GRAPHIC DESIGN:
REBRANDING

THE BOMBAY GRILL
FINE INDIAN CUISINE
Main Street, Cambridge, Ontario

Project Hypothesis + Background

"The aim of the proposal is to refresh and renew the public image of the restaurant as to enable it the recognition it deserves with the quality of its cuisine. By invoking an active interest from the community through its new storefront impression and setting higher standards for visual presentations of the products, the project seeks to revitalize Main Street with the store's presence and elevate the popularity of the restaurant."

RESEARCH + INSIGHTS

Company Background

The Bombay Grill originally started out in Burlington, Ontario as a stand-alone restaurant before becoming a franchise that it is today. The owner of the restaurant, observing the lack of competition in Indian cuisine specialty and seeing the opportunity of future development in downtown Galt area, opened up a branch about 13 months ago.

Initial Marketing Approach

Given the relatvely subtle environment of Galt, the pace of the restaurant was initially short of expectations. However, through local advertisements, such as home flyers and coupons on Cambridge newspaper, it eventually gained some ground in the community and is one of the most popular restaurants in the area.

Competency + Signature Dishes

The Bombay Grill established its status on Main Street mainly by the word of mouth. Offering good quality and quantity of Indian dishes at fairly reasonable prices, it quickly gained positive customer feedbacks and built a network of royal customers. Especially known for its signature dishes Butter Chicken and Lamb Curry, it has one of the highest ratings on Urbanspoon.com.

"We usually get the butter chicken with a couple of vegetable samosas. It's always hot and delicious with just the right amount of spice. This is the best butter chicken I've had in all of Waterloo Region!"
-Urbanspoon Diner Review

"The butter chicken was spiced just right - the sauce was creamy and flavorful. The naan was to die for!"
-Urbanspoon Diner Review
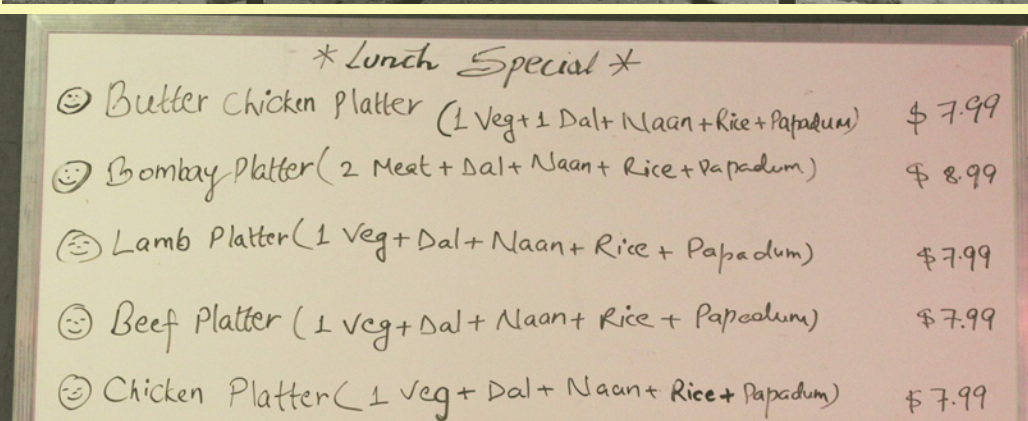
Marketing Flaws + Misled Features

When it comes down to selling your product, no matter how excellent it may be, its presentation is crucial in capturing the public interest and establishing a successful identity in its market. For Bombay Griil, there were several flaws that explained the slow progression to its success.

1. Bright Neon Lights - Although they do give a strong impression at the streetlevel, the signs are seen more of visual "noises" in the view of passerbys and give a cheap appearance to the restaurant as a whole.

2. Suspended TV - Flashing LCD screen that advertises the dishes WITHIN the restaurant is not the best way to provide a relaxing dining experience. Also, it distracts the attention of the customers from the restaurant environment to trivia questions.

3. Backlit Signage - You can expect to find these plastic banners with take-out restaurant in the airport. Again, it gives a very cheap and conventional impression to the restaurant.

4. Dull Atmosphere - Considering the cultural richness of India, the storefront signage and the interior walls, due to their dull colour scheme, do not speak up to the ambience of Bombay.
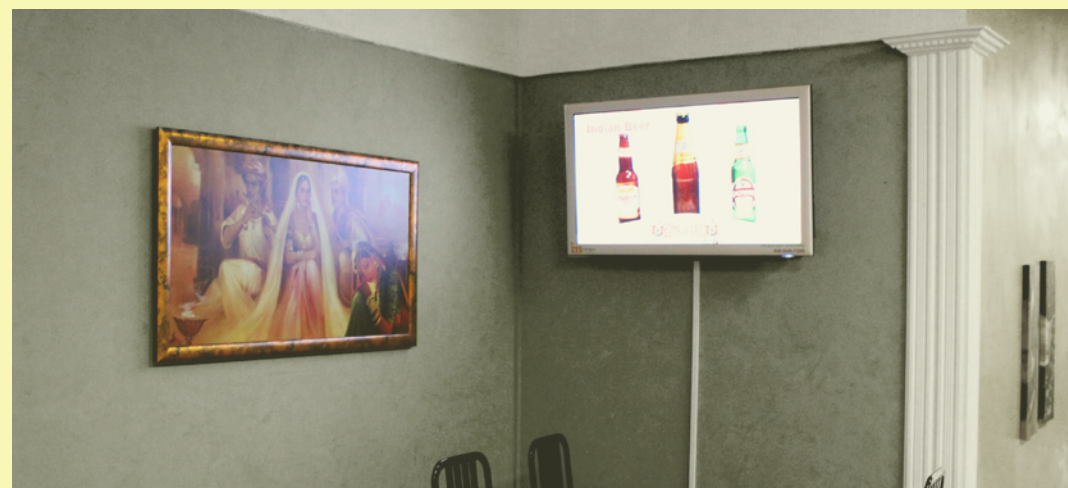
Possible Solutions

First and foremost, the neon lights have to go. Without them outsiders would be encouraged to peek into the restaurant from the sidewalk and therefore enables potential in drawing additional customers.

Secondly, the wall-mounted TV should be replaced with more framed paintings to give the mood to the interior.

Thirdly, the backlit signages (storefront and menu) should be replaced with washdown lighting to give it a hint of "class."

Overall, the visual scheme of the restaurant should be more ambient and welcoming.

APPROACH SCHEME

Colour Scheme

Considering the richness of Indian culture, it is no surprise that their food embodies the same depth of ambience. The following two examples were chosen:

Traditional Indian Spices, it is no overstatement that there cannot be an Indian cuisine without the spices. Their huge diversity enable a wide variety of colour templates.

Butter Chicken, it is the most well-known Indian dish in the world, and the most tasteful (personally). It is also Bombay Grill's flagship dish, being the most popular amongst the neighbourhood.

Pattern + Texture Scheme

To provide some framework for the signages and to give that "hint" of Indian culture, carpet patterns and textures were studied to create the most effective impression.

Signage Font Scheme

Choosing the new typeface was inspired by the idea of fusing the traditional Indian typographies with modern san serif fonts. For this purpose, Lithos Pro was chosen for "Bombay Grill" and Trajan Pro for subsidiary descriptions.

BOMBAY GRILL

BOMBAY GRILL

BOMBAY GRILL

BOMBAY GRILL

BOMBAY GRILL

BOMBAY GRILL
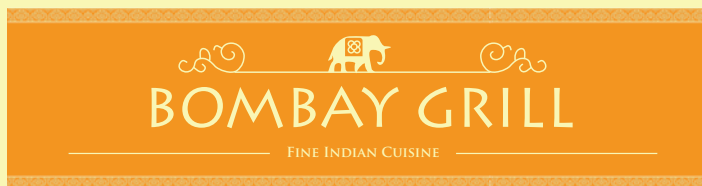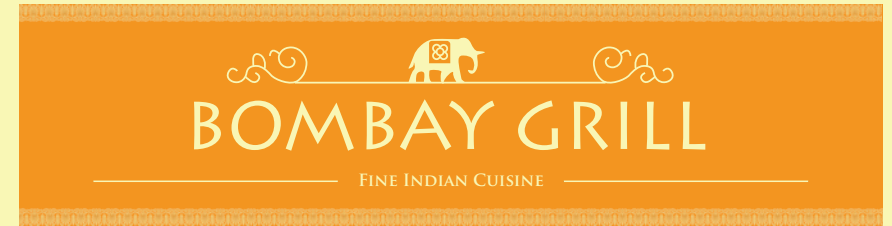
BOMBAY GRILL

BOMBAY GRILL

BOMBAY GRILL

BOMBAY GRILL

SCHEME ITERATION

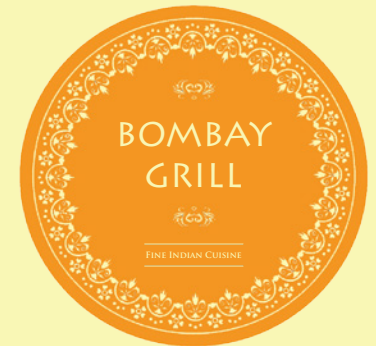## Colour Iteration

## Pattern Iteration

Proposed Storefront Signage

Proposed Take-Out Sticker

Seeing that students are a majority of their target audience, emphasis was given on the take-out products and their presentation. The sticker was designed to not only effectively seal the container, but present the food in a manner that is both professional and elegant.

Proposed Business Card

The present business card of Bombay Grill is visually messy and confusing in terms of information layout. By condensing the content to highlight only a selection of information and adding a layer of carpet pattern in the background, a clean yet modern aesthetic is achieved.
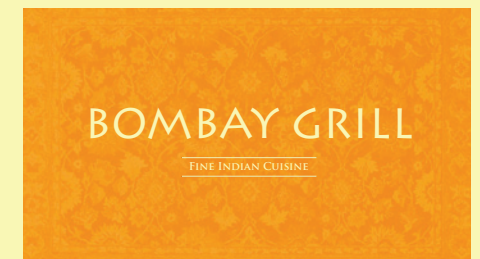
CONCLUSION

"Bombay Grill, for what it offers in food quality and quantity, deserves a better recognition in the community of Galt, Cambridge. By discarding the distracting elements and dull colour schemes and replacing them with ambient, playful, and yet sophisticated visual theme, it can achieve a more distinct presence and attract the attention it truthfully deserves as a fine Indian cuisine."

Howard Won
20412094
University of Waterloo
School of Architecture