

Case Study



Stone Street Tavern

Identity and Design for a New Restaurant

Concept, Art Direction, Design & Copy Writing: karlssonwilker inc.

Commissioned directly by Goldman Properties, New York City

Project:

Identity and design for a new restaurant in Lower Manhattan's Wall Street District, for Goldman Properties.

Goal:

To create the identity and design for a traditional American restaurant, with a twist.

Approach/Strategy:

To play with the historic context of the restaurant's theme and its location on one of the oldest streets of Manhattan. All the design was very traditional, the "twist" being the back side of the restaurants building, featuring mirrored signage, gold leaf, as well as a plaque, very common on landmark buildings (see p. 3).

The mirrored logo was also used in various printed pieces and different taglines were used through-out (see p. 4).

Outcome:

According to Goldman Properties, the restaurant's identity and design made it a well-known and often talked about Wall Street lunch and dinner place and played a big part in revitalizing Stone Street and Pearl Street, more as they could have hoped for.

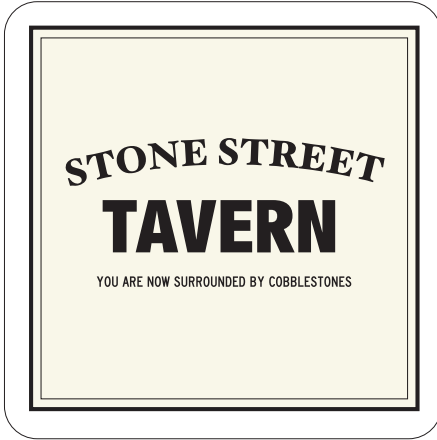
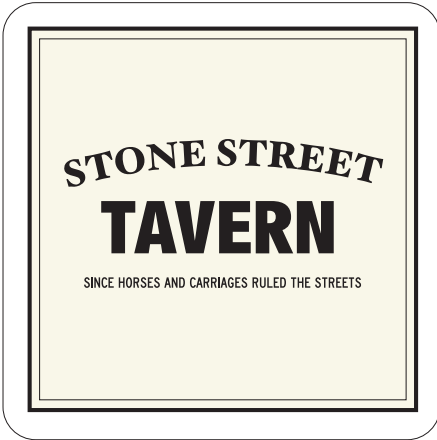


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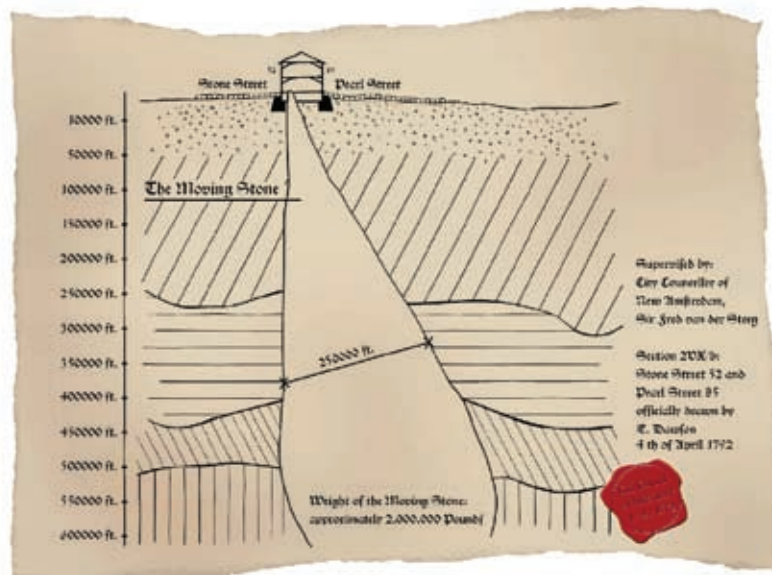


the backside of the tavern, showing the mirrored signage, gold leaf and the “historic” plaque.





various taglines, used within the logo on different applications (on t-shirts, outdoor signage, matchbooks, pencils, ads, notebooks, business cards, letterhead, stickers, menu, etc.).



-various designs for the restaurant featuring various taglines (german style beer mug, labels & stickers, coasters, matchbooks, and business card with mirrored logo on the back)

-the fake drawing showing the position of the fictitious "The Moving Stone" that is supposedly located right underneath the restaurant.