

# RICHARDSON

DESIGN



## Richardson Graphics Team Experiences Strong Pilot Year

Earlier this year, Richardson announced the addition of [graphic design](#) to our core capabilities, providing our clients with turn-key solutions to their design challenges. Our graphic design team is involved in branding efforts from project conception to completion.

Working collaboratively with our key clients and interior designers, the team has produced some noteworthy work. Richardson took home [three ADDY Awards](#) earlier this year for the design of Mabel's BBQ. The menu set for Angeline was featured on [Art of the Menu](#), a site that features menu design from around the world!

**See our favorite graphic projects of 2017, below!**



### Angeline by Michael Symon

A notable addition to Symon's portfolio of restaurants, Angeline opened this past May inside of Borgata Hotel Casino & Spa in Atlantic City. Our graphics team was brought on board to create Angeline's branding, design its menu and other in-venue graphic assets, standardize the brand guidelines, and develop the creative direction for a comprehensive campaign including print and billboard advertisements [{read more here}](#).



### The Children's Museum of Cleveland

The Children's Museum of Cleveland engaged in a team of architects and designers to transform the historic Stager-Beckwith mansion into a hands-on, play-and-learn environment. Richardson was charged with creating a fresh, engaging brand which included branding and interior design services, and our graphics team built a complete brand system that positioned the museum for future growth—including a logo, color palette, typography palette, photography direction and wayfinding system for the exhibits and museum in general [{read more here}](#).



### Packo's

A Toledo dining institution and destination since 1932, Tony Packo's is known for their Hungarian Hot Dogs and autographed hot dog bun displays. With the 2017 launch of their updated customer experience, Packo's enlisted in our team to rebrand the restaurant and reinvigorate the concept so the tradition would last another generation. Graphics capabilities included naming and branding, logo design, brand guidelines, signage and a variety of brand activations [{read more here}](#).



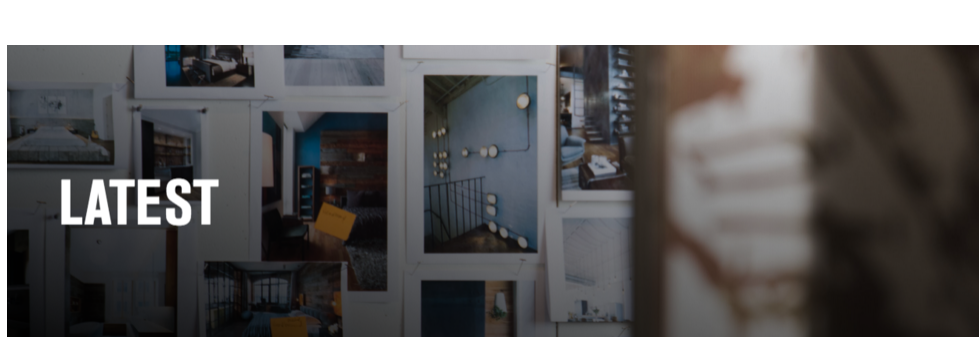
### Boss Dog Brewing Co.

A passion project for owners Josh and Jason Sweet, Boss Dog Brewing is a lively, modern brewery and pub transformed from a tired restaurant space in Cleveland Heights. The Sweet brothers enlisted in Richardson's graphics team to connect the existing Boss Dog brand to the place, which included creating specialty packaging and menu design [{read more here}](#).



### Elxxir

Elxxir is a mobile craft cocktail cart that redefines adult libations and effectively tells a rich brand story with all of the trappings in a compact footprint. Elevating the beverage experience at Pennsylvania Convention Center and Phoenix Convention Center, Richardson was charged with developing an aesthetic, including all of the branding and graphic design accouterments, to support the vision of client Aramark Sports & Entertainment [{read more here}](#).



Stay up to date with Richardson by visiting the "Latest" section of our website — peruse, play. Come back often. *We're on the move.*