

Approach:

From a list of nearly 50 GIRVIN generated names, Alhadeff and his sandwich café team selected the name Briazz. The selection of the name helped to drive the spirit and direction of the brandmark design. In conjunction with the brandmark and name, GIRVIN collaborated with Briazz to determine the sandwich café's color palette and look and feel.



| Environment



"I would like to congratulate you and your entire team on the truly unbelievable job you have done in creating a corporate identity for Briazz. Your staff is bright, hardworking, dedicated and has the courage of its convictions. This is no "yes" group telling the customer what they want to hear, but a group of professionals passionately presenting their professional recommendations."

Victor Alhadeff | CEO | Briazz, A Sandwich Café

Result:

In the course of five years, Briazz grew to include 40 stores in Seattle, San Francisco, Chicago and Los Angeles. The Briazz brand became one of the strongest to take root in the food service industry in the last 5 years.