

Making an Impression Inside and Out

A local franchise restaurant owner was opening a new location and sought our help in executing a full signage and interior décor plan for the new space within 30 days. We were invited to the site for a walkthrough to better understand her timeline and vision, which included a branded accent wall for the seating area, custom art in the food prep and restroom pathways, framed photographs and a neon sign.

Compelling Spaces

For the accent wall in the seating area, we used a routed PVC sign for a dimensional effect, paired with contour-cut adhesive vinyl for the background art. Given the wooden paneling on the existing wall, using flat adhesive vinyl alone would have distorted the peace sign image (the focal point of the graphic design) when applying heat, making it difficult to achieve a clean, professional look. The routed PVC plate provided the best solution, creating a sturdy base for the vinyl and making the entire design appear as if it had been installed in one seamless piece.

For the art in the food prep and restroom pathways, we opted for branded graphics designed to flow throughout the space. To achieve this, we used wallpaper material, which was the quickest, easiest and cost-effective option for installation. The framed photos were printed on foamboard for a sleek, lightweight finish.

The restaurant owner was thrilled with the outcome, particularly with how we adhered to the tight timeline, and she was impressed with our expertise in choosing the right materials and solutions, which elevated the overall design beyond her expectations.

The accent wall became the focal point of the restaurant. It serves as the perfect backdrop for photos. The wallpaper in the hallway creates the feeling of walking through an art gallery, guiding customers toward the restrooms. The food prep area, which is partially visible to the dining area, was enhanced by the design, making it feel more inviting and connected to the overall aesthetic of the restaurant space. The neon sign was striking, adding an eye-catching touch seamlessly integrated with the modern decor.

Turn your workplace into a branded powerhouse. Our specialists at Signal Graphics are ready and waiting to share exciting ideas with you. To learn about our signs and interior décor capabilities, visit signalgraphics.com.