



Approach:

GIRVIN has consulted with Anthony's Restaurants for development of brand solutions for its restaurant offerings. This has ranged from the opening efforts in creating an overall identity campaign for Chinook's at Fisherman's Terminal to advancement of brand solutions for virtually all their other restaurant properties.





Result:

For Anthony's Restaurants, GIRVIN applied our creative development process that consists of interviewing the team, listening for clues to the evolution of the story and building out visual and textual solutions that satisfy the needs of the brand as well as the guests. GIRVIN then integrated these solutions horizontally in print, Web and dimensional expressions. Our work provided a consistent experience for the restaurants throughout the Northwest.



Pacific Northwest Appetizers



Applewood Grill Specials



Shellfish

Chowders & Salads