



DAUGHERTY TEGARDEN + *Partners*

MARKETING DESIGN SOLUTIONS



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Introduction:

Our firm has designed some interesting public venues over the past decade and we would enjoy an opportunity to learn about your upcoming projects. This sample of our work includes The Meridian, Binkley's and Sweeties, to name a few.

Our strong suit is making an entire concept come to life. We start with the name and logo, and then follow a progression through the signage, menu, website, and floor plan – all the while considering the customer, the server traffic, the sight lines, etc. - and then create a design that has dramatic flair and produces good bottom line results. We specify and/or contract for all fixtures, flooring, lighting and furniture and work closely with the construction crew to assure attention to detail.

We would love to be involved in your next venture. If you have an interest, please provide a couple times that would fit your schedule.

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BRIEF HISTORY OF  
DAUGHERTY TEGARDEN + PARTNERS  
INTERIOR AND EXTERIOR DESIGN PROJECTS

For years, Don Daugherty, one of the firm's founding partners, has been recognized as a leading designer of corporate identity in the Midwest. His logos and environmental graphic packages (signage and distinctive environmental treatments) have our clients in a special category. In the past decade, Don has been able to showcase his talents across a wide spectrum of commercial enterprises – and his interior and exterior designs have been very well received by the public.

One of the key elements of a restaurant/bar design from Daugherty Tegarden + Partners is a well-conceived floorplan that does the seemingly impossible: maximizing the number of patrons while easing the congestion and traffic flow of bartenders, servers and bussers. In short, we attack the situation from the point of view of the staff, realizing that if the facility is easy to work in, it must be easy to have drinks, dinner, or both, in. The proof is in the pudding, as our designs have consistently produced dollar per square foot revenues that have exceeded the former design (in the case of renovation) and beaten projections (in the case of new construction). The staff likes to work in his designs and the public likes to frequent them...which is what it's all about.

Don is extremely easy to work with and a master at communicating with all the people on the project – from architect, general contractor, to electricians and plumbers. He is involved in every detail of the project and has put together an extensive list of dependable vendors for every aspect of the project.



## GEORGE'S NEIGHBORHOOD GRILL

This restaurant presented an opportunity to create a large multi-function space that benefitted from a long frontage on a high-traffic boulevard. The resulting branding, signage and design serve as a great billboard – and once the customer enters the front door, the pay off is a good one. George's enjoys serving a wide range of clientele and stays busy in all day parts.



## MICHAEL'S SOUTHSHORE

How do you make a “near the lake” spot a “lakeside” spot? You take the name and tie a great theme to it and create unmatched ambience. That’s exactly what we did with Michael’s Southshore, a family-friendly destination that excels in this comfy environment we created.



## MERIDIAN RESTAURANT & BAR

At the core of this landmark location was a log cabin, which was all that was left when the cobbled on parts of the former restaurant were removed. The new exterior design presents a turn of the century farmhouse feel that is delightfully paired with a lodge-like interior that pays homage to the original logs (which are evident in the dining room and cozy bar). It would be difficult to find a more comfortable upscale restaurant than the Meridian, which seems to have been here forever.



## BINKLEY'S KITCHEN & BAR

This interesting corner had provided goods and services to the Meridian Kessler neighborhood for decades but was getting more dog-eared by the year. An aggressive plan to create a larger food and beverage complex was brought to life by a sleek design that emphasized the difference in three separate environments (private room, family room and bar) but tied them together in thematic trim and fixtures. Binkley's has solidified this corner for years to come.



## 10-01 FOOD DRINK

From the stylish logo to the one-of-a-kind imported chandelier to the open kitchen, 10-01 is an upscale delight that flourishes in its prominent location. We had a great street front and huge deck to work with and created a package that pleases the senses, from the busy bar in the lower level to the intimate dining room. 10-01 is an address that works full time.



## SWEETIES GOURMET TREATS

This is a decoration much like you would find on a classically decorated three layer cake. Pretty, precise and delectable. That's just what the owners expressed in their first meeting with us. They wanted something out of the ordinary that screamed "celebration", as in birthdays, holidays and special get-togethers. We gave them gourmet treatment and designed a gourmet space for their luscious desserts.



## ELBOW ROOM

This was a fantastic opportunity to work inside a space that had been a restaurant/bar for over 80 years. We evoked a historical feel with framed photography, set off by bold colors and great lighting scheme. The work went so well that the owners extended it to the upstairs space called Parkview, which hosts private events.



## THE FOX PUB & GRILL

When presented a fairly typical end section of a strip center located on a prominent corner, we create a stylized environment at the Fox Pub & Grill. Taking a cue from the logo, the interior shows off a visually pleasing blend of stone, textured glass, bold colors and has a wonderful lighting scheme.



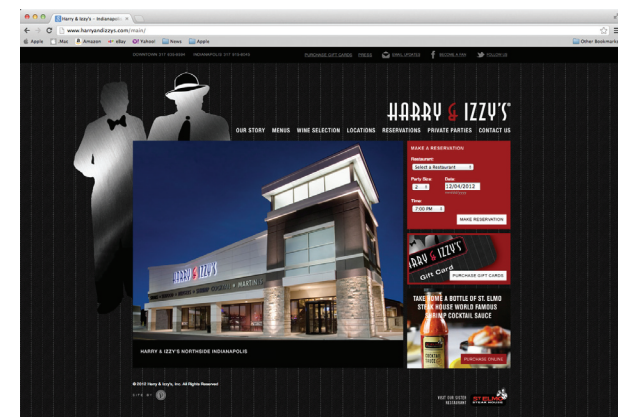
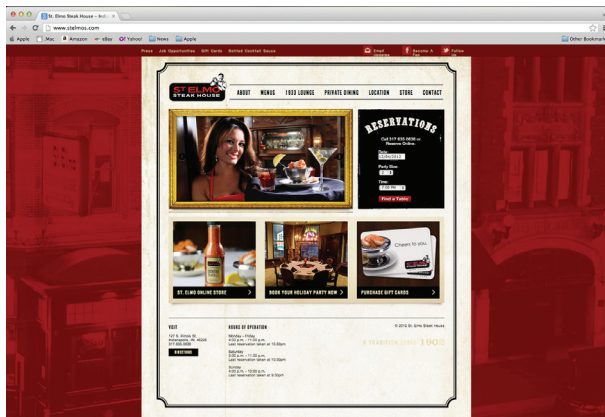
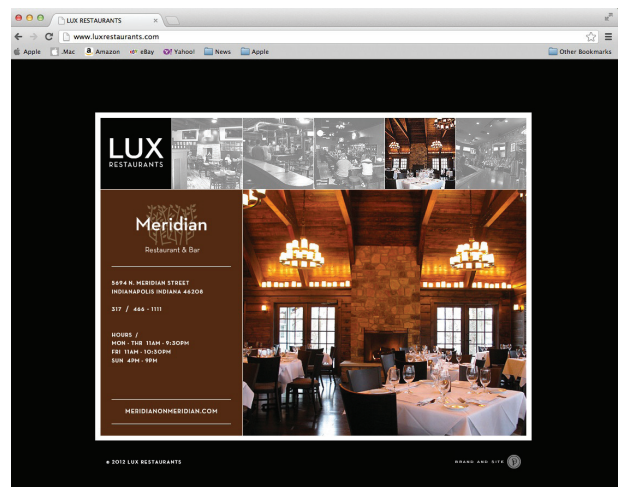
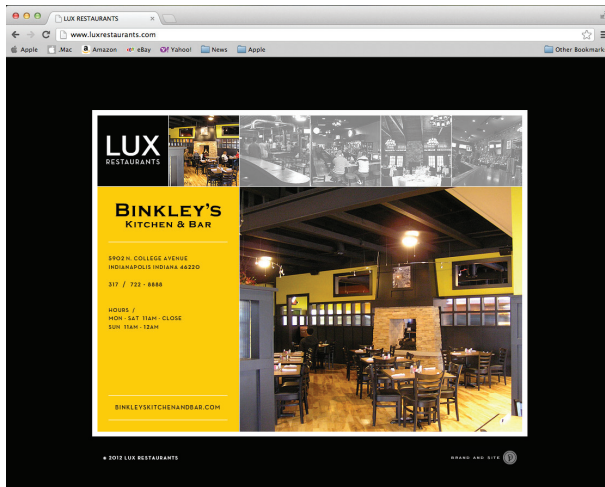
## SIGNAGE

Daugherty Tegarden + Partners has always been a strong proponent of coordinating all elements of a brand to get maximum exposure. As we develop a restaurant project, we are very adept and streamlined at generating the other pieces of the program that make sure the venue opens to rave reviews – and keeps momentum after the honeymoon phase is over.



## RESTAURANT WEB DESIGN

Before they visit your restaurant, most of your new customers are going to visit your website. We make sure they see what you want them to see – and by the time they walk in the door, all you have to do is match the experience to their expectations. That's why we are insistent on creating and maintaining an organically evolving website (and social media pages). Our sites deliver impressions, take reservations – and sell everything from gift cards to hot cocktail sauce.





## FOOD PHOTOGRAPHY

Food photography used to be a bunch of tricks that involved use of gelatins, glycerin and dry ice. Why? Because after the food was made and plated, the lighting had to be adjusted and readjusted and by the time the shot was taken, something had wilted. Now the combination of our eye, the chef's plating and sophisticated digital cameras, we are able to capture the art form that is your food...and share it with your customers and soon-to-be customers.



## BRANDING

It's important for a bar or restaurant to be able to serve up more than a meal and a drink. To be successful, the style of a restaurant needs to show through on every bit of communication, and that starts with the name and logo. Sometimes we create both...sometimes we're given a name and characteristics...and in either case, we create a strong identity that has punch on everything from matchbooks to menus to signage to advertising.

**BINKLEY'S**  
KITCHEN & BAR

**BROAD  
RIPPLE  
TAVERN**

  
**Meridian**  
Restaurant & Bar

**INDY CIGAR BAR**

**10  
01**  
FOOD & DRINK

  
**PARKVIEW**  
Catering & Banquet Room

  
**Lucky's**  
BREWHOUSE  
luckybrewhouse.com

  
**THE  
FOX**  
PUB & GRILL

  
**BellaVITA**  
RISTORANTE  
AT THE MARINA



**bella**luna  
RISTORANTE • BAR

  
**BRIXHAUS**  
BREWERY & RESTAURANT

