

“My goal is to help DEFINE your vision in order to share it with the entire team to then DESIGN a cohesive concept and brand”.

- *Gina Mims*

Brand strategy and design guiding new restaurants to create, develop and provide a memorable guest experience.

CAFE CHEF-DRIVEN *Delicious* Healthy
Spicy Fast
Fresh **PUB**
EXCITING
Romantic
BISTRO
FINE DINING *Special Occasion* ETHNIC
Flavorful Unique **FUN** **FAST CASUAL**
Tabulous **INDEPENDANT** Relaxing **HOTEL**

RESTAURANT BRAND START-UP PLAN
THE 10 STEP STRATEGY GUIDE TO HELP DEVELOP YOUR CONCEPT & BRAND

Luxurious **BAKERY**
Whimsical
Authentic
FRANCHISE

DEFINE then DESIGN



Gina Mims

Brand Strategist & Designer

AUTHOR OF
Restaurant Brand Start-Up Plan

Starting a New Restaurant or Rebranding? Create a “Brand Plan” to help others bring your ideas to life!

Gina Mims is the owner of Inspiro Brands and has created brands for over 100 restaurants. Bringing almost two decade’s worth of design experience to the table, the tools she’s refined with her clients are now available in a book titled the *Restaurant Brand Start-Up Plan*.

As a brand strategist and graphic designer specializing in the restaurant industry, Gina knows the importance of creating a cohesive plan with the entire team before beginning any new project.

Many new businesses can find it frustrating to work with graphic designers, architects or interior designers because they are unable to get their ideas across. Or worse, everyone ends up doing their own thing, with the end result being an inconsistent mess.

Creative types are visual people who need direction. The secret is to hire professionals, share your vision in a manner they understand, then let them use their expertise to take your dream to the next level.

The topics covered in this session will show how to create clarity and define your ideas before beginning the design process. The end result will demonstrate how to create a simplified written and visual “**Brand Plan**” outlining YOUR vision for the entire team.

Takeaways: FREE Downloadable PDF of the Restaurant Brand Start-Up Plan
Presentation slide notes • Discounted price for purchase of the book



For booking or more information
Call 949-433-0728 or visit InspiroBrands.com