Don't touch that dial...
Leave It to 'Berta
Hello!

ROBERTA MORRIS

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The Pots: Love Your Food!

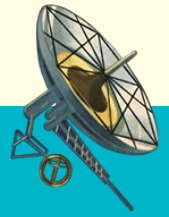
* The owner, a friend of 'Berta's, is very passionate about food and feeding people. For her, it's how she shows love.
* The client bought The Pots restaurant from the previous owners just prior to the Covid-19 pandemic.
* As a result of the subsequent shut downs, her business practically vanished overnight.

The Mission

To rebrand (during Covid-19, no less) the restaurant's dated logo and signage to attract new and returning customers, including young people and kids

'Berta's Role

To designed a logo, signage, and identity, wrote copy, and even channeled my "inner photographer" to create new images (working for food, quite literally!)



The Countdown

Met the owner at her restaurant almost daily to flesh out the designs and messages—and to photograph the food. She cooked. 'Berta shot. 'Berta ate!

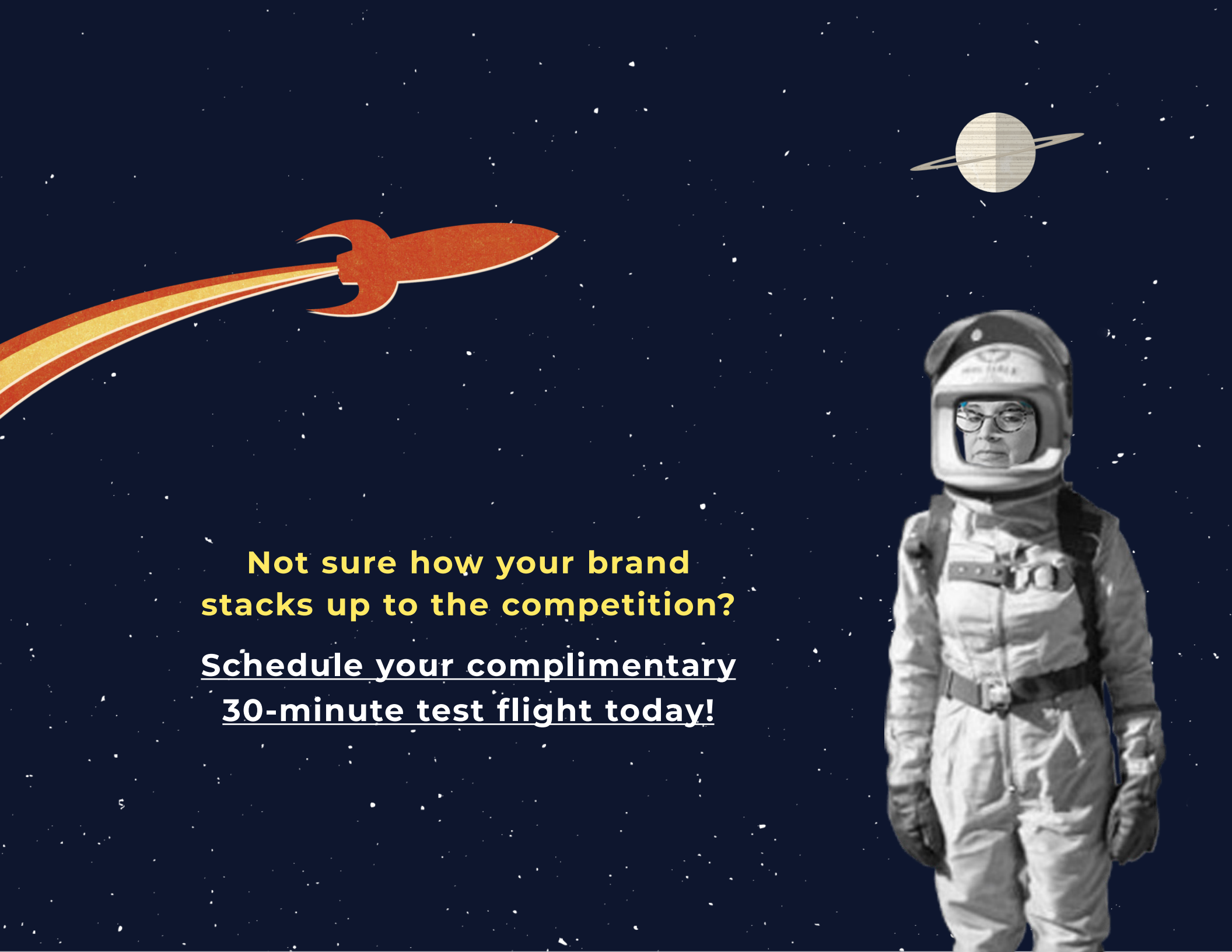
A Successful Launch!

* The bold, new branding has been well received, and the owner saw a marked increase in foot traffic and online orders.
* The refreshed look and feel allowed the new owner to put her own stamp on the restaurant.
* The signage is eye-catching and pops!

YUM!

THE POTS

Love your food!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