



BRANDING, WEB DESIGN, VIDEOGRAPHY

Sidecar is the newest addition of the Martin's family of restaurants in downtown Roanoke, Virginia. The menu offers European inspired fare and old-world cocktails.

The restaurant's owner came to us with a clear vision of the interior space including paint colors, upholstery selections, flooring and fixtures. The goal was to create a brand to match the look and feel of the restaurant's interior, inspired by old-world European cafes and bistros.

COLOR PALETTE



LOGO VARIATION



BRAND USE



ICON

BRAND APPLICATION

