



Seasoned Restaurateurs Spice Up Their Business Model with Strategic Branding

Our relationship with local restaurateurs LeeAnn and Jerry Zubay began when they were in the process of opening a new restaurant, Porch and Cellar. “At the time, we did not really understand the importance of branding for our business. We have had restaurants for many, many years and we did not have to do that back in the day. So all I was looking for was a logo,” recalls LeeAnn, “After my initial conversation with Sarah, I connected the dots pretty quickly that I needed to be doing more than just a logo.”

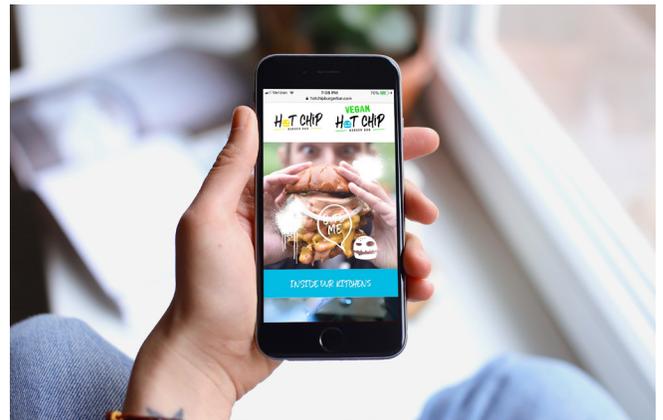
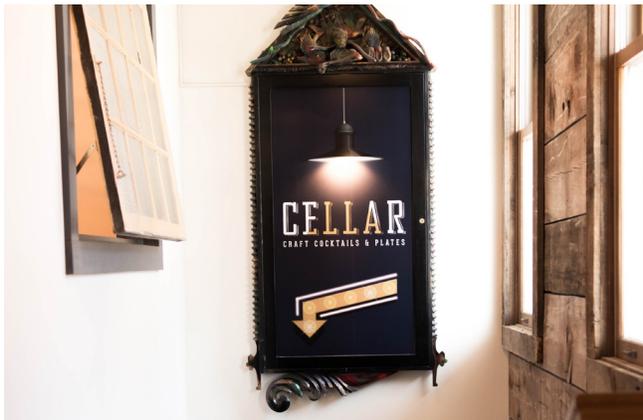
LeeAnn chose White Space after that conversation with Sarah. “I did not know her at all, but when I came and talked to her I just really liked her and her work ethic. I could tell that she is very passionate about what she does and so are we, so it seemed like a very good fit,” said LeeAnn.

A true personal connection is a core value for us at White Space. Our clients feel the difference. “In a way, developing restaurants is really personal. We spend a lot of time thinking and thinking and thinking and writing things out. To bring another person into that is a personal thing,” LeeAnn comments. (*Continued on next page)



*We first partnered with LeeAnn and Jerry to develop a complete visual identity system for Porch and Cellar, expressed not just in a logo but also in signage, menus, marketing and merchandise consistent with their brand. That project was so successful, they invited us to develop brand identities for their next four restaurants: Hot Chip, Hot Chip Vegan, Lettuce Unite, and Guerita's Tacos.

"The most involved was probably Hot Chip," recalls LeeAnn, "In that project, we did not go in with that name, we had a different name and names of restaurants are hard. We just did not have a clear picture and a feel for what that name should be. White Space came up with the concept and name, 'Hot Chip Burger Bar.' I fell in love with it when I saw it and then we went from there, so that was probably the most complicated one, the one we spent more time on. Then to go off Hot Chip with Vegan Hot Chip Burger Bar was just easy."



Branding A La Carte

“Sarah has worked to make her services specialized and customized for us and I really appreciate that. She got us up and running on websites and trained us enough that we could run with it on our own,” says LeeAnn, “So when things change quickly, as they do in our industry, I am able to make those changes myself.”

“For Vegan Hot Chip Burger Bar, our latest project,” LeeAnn continued, “She helped create a menu that we can change and send to the printer ourselves. So when the menu changes, which happens a lot in the beginning, we can change it ourselves. I appreciate that she’s aware of trying to streamline things for us so we can take more hands-on ownership.”

Distinction with a Difference

Our work to create distinct identities for each of their restaurants has postured the Zubays for success in a changing industry. “I think we have made all the right moves in branding each restaurant distinctly, rather than what we did in the past,” LeeAnn explains, “The restaurant industry is not just about food anymore. Actually, food is secondary. It is much more important to have good feel, a good environment. White Space has helped us create consistent brand experiences at each of our restaurants, so each location is always telling its story. We always have a story to tell. The way we tell that story matters.”

