

HIT IT HERE CAFE BRANDING



Jake Dickey /
Senior Portfolio /
Hit it Here Cafe Branding

Background :

The Hit it Here Cafe is located in SafeCo Field, the home of the Seattle Mariners Baseball franchise. The restaurant specializes in ballpark cuisine, but also takes part in catering with various approaches to the menu.

Problem :

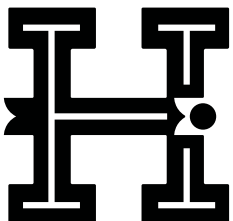
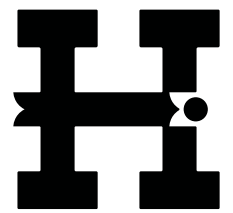
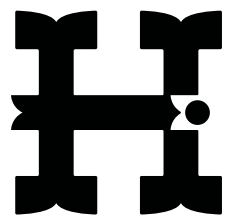
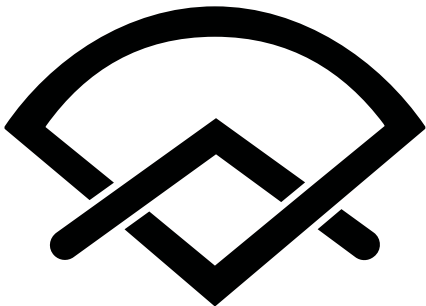
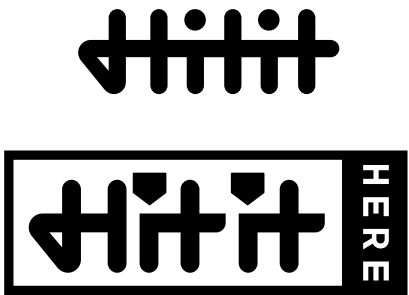
The brand of the restaurant has fallen behind its competition in the stadium. Other restaurants have updated their image and enhanced their brand, the Hit it Here Cafe needs to do the same.

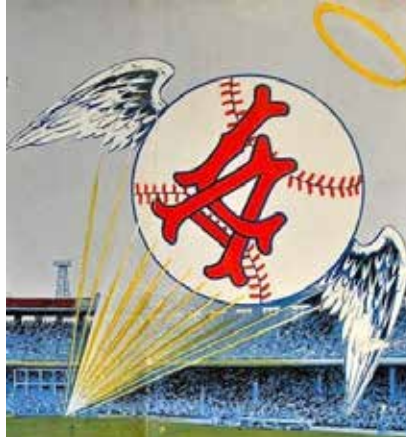
Solution :

Using a style inspired by the past, and successful history of the Mariners franchise, the business will inspire fans to become fanatics of both the team and the restaurant.









The Past Meets the Present

NEW SUNDAY HOME ALTERNATE UNIFORM

- MARINERS CAP**
Royal blue cap with gold "S" outlined in royal blue and outlined in white.
- CLASSIC CREAM-COLORED JERSEY**
Convert Mariners lettering trimmed in gold, outlined in royal blue.
- LARGE BLOCK NUMBERS**
Royal blue with gold trim, outlined in royal blue. No player name on the back of the jersey.
- ROYAL BLUE PIPING**
Piping down the front of the jersey and on the bottom of the sleeves.
- COMPASS ROSE**
Mariners jersey logo in royal blue and gold.
- TRADITIONAL STIRRUPS**
Royal blue stirrups with gold stripes enhance the vintage look.









HIT IT HERE

Cafe



SPECIALS

SEATTLE DOG
+ 1/4 Lb Sausage topped with Cream Cheese, grilled Onions, Banana Peppers, served with fries. **\$18**

CHEESETEAK
+ Shaved Angus Sirloin, topped w/ ribbon cut Swiss American cheese, grilled Onions & pickled Peppers, served on a Hoagie roll, served w/ Fries. **\$14**

PULLED PORK SANDWICH
+ Carlton Farms pulled Pork, Serrano-Jicama Coleslaw, and Raspberry Jalapeño BBQ sauce served w/ Fries. **\$14**

GO MARINERS

STARTERS

MÔLE WINGS
+ With Celery, Carrot sticks and Jalapeño Sour Cream. **\$14**

BAKED CLAM DIP
+ Apple wood smoked Bacon, Pacific NW Clams served with Kettle Chips. **\$9**

DIRTY FRIES
+ Topped with Garlic, pickled Peppers, Parmesan cheese, chopped Bacon & Parsley. **\$18**

BUFFALO WINGS
+ Crispy fried Chicken Wings tossed in rich Bonache Buffalo sauce. **\$18**

SOFT PRETZEL
+ Two warm Pretzels served w/ whole grain Mustard & warm Cheese sauce. **\$8**

HIT IT HERE NACHOS
+ Carlton Farms braised Pork, Pinto Beans, Monterey Jack cheese sauce, Salsa, Jalapeños, Guacamole & Sour Cream. **\$16**

SALAD & SEAFOOD

HIT IT HERE SALAD
+ Spring mixed greens with Cherry Tomatoes, Bacon, Gorgonzola cheese & Roasted Red Pepper Vinaigrette. **\$18**

CEASER SALAD
+ Crisp romaine hearts, shaved pecorino cheese, ceaser dressing & crisp croutons. **\$18**

PACIFIC SEAFOOD GUMBO
+ Pacific Oysters, Shrimp, Andouille Sausage, Celery, Okra, served with Jasmine Rice and topped with chopped Green Onions. **\$8**

BEER BATTERED FISH N' CHIPS
+ Battered Alaskan cod in Manny's pale ale beer batter, served with coleslaw & fries. **\$15**

BURGERS

All burgers made w/ two grass 1/4 lb. beef patties from Rainier ranch served w/ fries, iceberg lettuce, tomato, onion & a fresh-made bun. All burgers are cooked to 115°.
ADD BACON TO ANY BURGER \$2

BACON & EGG BURGER
+ Mt. Townsend New Moon cheese, thick cut bacon & a fried egg. **\$15**

JALAPEÑO BURGER
+ Jalapeños, Gorgonzola cheese & Siracha Aoli. **\$14**

CLASSIC DOUBLE
+ Tillamook Swiss cheese, House-made Dijon Mustard. **\$11**

HIT IT HERE BURGER
+ Caramelized onion, Tillamook Cheddar cheese. **\$14**





WE PROUDLY UTILIZE
THE FOLLOWING
LOCAL MERCHANTS
ON OUR MENU :

Rainier Ranch
Bonache Sauce Co.
Zoe's Meats
Tillamook Creamery

Alki Bakery
Mt. Townsend Creamery
Carlton Farms

FLATBREAD PIZZA

PROSCIUTTO & ARUGULA
+ Figs, fresh Mozzarella
cheese, Prosciutto Di Parma.

\$15

CALABRIAN
+ Calabrian Chiles,
Artichoke Hearts, Sundried
Tomatoes, Fontina cheese.

\$14

WILD MUSHROOM
+ Sundried tomatoes, Pecorino
Romano cheese and Olive Oil.

\$14

CHEESE
+ Fresh Mozzarella and
Pecorino Romano cheeses,
red sauce.

\$12

PEPPERONI
+ zoe's pepperoni, fresh
Mozzarella and Pecorino
Romano cheeses, red sauce.

\$14

MARGHERITA
+ Heirloom tomatoes, fresh
Mozzarella & Basil, red sauce.

\$14

BBQ CHICKEN
+ Raspberry-Jalapeno BBQ
sauce, green and red onions.

\$14

Make sure to check with our staff
to hear about our Gluten Free and
Vegetarian alternatives.

KIDS MENU

HOT DOG
\$8
CHICKEN TENDERS
\$8
MAC-N-CHEESE
\$8
CHEESEBURGER
\$8

DESSERT

HOUSE-MADE BREAD PUDDING
+ Baked with ninkasi Otis
Oatmeal Stout served with
warm caramel sauce. \$8
ALKI BAKERY CHEESECAKE
+ Apricot Glaze & Hazelnut Croquant \$8
CHOCOLATE CHIP COOKIE
+ Fresh-baked and served
warm with Snoqualmie Danish
Vanilla Ice Cream. \$8

BEVERAGES

22oz. BOMBERS \$12

Northwest Brewing Joker Amber
Schooner Exact King St Brown
Black Raven Session IPA
Black Raven Trickster IPA Blue
Moon Belgian Crispin Honey Cider
Fremont IPA
Irish Death Dark Ale
ninkasi Otis Oatmeal Stout
Pike's Kilt Lifter
Pike's XXXXX Extra Stout
Spire Cider - Dark & Dry
Stone Brewery IPA

CANNED BEERS
16 oz. Rainier, PBR, Tecate

BEER FLOATS \$16

BLACKBERRY MOON
+ Blue Moon Belgian White beer over
Cascade Mountain blackberry & Danish
Vanilla Bean Ice Cream.
SALTY IRISHMAN
+ Irish Death Porter over
Salted Caramel Ice Cream
5 TIMES THE MUDD
+ Pike's Brewing SXXXXX Stout
over Mukilteo Mudd Ice Cream
NON-ALCOHOLIC
Pepsi, Sierra Mist, Dr. Pepper,
Lemonade, Iced Tea, Bottled Water

An 18% Service Charge will be added to parties of 6 or more. Tax not included in gratuity. Please limit your stay to the duration of your meal if you're not a Hit It Here Cafe ticket holder. non Hit It Here Cafe ticket holders must vacate seats 45 minutes prior to game time. All prices include tax. Gratuity not included in \$18 voucher













4.5'

Painted Aluminum + Neon
Facing View



.5'

Painted Aluminum + Neon
Side View

