



AMD Brands New Spokane Wine Bar

Inspired by Venice's Caffé Florian, Aaron and Katrina Kelly decided Spokane was ready for a place that offered patrons a cup of coffee in the morning, a glass of wine and a cheese plate in the afternoon, or champagne and dessert in the evening.

Their dream was realized a month ago when they opened LeftBank Wine Bar, named for the Parisian district noted for attracting writers, artists, and philosophers – and conveniently located on the left bank of the Spokane River.

AMD was initially tasked with creating the establishment's logo; a tagline ("By the glass. Buy the bottle.") soon followed, along with a press release and print ad.

"With an unusual business name, a strong, customized type solution was in order," explained AMD principal and creative director CK Anderson about the logo. "And the addition of a simple wine glass icon brings it to life." The firm also created graphic symbols for all of LeftBank's offerings: wine by the glass and by the bottle, coffee and tea, and light fare.

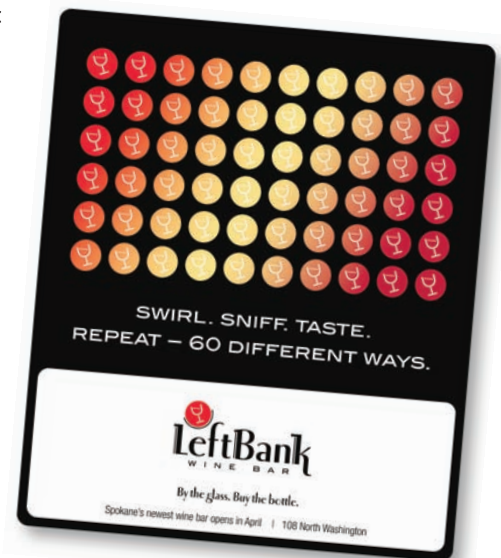
"We were a couple of months from opening," said Aaron, "yet AMD understood exactly what we were looking for, and managed to turn our vision into reality."

"We really appreciated the time and detail that AMD put into the logo," added Katrina, "especially considering how small we are. We now realize that the logo was the foundation for everything else."

Formed in 1988, Anderson Mraz Design is a Spokane, Washington-based marketing and communications design group operating in local, regional, and national markets. The firm offers expertise in all areas of branding across a diverse and widespread client base, with services that include consulting, planning, and strategic development, as well as deliverables that range from corporate identity to advertising, from website development to environmental graphic design. For more information, please visit www.am-design.com.



By the glass. Buy the bottle.



by the glass



by the bottle



coffee/tea



light fare