stir Crazy, each individual sign needed to stand out and call attention, while at the same time blend in effectively enough with the restaurant's stylish environment. Together these items support the restaurant's already eye-catching and appealing interior design. While at the same time helping to extend the solid branding experience into everything that a diner is likely to see while enjoying a Stir Crazy restaurant.

TribeAgency was then tapped to help Stir Crazy expand its growing list of promotional merchandise items. Some of the unique promotional items crafted at TribeAgency included a variety of t-shirt designs, patches, stickers, gift certificates, magnets and more. Bringing the Stir Crazy brand into exciting new promotional areas has been a success for the restaurants. The promotional materials have helped to support the company's goal of moving the brand from the restaurants into diners' homes for carry-out orders and repeat business.

More recently, TribeAgency has been continuing to create advertising and marketing materials that draw people into the restaurants, including print advertisements that run in newspapers and metro dining guides. Marketing materials for store openings, including coming soon advertisements and invitations, are also items tackled by the TribeAgency team. More marketing materials are on the horizon, and TribeAgency

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is working with Stir Crazy to explore offline, online and non-traditional methods of building the brand with diners inside and outside of the restaurants.

### Results

The graphic identity groundwork established by the TribeAgency team will help ensure that Stir Crazy's expansion plans can take place with a solid visual framework. Working on such a wide variety of materials keeps the team well-versed in a variety of media. Growing a successful restaurant concept takes a lot of hard work and effort. TribeAgency is proud to have contributed our expertise to help Stir Crazy Enterprises manage their success.



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