





The brief from the new proprietors of the Bottle & Glass was to design a new logo based on the design of the pub sign.

In Sync Design came up with a number of alternatives from which one was selected. Look at the following pages to view the alternative options presented.

The chosen design is reflective of a traditional beer mat and also is reminiscent of the brewery logos placed onto the pumps.

This logo has been reproduced on letterheads, business cards, signs, adverts and polo shirts all designed by In Sync Design.

The Brief



NORMANBY BY SPITAL



NORMANBY BY SPITAL

Initial Ideas



Initial Ideas



THE BOTTLE & GLASS
NORMANBY BY SPITAL

SUNDAY CARVERY

Thursday - Big Grill & Steak Night
Tuesday - Fresh Fish Night

Evening meals - booking advisable

Open Mon-Thurs 12noon-11pm
Fri & Sat 12noon-2am
Sunday 12noon-10.30pm

Home cooked food served daily
Mon-Fri 12noon-3pm & 6pm-9pm
Sat & Sun 12noon-9pm

01673 878378 *Parties & Functions catered for*

Logo Placement