

Blu Pointe: A Fresh Identity for a Hudson River Gem

Situated directly on the breath-taking Hudson River, Blu Pointe has long been the destination for upscale dining in Newburgh, NY. Renowned for its fresh seafood, prime beef, and award-winning wine list, Blu Pointe offers patrons not just a quality meal, but a memorable experience.

Recognizing the need to evolve alongside its discerning clientele, Blu Pointe partnered with us on a comprehensive brand refresh to complement its recent interior renovations. The custom wordmark draws inspiration from the beautiful waves of the Hudson, with organic serifs and a flowing secondary script mirroring the river. This subtle yet intentional nod to the surrounding environment grounds the restaurant's visual identity in its location, giving a sense of place that is central to Blu Pointe's character.

A standout feature of the rebrand is the introduction of the Blu Pointe mermaid. Inspired by a simple chalkboard sketch within the restaurant, this key brand element infuses the identity with a touch of playful charm and whimsy. Paired with dainty custom borders and subtle icons of sea life, the overall brand refresh successfully balances timeless sophistication and contemporary flair.

Blu Pointe's refresh is a testament to the power of thoughtful and intentional design in the hospitality industry. By blending elegance with a touch of whimsy, the new brand captures the essence of the restaurant—respecting its rich heritage while embracing the future. It's a perfect example of how a well-executed rebrand can elevate a business, strengthen its connection with its audience, and position it for continued success. With its stunning visual identity, Blu Pointe is set to remain a cherished gem along the Hudson River for years to come.