

# Rebranding a Restaurant

# Joe's Steam Rice Roll

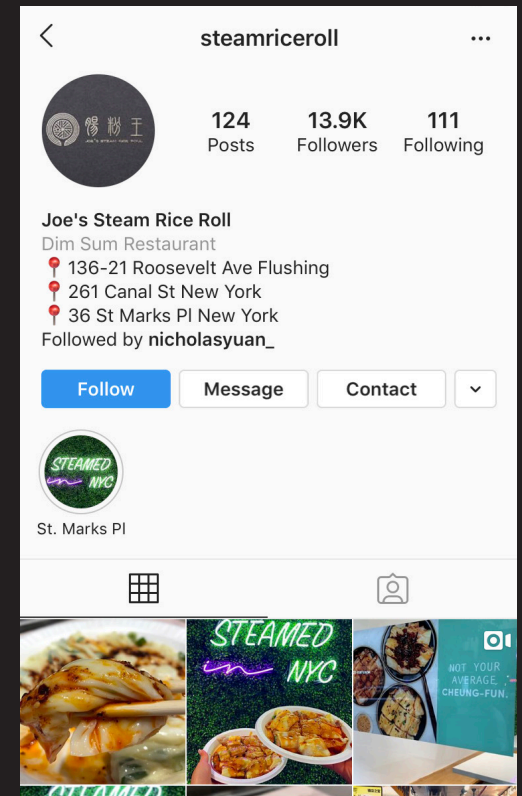


**Joe Rong**

**Joe's Steam Rice Roll is a Cantonese Restaurant started in Flushing, Queens, with locations in Chinatown and East Village.**

**They pride themselves in serving authentic steamed rice rolls, by using the traditional method of stone milling.**





# Brand Strategy

## **Purpose**

Why you exist

Sharing the authentic taste of steamed rice rolls with the rest of the world.

## **Values & Offerings**

What you care about/  
What you offer

**Process:** Joes set themselves apart by using the traditional way of creating steamed rice rolls with a stone mill.

**Quality:** Uses a specific type of rice to create their batter.

**Tradition:** Owner Joe Rong started the restaurant because of his longing for steamed rice rolls – the way he had it growing up in China

## **Personality**

Who you are/  
How you behave

**Genuine**

**Dedicated**

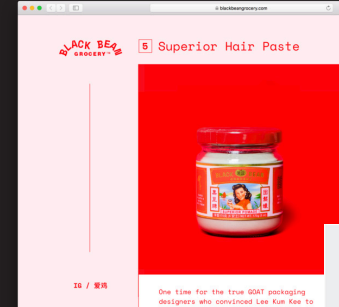
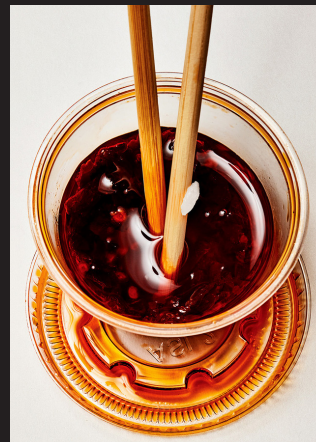
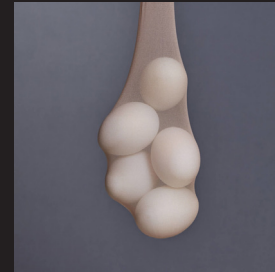
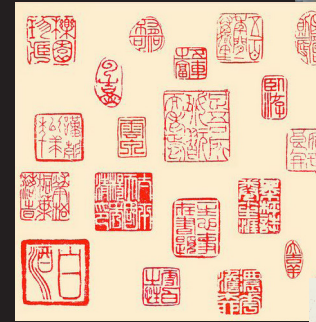
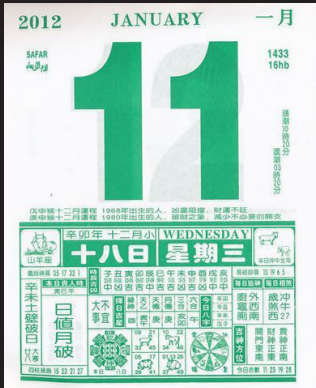
**Innovative**



# Genuine Culture, Tradition

# Dedicated Quality, People

# Innovative Modern, Unconventional



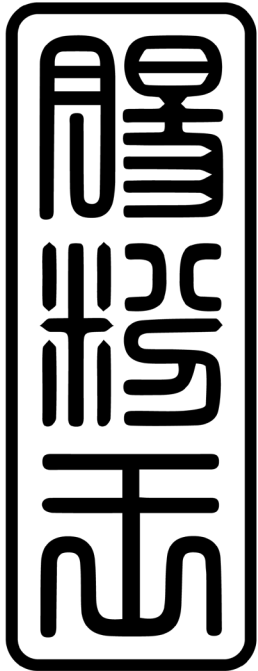
**Concept**

# **Drawing inspiration from ancient Chinese culture**

**Oracle Bone Script  
Stone Name Seals**

**Establishing an unconventional  
identity, by highlighting elements of  
Chinese history that are forgotten**

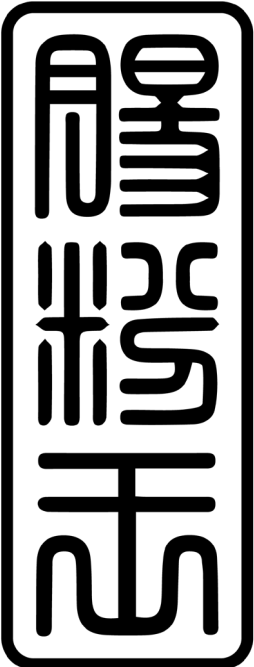
# Final Logo & Brand System



Joe's  
Steam  
Rice  
Roll



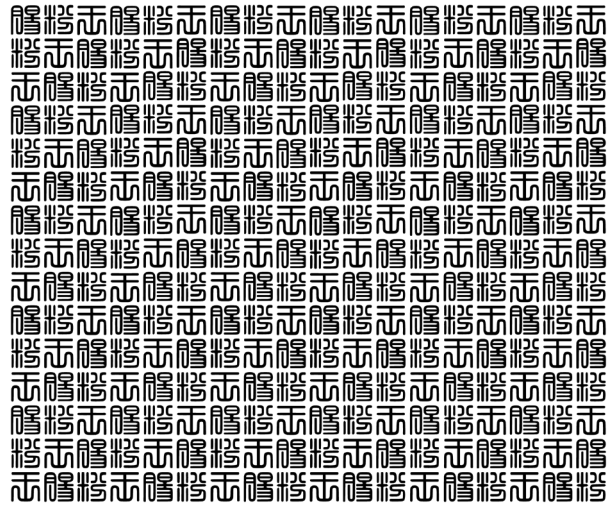
Joe's Steam  
Rice Roll













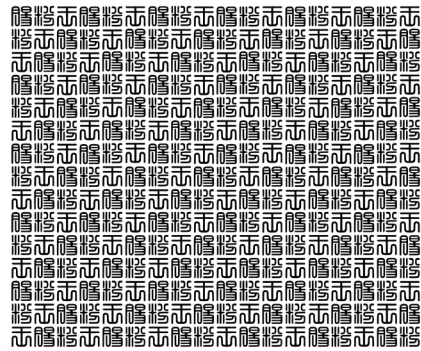




Joe's  
Steam  
Rice  
Roll



# Joe's Steam Rice Roll



**Thank You!**