

Identity

Spuntino

Celebrity chef and baker Nancy Silverton needed a logo and identity for a concept Italian artisanal quickserve restaurant to pitch to Los Angeles International Airport. I created a logo for her that was clean and modern, and drew on the color palettes of her own dishes.

NANCY SILVERTON'S SPUNTINO

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Nothing will convince you to go to the airport just to eat, it's Nancy Silverton's Spuntino.

First there's the look. Spuntino, in Terminal 4 at LAX, might be the most stylish take-away restaurant ever. Captivatingly sleek, the super-modern design was inspired by Oliva, a chic mosaic tile bar in the middle of Rome. Ingredients will be displayed beneath clear glass tubes along the counter, showcasing the incredible fresh ingredients that are the basis of the best Italian cooking. Chrome, steel, splashes of color—it's a look that reads in a fast, style and speed.

Behind the counter will be a thematic, gas-fired pizza oven, where hand-made pizzas and focaccia will be fired to order, and topped with combinations like burrata, pomodoro and oregano or artichoke lemon and sea salt. The dough has been created especially for this airport venue by La Brea Bakery and will be delivered fresh several times a day. Then there will be panini and bruschetti, made with the kind of ingredients you'd find at a trattoria in Umbria. A bruschetta with long-cooked broccoli, ricotta, olive oil, and hot chiles, or one with prosciutto cotto, tomato and fennel. The panini, both hot and cold, will be just as incredible: olive oil-drained tomato, capers, parmesan and egg, or capicola, aged provolone and spicy pickled Fresno chiles.

You might fall into a trap, like a ricotta salad with anchovy dressing, an Italian Cobb with grilled chicken, parmesan, avocado, sweet Gorgonzola, tomato and egg, or a version of the Silverton made famous at Malco, a spin on the caprese with burrata, oozing-shred-cherry tomatoes and Genovese basil.

NANCY SILVERTON'S SPUNTINO	
EGG DISHES	
Smoked Paprika Salami, Potato & Spinach Frittata with Feta	13.25
Mushroom Frittata with Quattro Formaggi & Thyme	12.95
Prosciutto di Parma & Roasted Eggs with Arugula	13.35
Uovo di Formo with Sottocorno (Baked Eggs with Truffled Cheese)	9.95
PIZZA	
Burrata, Pomodoro & Oregano	10.95
Sausage, Bacon, Salami, Prosciutto, Pomodoro & Mozzarella	12.95
Roasted Peppers with Taggiasca (Black) Olives	11.50
Roasted Cherry Tomatoes, Chiles & Oregano	10.95
FOCCACCIA	
Artichoke, Lemon & Sea Salt	10.95
Rosemary, Potato & Anchovy	11.15
Radicchio & Sweet Gorgonzola	11.35
Salami, Onion & Fennel	11.50
PANINI	
Prosciutto di Parma, Olive Tapenade & Rucola (Hot Sandwich)	12.95
Capicola, Aged Provolone & Spicy Pickled Fresno Chiles (Hot Sandwich)	13.25
Cheese & Milk Brioche with Bolognese	
BRUSCHETTI	
Long Cooked Broccoli, Casocavallo & Hot Chiles	9.95
Prosciutto Cotto (Baked Ham), Spinach & Formaggi	10.95
INSALATE	
Tricolore with Anchovy Dressing	8.95
Olive Oil Braised Tuna, Cannellini Beans, Radicchio & Aceto Balsamico	9.50
Italian Cobb with Paleo, Pancetta, Avocado, Sweet Gorgonzola, Tomato & Egg	10.25
Burrata, Oven Dried Cherry Tomato & Genovese Basil	10.25
ANTIPASTI	
Prosciutto di Parma & Bufala Mozzarella	11.75
Fried Squash Blossoms with Ricotta	11.25
DOLCI	
Torta Della Nonna	3.25
Crostata di Frutta	3.35
Gelattos & Sorbetta	4.95
BOTTLED BEVERAGES	
San Pellegrino Limonata	3.95
San Pellegrino Aranciata	3.95
San Pellegrino Ananas/Orange	3.95
	2.35 - 2.75

Nancy Silverton's Spuntino

48 Food Court

**NANCY SILVERTON'S
SPUNTINO**

Recently, you can even order fresh squid steaks stuffed with fluffy ricotta. Now that's a real winner. In the morning, court on mushroom brioche with quattro formaggi and thyme, prosciutto with prosciutto di Parma and arugula and eggs baked with truffled cheese.

This is a restaurant people would line up to go to. And, in a way, they already do.

Ever since Silverton opened Piccola Mamma and Donna Mamma, together, cities, neighbors in search of a great one have lined up outside the active building on Highland Avenue. They squeeze into the bar or grab a seat in front of the blazing pizza oven, the better to see Silverton's brilliant creations come into being: the fluffy, slightly charred crust, the chunky homemade sausage, fresh with fennel, the slice of fontina cheese and tangy of caramelized onions, that dusting of fennel pollen that puts it straight over the top.

Silverton—who has done just about everything from starting La Brea Bakery to co-founding Campanile restaurant—has a deep and useful understanding of Italian ingredients and ideas. It comes after years of extensive travel and having a summer home in Umbria, Italy, is where she found the inspiration for Malco. And now, for Spuntino, in LAX, back again.

Identity

Mint Creek Farm

Mint Creek Farm is a family-run organic farm in Stelle, Illinois that produces pastured, grass fed sheep, goats, cows and more. They needed an identity that would communicate their philosophy of farming and their intense care for their animals and land.



SARAH BECAN



CREEK



Our holistic farm proudly produces:

- A diverse selection of sustainably raised meats
- Farmstead honey from chemical free hives nestled in organic pastures
- Soy free eggs from pasture raised and organically fed poultry

Mint Creek Farm strives to follow biodynamic farming practices that respect the farm as a whole organism. Our farm's pastures are planted with perennial prairie plants that feed our livestock and in turn our livestock feed our pastures. This nutrient cycle is how we keep everyone on and off the farm healthy. We believe our products are created with the best possible care and we know that you will taste the difference that our commitment to the land makes.

www.MINTCREEKFARM.com

Identity

I Dream of Falafel

I Dream of Falafel is a hip new Mediterranean quickserve restaurant with two locations (and a third coming soon) in downtown Chicago. They wanted an identity that was bold and approachably casual, with bright colors and inviting shapes.

i dream of
falafel

i dream of
falafel

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IDreamofFalafel.com

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Identity

Hans' Deli Meyer

Hans' Delicatessen Meyer was a boutique grocer in Chicago that specialized in traditional imported German goods, as well as artisanal cheeses and sausages. They needed an identity that would incorporate the Old-World nature of their store and their products.



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Identity

ColliNation

ColliNation was a programming collective headed by a friend of mine. He wanted a logo that would extend far beyond the overdone Web 2.0 aesthetic so prevalent in his industry.



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COLLINATION



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