

**Client**  
**Project Name**

Left Turn Cafe  
Brand Identity

## Background

Left Turn Cafe is a new business opening in the historic Scott's Addition neighborhood of Richmond. Their mission is to revitalize the area and create jobs for locals while also providing a new community space.

The cafe is located at the intersection where the world's first left turn was ever made by trolley car. The cafe wants to become a welcome part of the neighborhood while honoring the site's legacy.

## Problem

Left Turn Cafe was in need of an identity and branding package that could draw the community together and also supports its sister organization, Rag and Bones Bicycle Co-Op. The identity needed to illustrate their openness and sense of community while still being vintage to reflect the historical value of the location.



## Solution

The cafe combines the feelings of an open community space while honoring the historical significance of the location. Our research into trolley cars and period-appropriate designs lead to our design strategy of combining old and new elements to reflect how the modern cafe fits into the community. Our team provided Left Turn with a full branding package including a new logo, menu design, and branded apparel. The logo's arrow reflects the history of the intersection, but in a modern iconic design that celebrates "left-turners" and groundbreakers everywhere.

## Results

Left Turn Cafe has a unique visual identity they will use when they open. The brand identity we delivered them is an inspiration during renovation of the physical space and will help create a consistent and unique visual language across all elements of the cafe's image.

## Reference

Phil Cunningham  
General Manager  
10 E Brookland Park Boulevard  
571-244-1285