| Identity

SKYLINE TERRACE

Approach:

Charles Town Racing & Slots has a 70-year history of live thoroughbred racing. CTRS is a place where visitors come and spend the evening enjoying all of the races as well as an exciting dining experience. We were hired to create a distinctive and memorable name and brandmark identity for the main restaurant as well as an integrated menu system.

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Result:

Focusing on the lively, upscale and friendly atmosphere of Charles Town Racing & Slots, the new dining experience was named "Skyline Terrace." With gourmet menu items, a pleasant interior décor, enhanced by an attentive wait staff, the identity is memorable and timeless, while the menu system is still approachable and fun.