

# Reynolds & Reynolds Rebrand

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MST CREATIVE PR

# About R&R and Our Collaboration

## **R&R TAPROOM + MST CREATIVE PR**

R&R is a café and beer bar located in Woodstock, NY looking to update their branding in order to better convey their story to potential customers and improve online visibility.

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# The Original Brand

REYNOLDS & REYNOLDS

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## PREVIOUS LOGO & MENU



### SNACKS

<b>DEVILED EGGS</b>	1 EGG / 3 2 EGG / 5
<b>BEET SPREAD</b>	7
Served with pita (vegetarian, garnished with nuts)	
<b>CARROT GINGER SOUP</b>	7
<b>CAMEMBERT BOARD</b>	13
Smoked almonds, dried fruit, toast (vegetarian)	
<b>LATKES</b>	7
Applesauce & sour cream (vegetarian)	
<b>CHICKEN LIVER MOUSSE</b>	8
Capers, mustard, baguette	
<b>PRETZEL BITES</b>	6
Served with whole grain mustard	

### SALADS/VEGETABLES

<b>BAKED POTATO</b>	7
Raclette, sour cream, chives (vegetarian, GF)	
<b>SIDE SALAD</b>	5
Mixed greens, balsamic vinaigrette (GF, vegan)	
<b>CHARRED CARROTS</b>	7
Honey, butter, almonds (vegetarian, GF)	

### LARGER PLATES

#### NACHOS

Black beans, cheddar, guacamole (vegetarian, GF)

#### MILLET BOWL

Roasted vegetables, avocado, lentils, cashew cream (vegan, GF)

#### THE IMPOSSIBLE BURGER

Pickled beets, spicy aioli, lettuce (vegan) +1 to add cheddar

#### CHICKEN TACOS

Pulled chicken, radish, cabbage, pickled onion, queso (GF, vegetarian)

#### TURKEY MEATBALLS

Mediterranean yogurt sauce, rice (GF)

#### MAC & CHEESE

Cabot cheddar, panko bread crumbs (vegetarian)

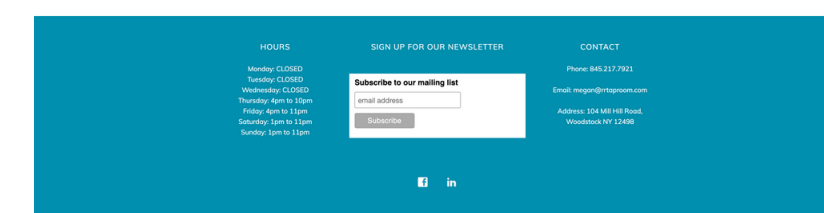
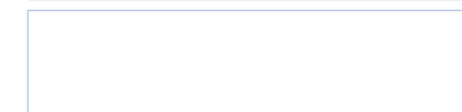
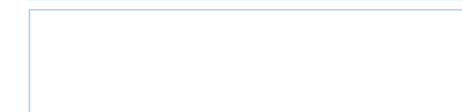
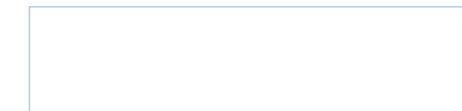
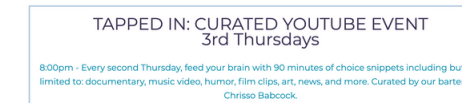
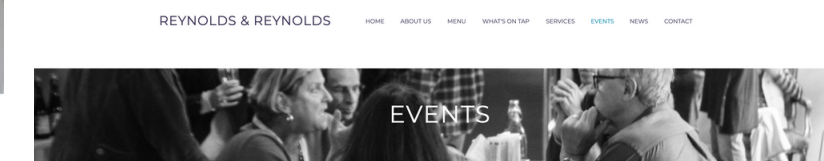
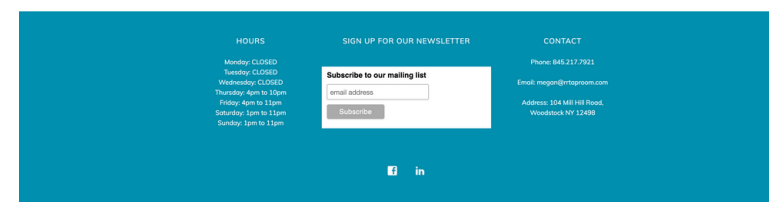
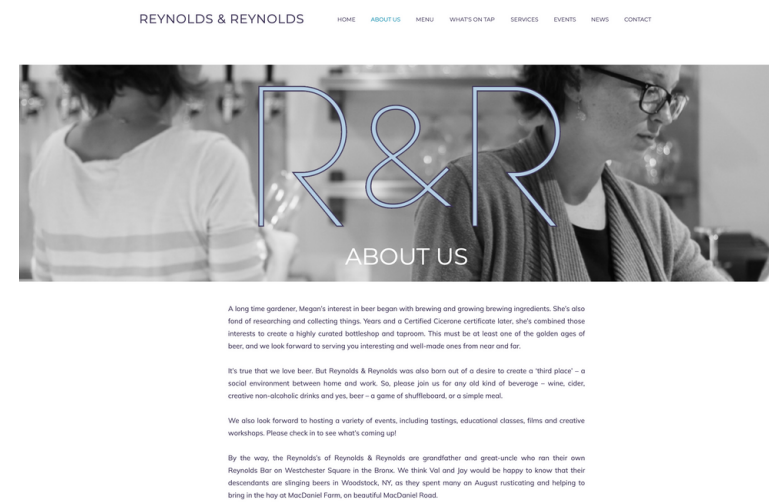
### DESSERT

#### CUPCAKE

Ask about current flavors

Our produce is local in season out. Our dairy & meat is always local. Many of our ingredients are organic - please ask if you have questions! We also use a lot of nuts, etc. in our cooking, so please let us know if you have any allergies.

# PREVIOUS WEBSITE



# Brand Evaluation & Changes

## **LOGO**

The original logo did not help R&R tell their customers who they are. It was unbalanced and visually distracting. The tag line was also out of date and didn't convey the scope of the R&R experience.

## **MENU**

It is unnecessarily wordy in places. It also does not direct the customer where to look or what to order, an important factor in menu design.

## **WEBSITE DESIGN**

The website was not strategically planned out and did not convey the story through compelling visuals. The social bars were not consistent and the site was not kept up to date, especially the events page and photos. Navigation around the website was convoluted and some pages did not work on PCs.

## **SEO**

Due to design issues, the site was difficult to find on Google and was not linked to the Google business listing. No SEO optimization was in place. It also was an unsecured site (http:).

LOGO  
DEVELOPMENT



**R & R Taproom**  
beer. food. games.



**R & R**  
taproom

BEER. FOOD. FUN.

**R & R**  
taproom

beer. food. fun.

# THE NEW MENU



## SNACKS

### DEVEILED EGGS

1 egg/3 2 eggs/5

### FAVA BEAN SPREAD

served with pita, carrots (V)...7

### BORSCHT

(V)...7

### CAMEMBERT BOARD

Nancy's camembert from Old Chatham Shepherding Co, smoked almonds, dried fruit, toast (VG)...13

### CHICKEN LIVER MOUSSE

capers, mustard, baguette....8

### PRETZEL BITES

served with whole grain mustard (V)...7

## SALADS & VEGETABLES

### CAESAR SALAD

local romaine, smoked almonds, pickled onion, homemade croutons (VG)... 7

### SIDE SALAD

mixed greens, balsamic vinaigrette (V)(GF)... 5

### POLENTA WEDGE

with roasted cherry tomatoes, sautéed greens, citrus sauce (VG)(GF)...7

## MAINS

### NACHOS

black beans, cheddar, guacamole (VG)(GF)... 9

### RICE BOWL

tempeh, black beans, sweet potato, chimichurri (V)(GF)... 12

### THE IMPOSSIBLE BURGER

pickled beets, spicy aioli, lettuce (V)...12  
add cheddar... 1

### FRITO PIE

chili, cheddar, scallions, sour cream over Fritos (GF)... 10

### BRATWURST

from Northwinds Farm, kimchi, relish, mustard, served with chips (ask about making it Vegan)... 7

### CABBAGE ROLLS

lentil, farro, shiitake mushroom, side of sour cream optional (V)... 11

### TACOS

jackfruit, pickled radish, guacamole, queso fresco (GF)(V)... 10

## DESSERT

### CUPCAKES

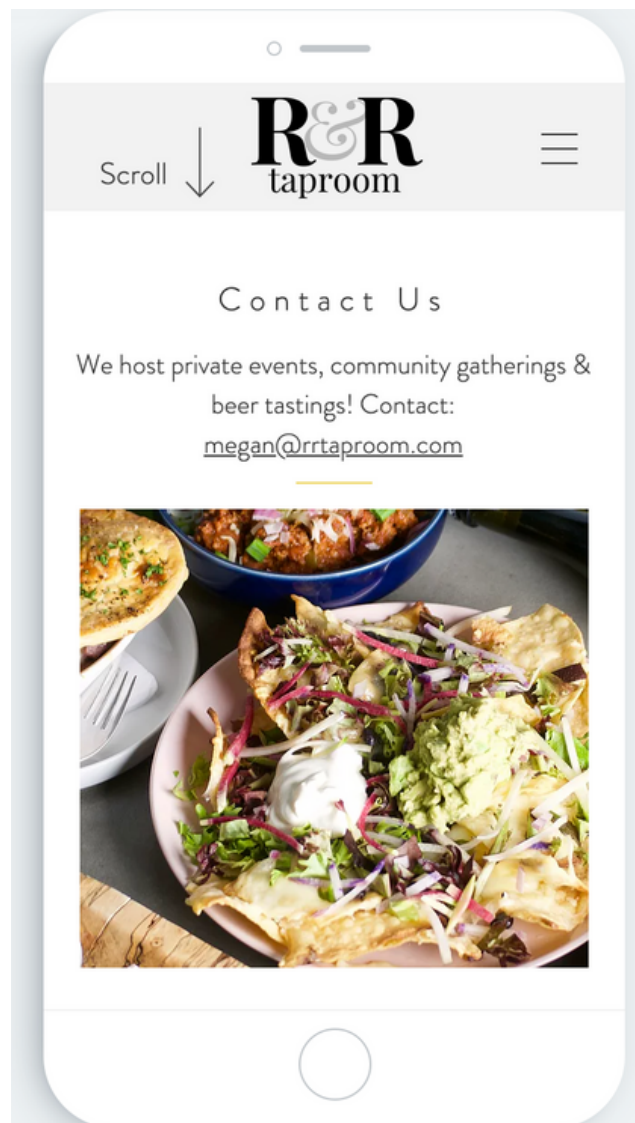
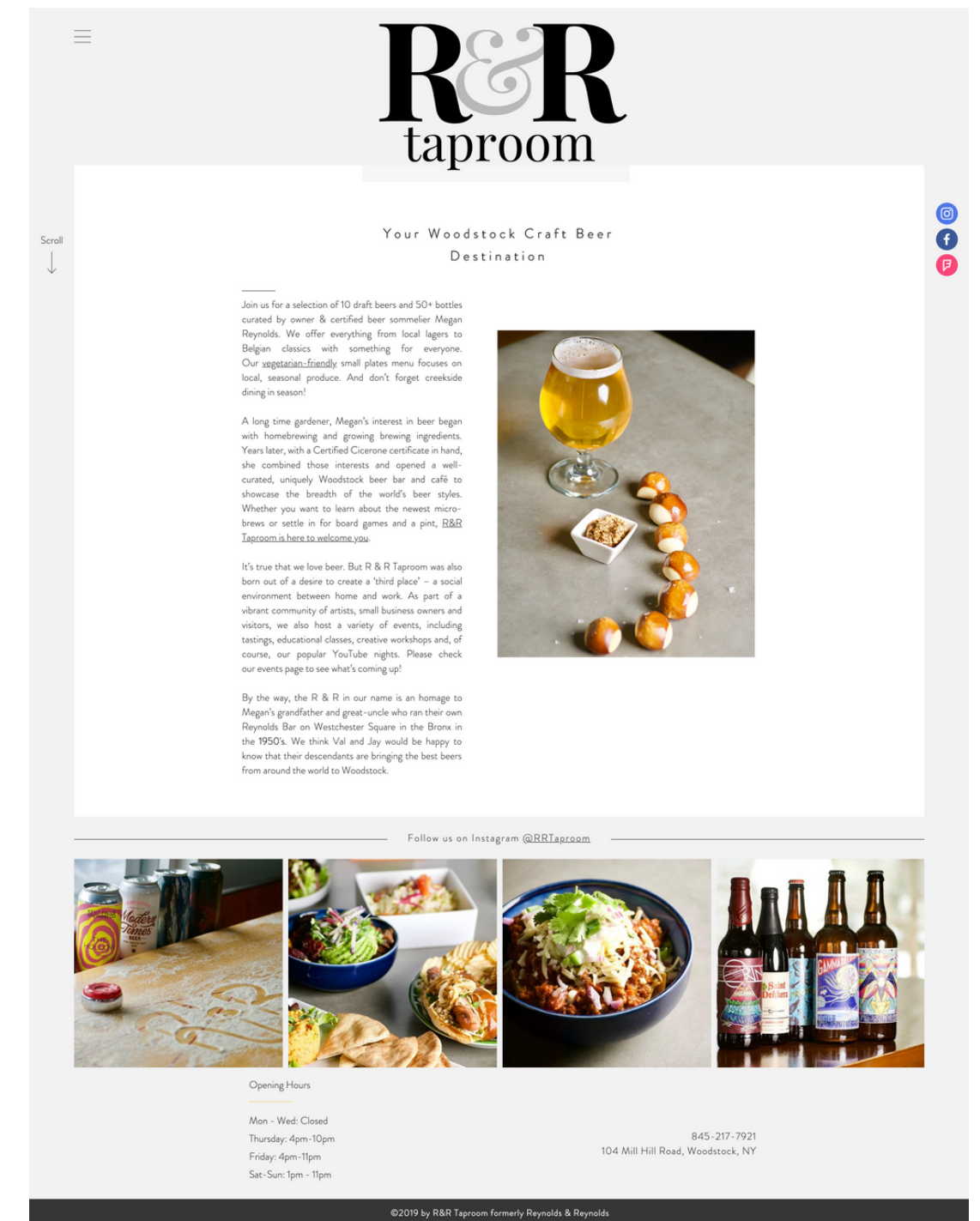
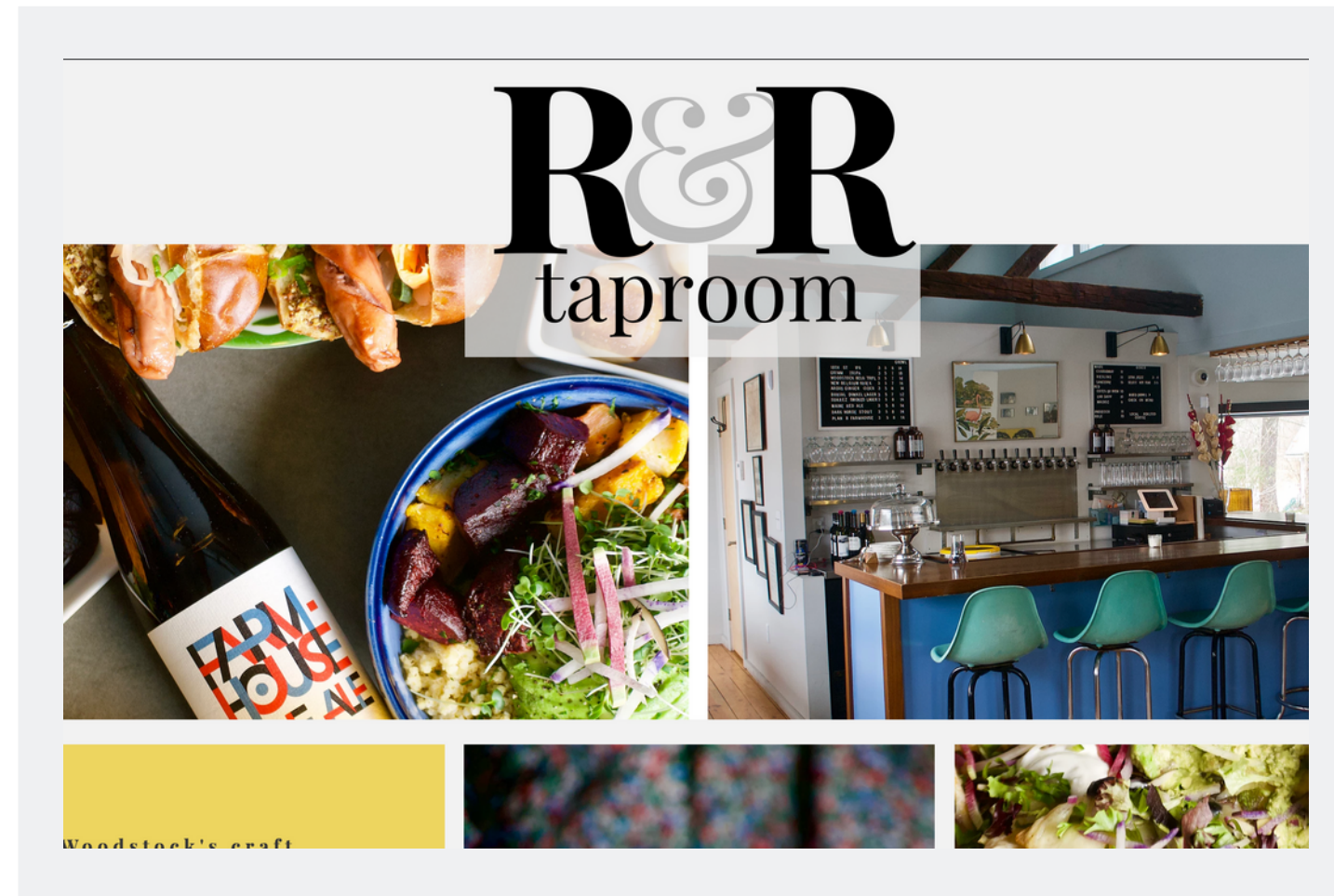
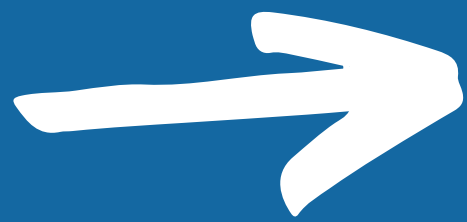
ask about our current flavors.... 4

Our produce, meat and dairy is always local and many ingredients are organic. Please inform your server of any allergies.

**R&R**  
taproom



THE NEW WEBSITE



[HTTPS://WWW.RRTAPROOM.COM](https://www.rrtaproom.com)

# PHOTOGRAPHY

