

CASE STUDY

Grillmark

STEAKHOUSE

by Dorobanti Media

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I. Introduction



What is Grillmark?

Grillmark is a high-end restaurant that specializes in serving premium steaks. Known for its quality and service, it provides a cozy and elegant dining experience to its customers. The restaurant's ambiance is warm and inviting, making it a perfect place for both casual and special occasions.

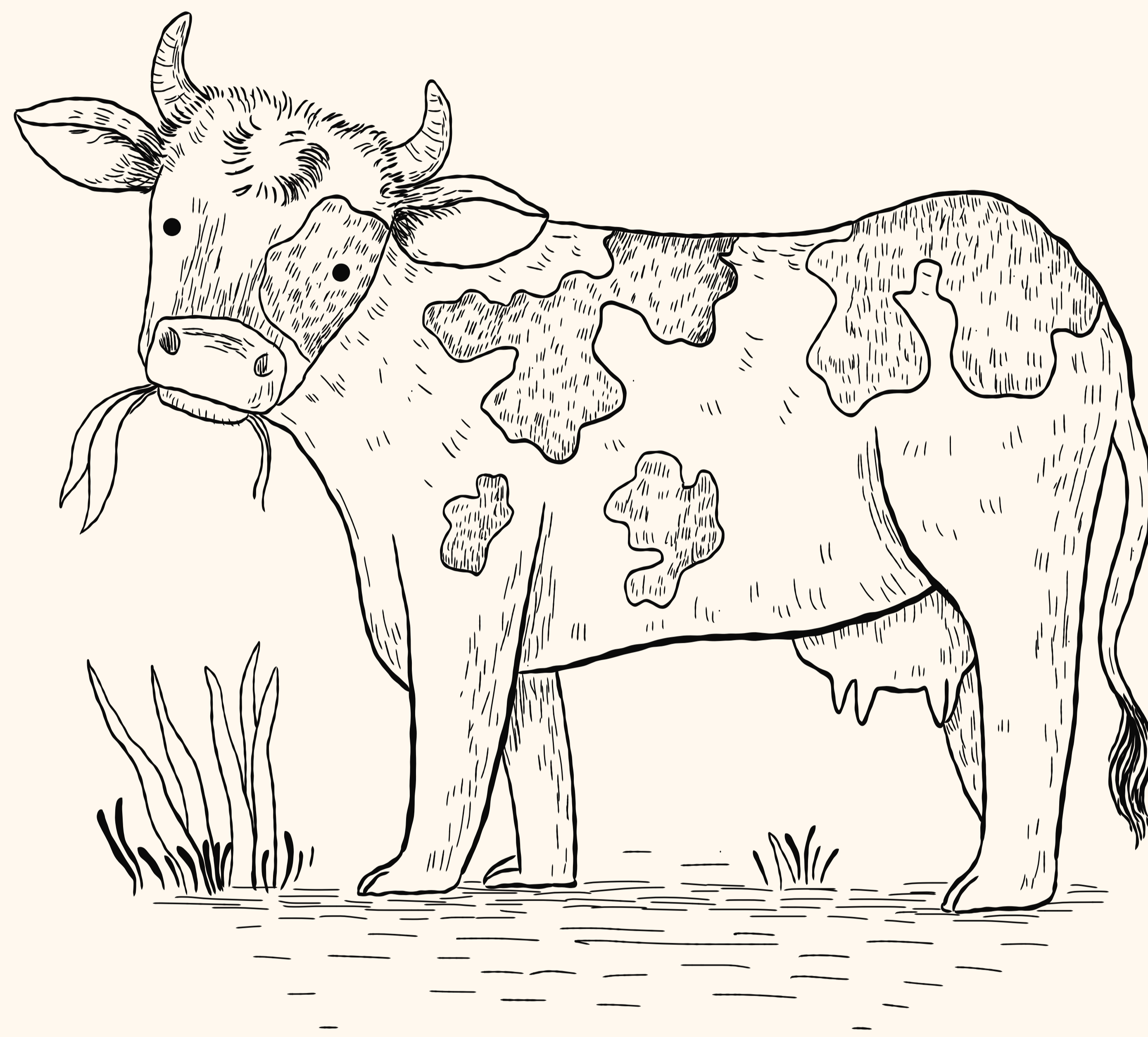
Despite their reputation for exceptional service and quality, Grillmark lacked a cohesive brand identity and a user-friendly website that captured their essence and facilitated reservations, online reviews and other sales-increasing factors.

This is where we stepped in.

We embraced the challenge and built their brand from the ground up. Continue reading to find out Grillmark's requirements and how we came up with the perfect solution.

2. Requirements

The challenge.



Grillmark approached us with the need for a comprehensive brand identity and a website that reflects their high-end dining experience.

They provided us with a collection of stunning photographs. We then strategically placed these images throughout the website to visually communicate the quality and luxury of their dining experience.

The challenge was to create a visual representation that would not only be instantly recognizable but also versatile enough to be used across various platforms and mediums.

3. Solutions

Our approach.

Our approach to the Grillmark Steakhouse project was rooted in understanding the essence of the restaurant and translating it into a compelling brand identity and website design.

What is a brand identity?

In essence, a brand identity is the visual and emotional fingerprint of your company. It's the sum of all the elements that work together to create a distinct and memorable impression in the minds of your customers. This identity encapsulates visual aspects such as color palettes, typography choices, wordmarks, graphic logos, specific photographic directions, and also non-visual elements like brand voice & brand values.

For Grillmark, our ideas narrowed down rapidly to a professional, elegant, high-class yet traditional identity.

What does a website offer?

Authority. Trust. Extended customer base. These are just a few things that having a carefully designed and developed website offers.

Building upon the established brand identity, Grillmark's website translates these benefits into a user-friendly online experience that seamlessly guides potential customers through multiple call-to-actions, exponentially increasing online reviews, reservations and ultimately, sales.

4. Brand Identity

#FFF8EE

#F8CBA1

#0A0A0A

Color Palette

The color palette is a symphony of warm white, a primary hue reminiscent of a latte, gold-like beige, and an almost black dark gray. These colors were meticulously chosen to echo the warm, inviting ambiance of the restaurant while ensuring a visually comfortable experience.

Why not white?

Choosing a warm white color for the text over a true white offers improved readability and visual comfort. True white can sometimes be too bright, causing stress on the eyes, especially when viewed for extended periods. Warm white, with its softer tone, creates a more pleasant reading experience, ensuring that users can easily engage with the content on the Grillmark Steakhouse website without experiencing discomfort.

Why beige?

This neutral color harmonizes with the warm white and dark gray, creating an appealing design. The gold-like tone enhances the sense of exclusivity, subtly communicating the premium nature of Grillmark.

Why not black?

True black, while striking and bold, can create a high contrast when paired with light colors, such as white. This high contrast can lead to visual vibration, where the eyes struggle to focus, resulting in strain over prolonged viewing periods.

Typography

PRIMARY FONT

INTER

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890(!@#%&?)

SECONDARY FONT

PARAGONE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890(!@#%&?)

In crafting Grillmark's brand identity and website, we opted for a two-font approach, leveraging the strengths of both Inter and Paragone to create a cohesive and impactful experience.

Inter is a clean, sans-serif font making it ideal for body text. Its simple form enhances readability, particularly on screens and at smaller sizes. This is crucial for ensuring users can navigate the website and effortlessly consume the information presented on menus, descriptions, and other content-heavy sections.

Paragone serves as the heart of Grillmark's brand identity. Used in the logo itself, it contributes to a sense of tradition and quality. Unlike typical serif fonts with delicate details, Paragone features subtle, almost "seared" extensions on some of its capital letters and was mostly used in the titles and headings of the website to dictate a clear hierarchy.

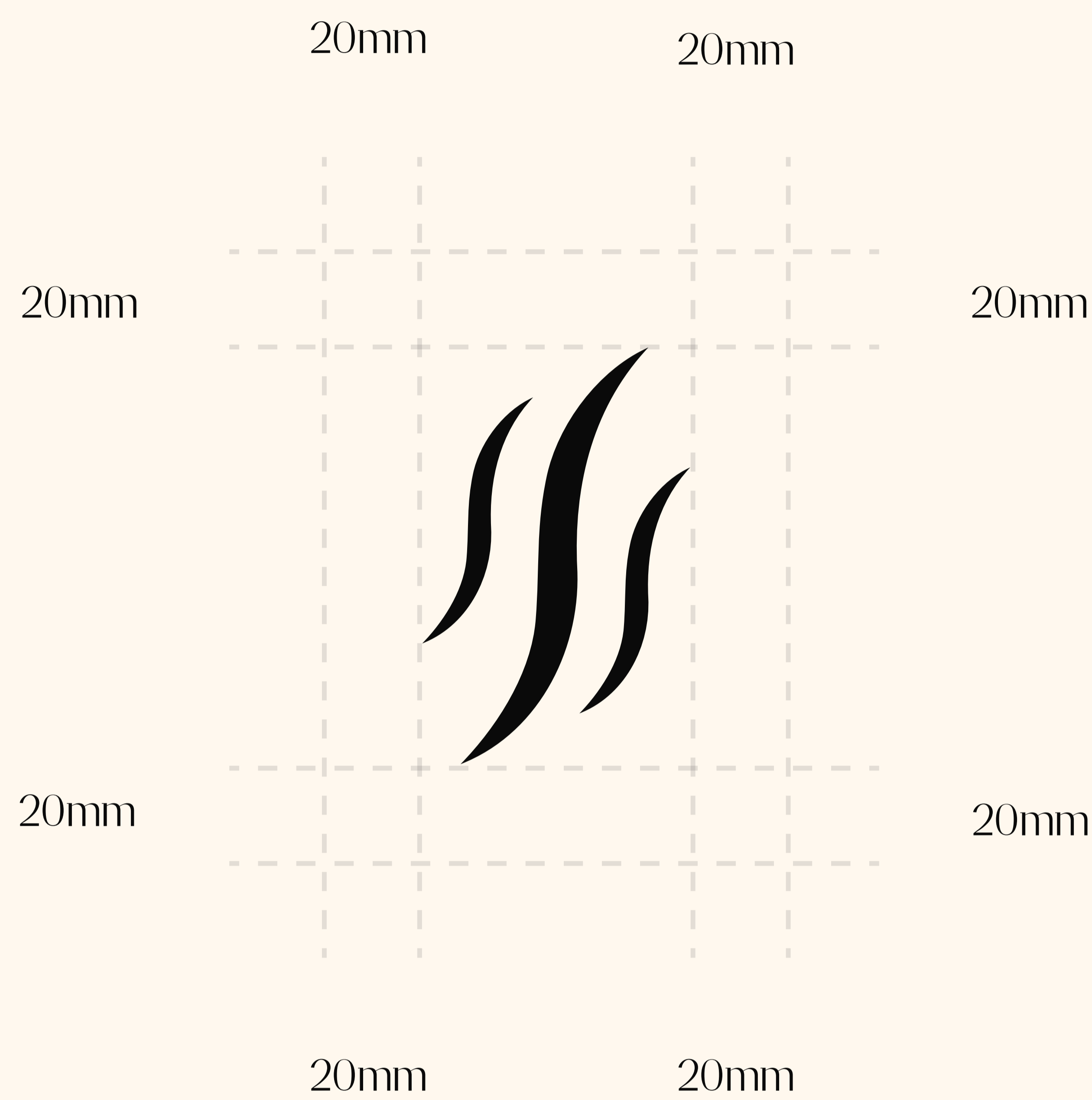
Main Logo



Written in an elegant, classy and contemporary serif typeface named Paragone, which we talked about earlier in the case study, exudes a sense of tradition and quality, reflecting the restaurant's commitment to providing a classic dining experience. The small extrusions of the capital letters add to the idea of the brand, looking similar to grill marks.

The thin look of the serif font lettering makes this variant of the logo not suitable in places where it may appear too small to read. Some of our recommended use-cases are medium to largely sized printable graphics, store-front presentations, billboards, car wraps and clothing items. We would not recommend using it in busy designs with a lot of detail or contrasting colors.

Graphic Logo



The flame motif directly references the core element of a steakhouse - fire used for cooking. This instantly establishes brand recognition and aligns with customer expectations. The negative space between the lines plays a crucial role in forming the overall image and creates the illusion of a solid form representing the flames, while maintaining a clean and uncluttered aesthetic.

The minimalist design ensures the logo is easily recognizable and legible, even at small sizes. This is crucial for applications like website favicons or social media profile pictures and can be reproduced effectively in print, digital media, and signage.

Mockups

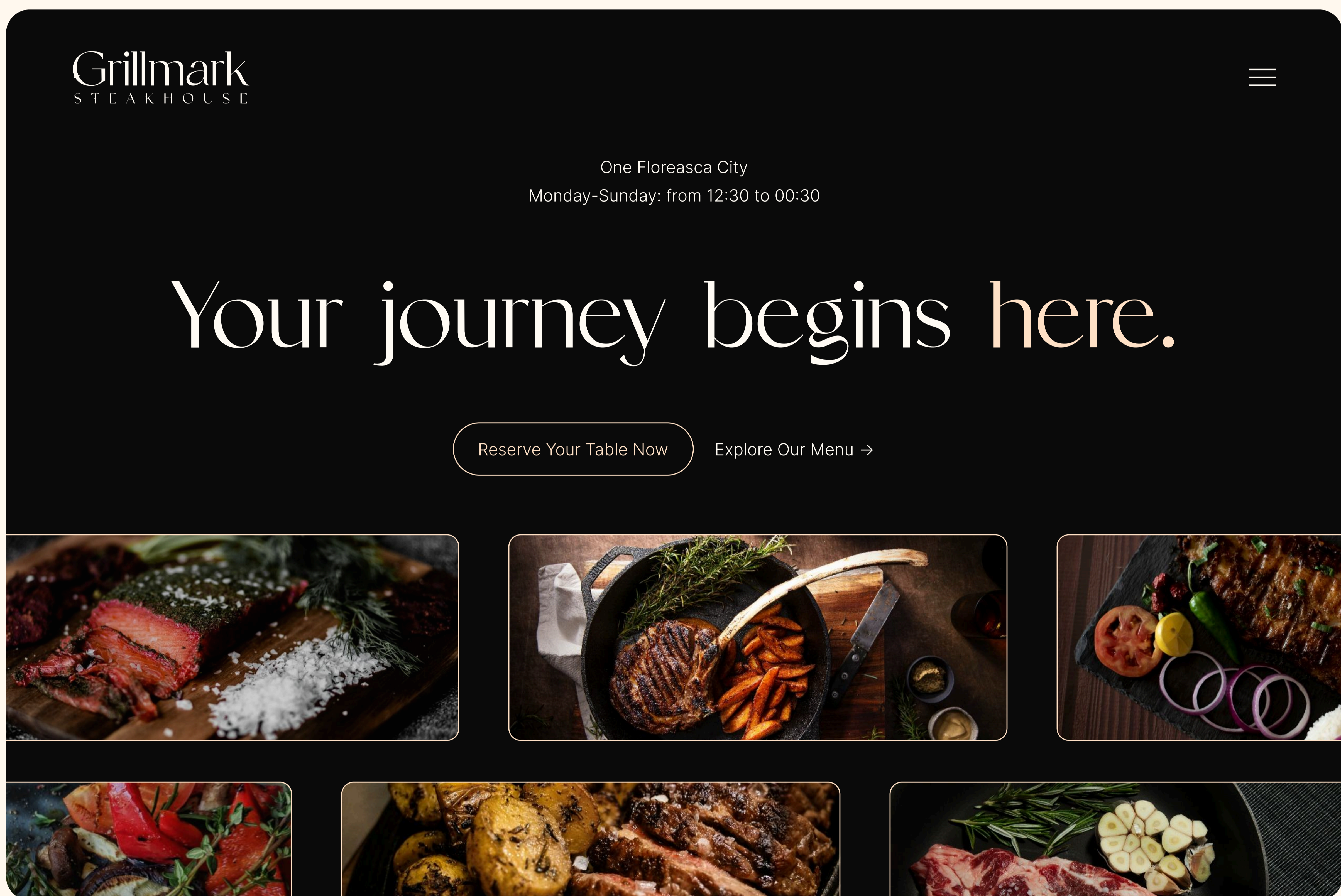
To breathe life into the brand identity, we curated a series of high-definition mockups. These mockups vividly showcase the logo, pattern, and colors in real-world scenarios, such as billboard ads, delivery vehicles and signs.



5. Web Design

Landing Page

Grillmark required a website that not only showcases their menu and ambiance but also provides an easy-to-navigate reservation system. We designed a user-friendly interface with a focus on visual appeal, utilizing the provided photographs to highlight their dishes and dining experience.



Upon arrival, visitors are greeted by a dynamic carousel. This feature, composed of two rows of images moving in opposite directions, adds a sense of movement to the website and showcases the restaurant's diverse offerings.

The dark gray (#0A0A0A) backdrop provides a rich canvas for the warm white and gold-like beige hues, creating a visually engaging and comfortable browsing experience.

Critical details, such as location and schedule were placed above the hero section to provide the clients with a head start on planning their visit.

One Floreasca City
Monday-Sunday: from 12:30 to 00:30

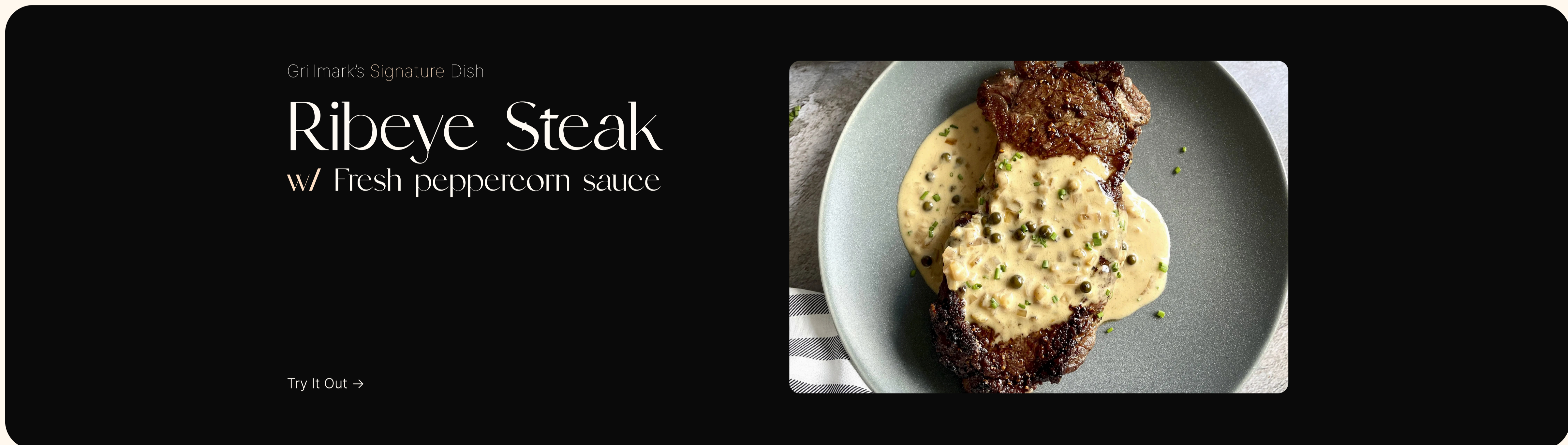
The hero text is written to spark curiosity in potential clients and emphasizes the idea that their culinary experience will take place “here”, at Grillmark.

Your journey begins here.

The website is designed to engage and captivate visitors. Strategically placed call-to-action buttons prompt visitors to reserve a table or explore the restaurant’s menu, increasing interaction and engagement. The “**Reserve Your Table Now**” button takes the users to the Reservations page, which we will cover later in this case study.

Reserve Your Table Now Explore Our Menu →

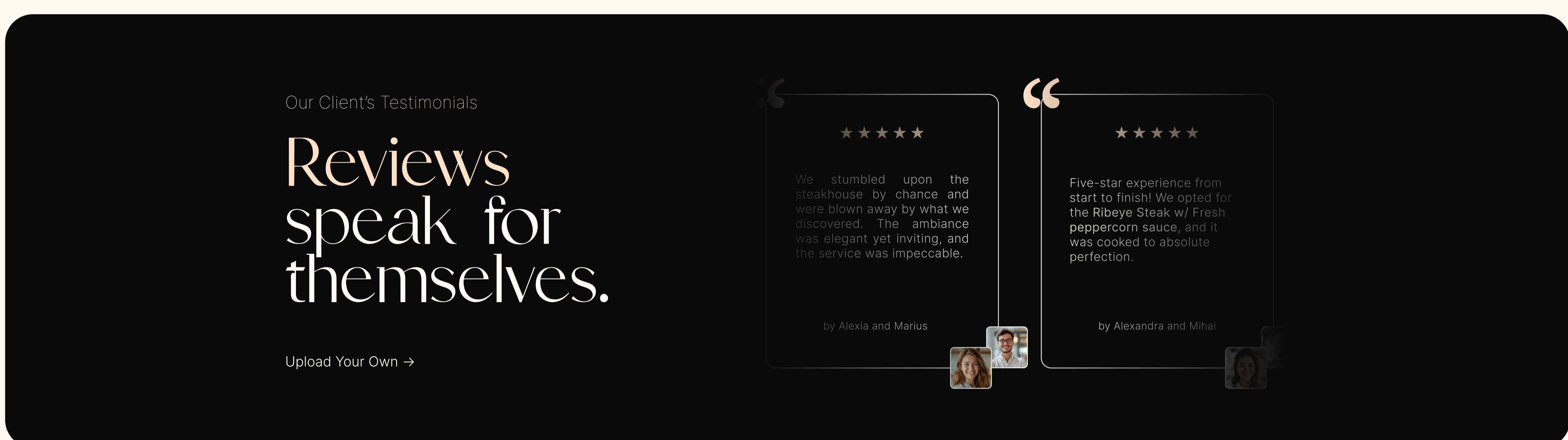
Grillmark's landing page features sections that increase engagement. The first example is "Grillmark's Signature Dish", that focuses on a high quality image of a ribeye steak and guides the user to "Try It Out" using the CTA.



The following section presents the chefs in a carousel that constantly rotates, eventually showing the whole team of chefs behind Grillmark. The CTA directs the users to a contact form facilitating the connection between them & the business.



Lastly, to showcase the reviews people leave on Google, we created a testimonials carousel.



Reservations

We believe creating unforgettable dining experiences starts before you even step foot in the restaurant. That's why we designed an online reservation system with clarity and ease in mind.

The screenshot shows a reservation form for Grillmark Steakhouse. The restaurant name and address are at the top left. The form is divided into two main sections: 'Select guests & date.' and 'Select a time.'. The 'Select guests & date.' section has two dropdown menus: one for the number of guests (set to 2) and one for the date (set to Thursday, 19 May (Today)). The 'Select a time.' section is split into two categories: *Lunch and *Dinner. Each category has a grid of time slots. In the *Lunch section, the 12:30 slot is highlighted in a warm beige color, while others are in a neutral gray. In the *Dinner section, the 20:00 slot is highlighted in the same warm beige color. At the bottom of the form is a large 'Continue →' button.

Grillmark Steakhouse
One Floreasca City, Bucharest, Sector 1

Select guests & date.

*Guests
2

*Date
Thursday, 19 May (Today)

Select a time.

*Lunch

12:30	13:00	13:30	14:00
14:30	15:00	15:30	16:00
16:30	17:00		

*Dinner

20:00	20:30	21:00	21:30
22:00	22:30	23:00	

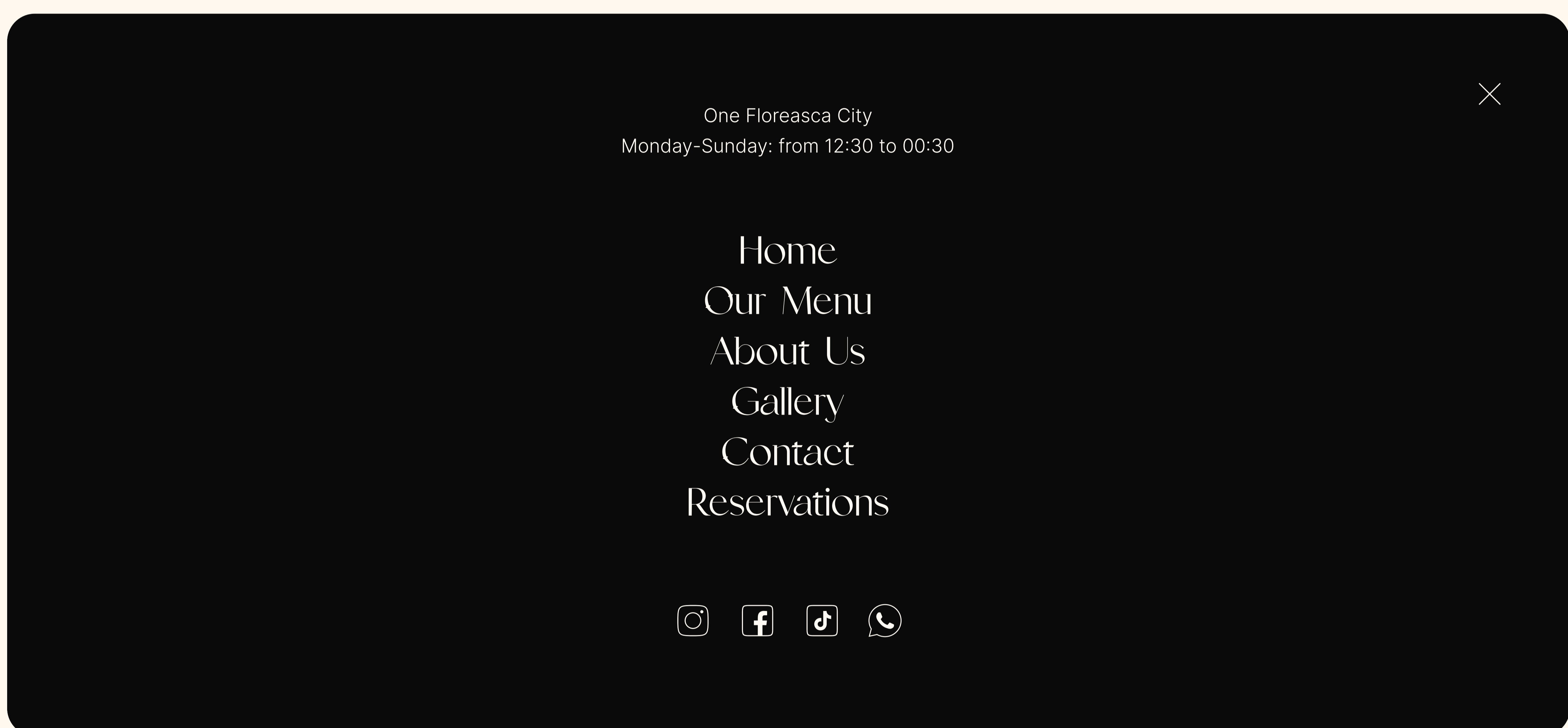
Continue →

The sleek, dark gray background provides a clean canvas for the essential elements. There are two wide buttons on the left side – one for selecting the number of seats, the other for choosing your desired date.

On the right, a dedicated "Select a Time" menu displays available reservation times for your chosen date. Each button clearly shows the available time slot. Inactive times are displayed in a neutral gray, while your chosen time becomes a warm beige, the Grillmark signature color, confirming your selection in a subtle yet satisfying way.

Navigation

We decided to span the menu across the whole screen to provide a clear and uncluttered interface providing a positive user experience. The buttons were arranged in a logical order, starting with “Home” and ending with “Reservations”, reflecting the typical user journey.

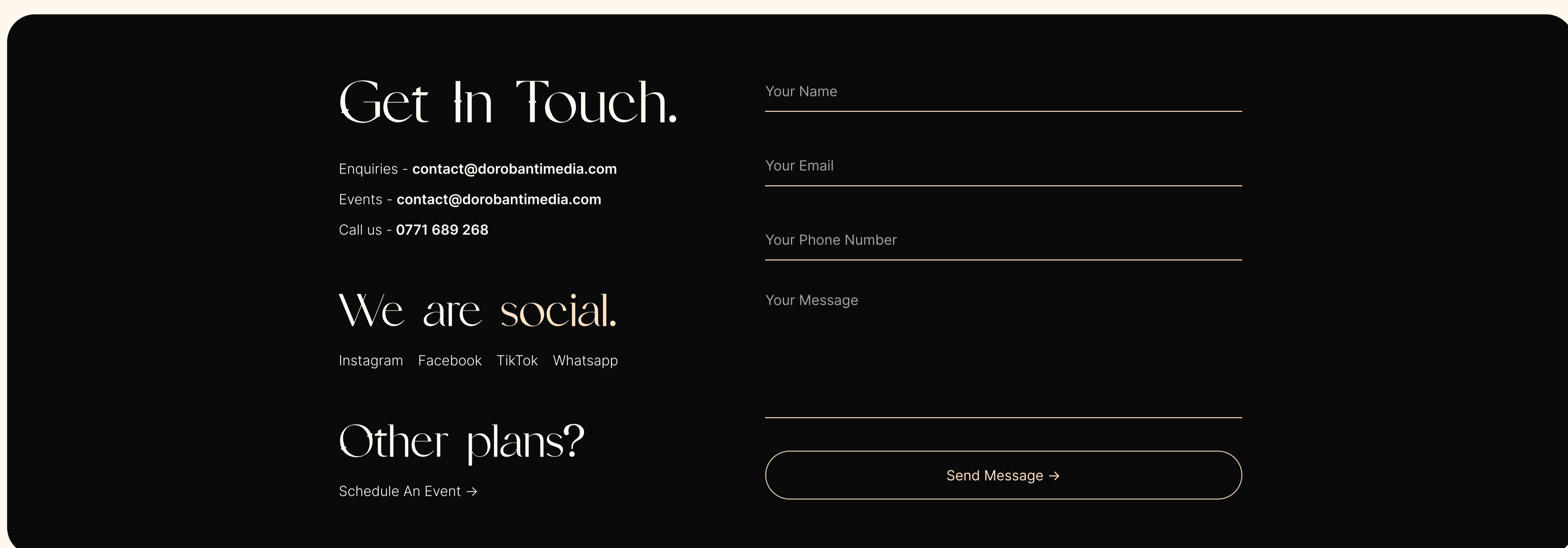


The “Paragone” typeface was used for the menu buttons to maintain brand consistency. This typeface is recognizable as part of the Grillmark Steakhouse brand, and its use in the navigation menu helps to reinforce the brand identity.

The icons were kept simple and elegant, in line with the overall aesthetic of the website. The outline style also ensured that the icons did not overpower the menu buttons, maintaining focus on the main navigation options.

Contact

The page prominently displays our phone number and email addresses, providing multiple avenues for our visitors to reach out to us. These contact details are strategically placed to be easily visible, ensuring that visitors won't have to search around the page.



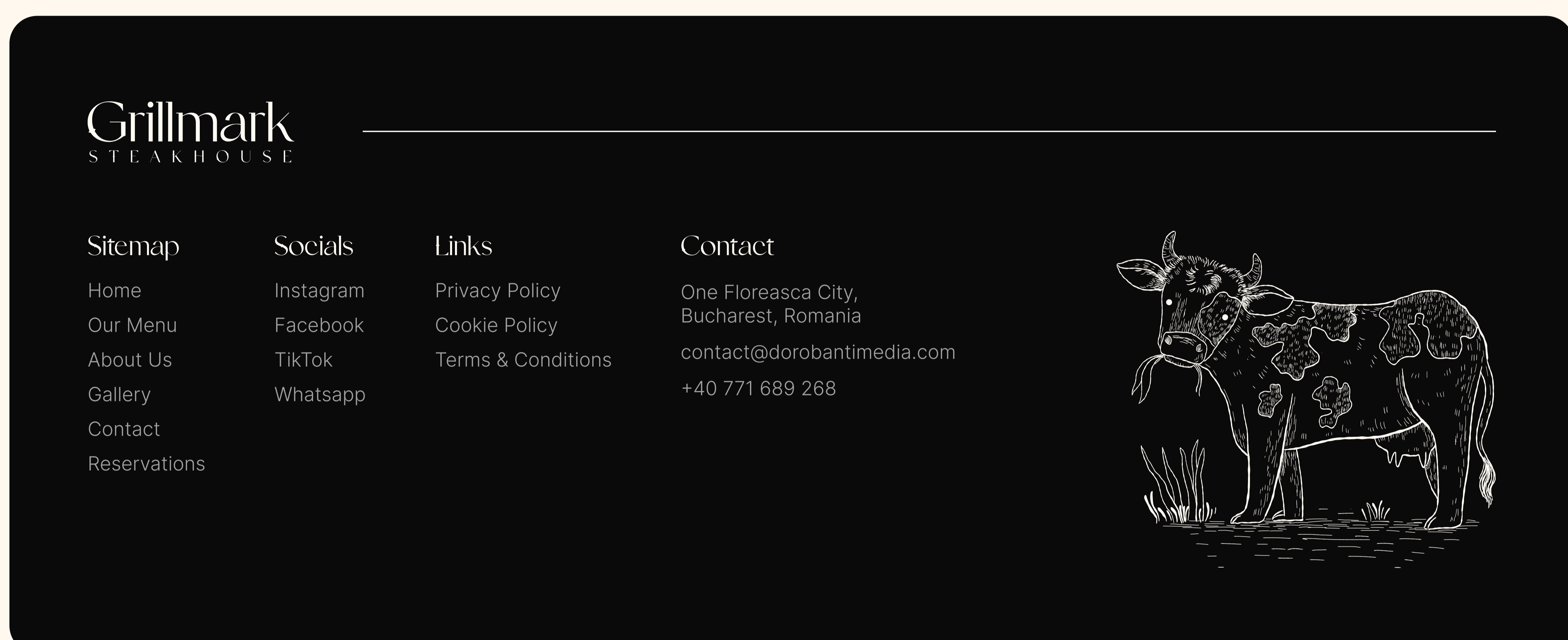
Additionally, we've integrated social media links into the page. These links serve as a bridge, connecting the website with social media platforms.

At the right, you'll find a simple contact form. This form allows visitors to send a message directly from the website, making communication seamless and convenient. The form fields are designed to be intuitive and easy to fill out, enhancing the overall user experience.

The "Schedule An Event" CTA directs users to the reservations page.

The Footer

The goal of this project was to design a simple and functional footer. This layout provides a clear separation of information, making it easy for users to find what they're looking for.



The footer utilizes negative space, creating a clean and uncluttered aesthetic that visually complements the overall website design. This reinforces the brand's commitment to elegance and sophistication.

A single, strategically placed cow illustration injects a touch of personality. This playful element serves as a subtle brand identifier and a reminder of Grillmark's core focus – exceptional steak experiences.

6. Final Thoughts

The Truth

The truth is, Grillmark is a conceptual project. Our aim was to showcase our design process and the thoughtfulness we put into each element.

We believe that a well-designed website can significantly enhance the user experience, and by extension, the brand's image. With Grillmark, we wanted to demonstrate how a simple, intuitive, and aesthetically pleasing design can achieve this.

We hope that this concept has given you a clear understanding of our design approach and capabilities. We look forward to the opportunity to bring similar ideas and attention to detail to your actual projects. Our team is ready to create a unique and effective brand identity & website design tailored to your brand and audience. Let's turn concepts into reality together.

For the whole brand identity and website design, don't hesitate to contact us.

For any enquiries, visit our official website: www.dorobantimedia.com