



COMMUNITY
DESIGN STYLE GUIDE



Once in a great while, a consumer mega-trend and a visionary company find themselves in perfect alignment. This is one of those rare moments...

Consumers' tastes, needs and spending are reshaping the look and taste of fast food. Today's consumers want their food fast, great tasting and wholesome.

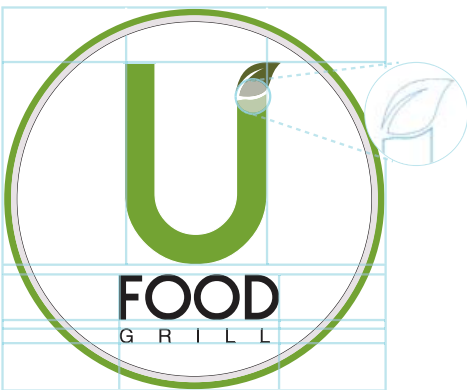
UFood Grill delivers all of that in a way no company ever has. And that spells a big opportunity for you.

We believe food should taste great and make
you feel AMAZING.

“Brand is the promise, the big idea, and the expectations that reside in each customer’s mind about a product, service or company.”

- Alina Wheeler, Brand Expert

A logo is the visual mark that tells the brand story. People love and trust brands and in their mind a brand and logo are one entity.



TAGLINE

DELICIOUS + NUTRITIOUS

PMS COLORS



BRAND ELEMENTS



We believe the food revolution
starts and ends with U.



TRUE SIMPLE

UFood Grill is not defined by
what we say. We are defined
by who we are.



TRENDY RAW

NOW

GOOD



PURE

ME

Design Statement

UFood Grill interior décor is focused on the 8 key brand words.

Simple: Doing one thing and doing it well

Raw: Using natural materials like wood, adding warmth and textures

Trendy: Creatively introducing pattern with inventive brand application methods

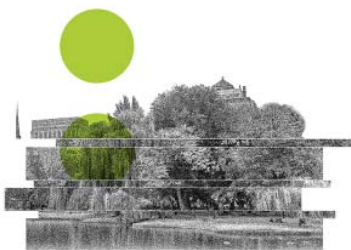
Pure: Creating a light and airy atmosphere that's calm and inviting

True: Developing a connected and approachable décor that's true with materials

Good: Making good lighting throughout a thoughtful interior

Now: Beckons customers to return for fresh experiences

Me: U-I-Myself



The intention of the interior design is to highlight the brand and essence of UFood.

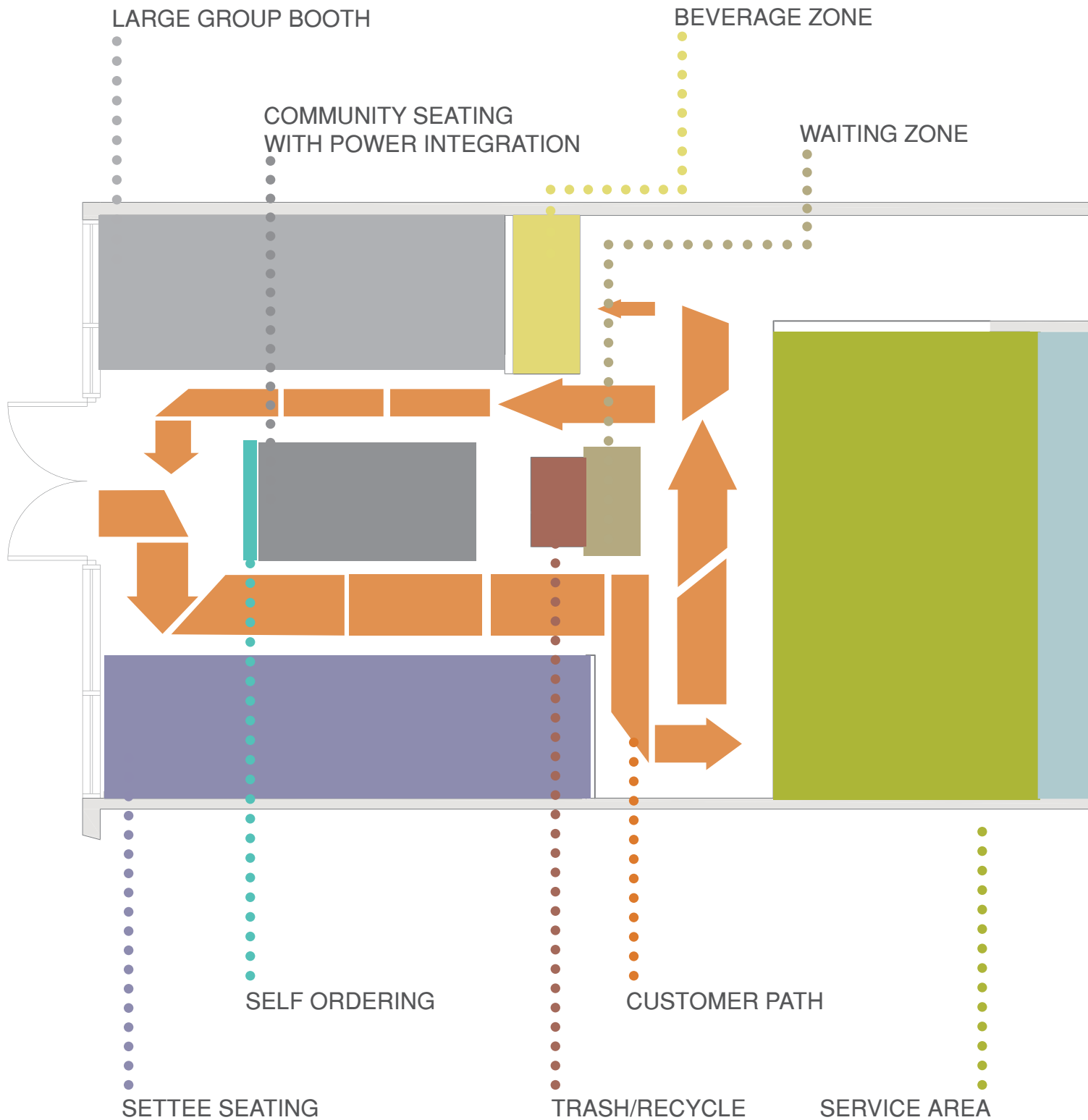
The interior palette is highly textural and monochromatic, paying close attention to the details, letting the food be the focus. Pops of color play within the screens and marketing boards. Copper tones are scattered throughout giving it a sophisticated vibe.

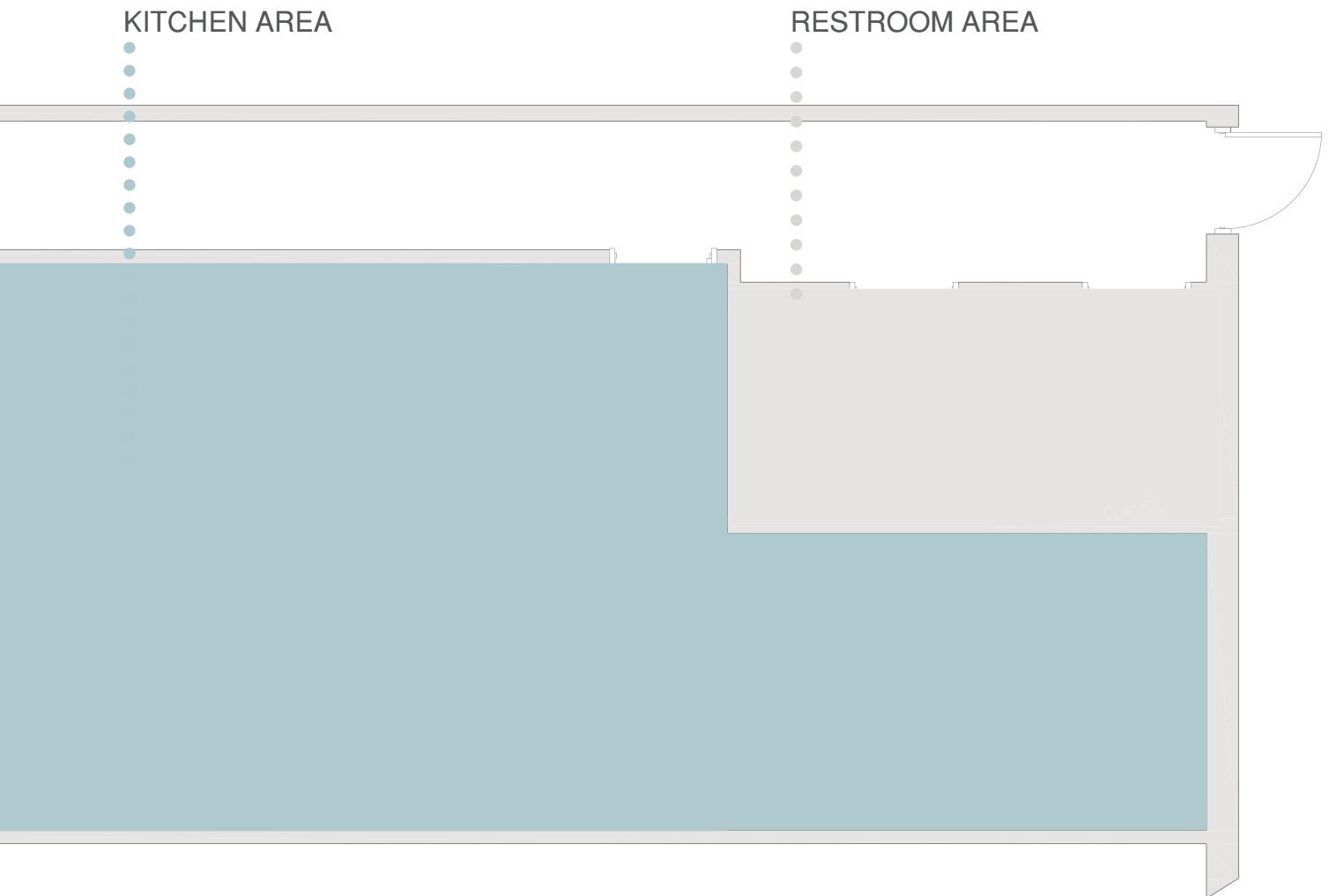
Seating is varied allowing for different experiences within the interior, décor. Raw natural wood elements within the center of the store creates a feature focal element.

The design is fresh yet approachable allowing for many customers to enjoy the space and their meal.

We believe interior design should always
enhance FLAVOR

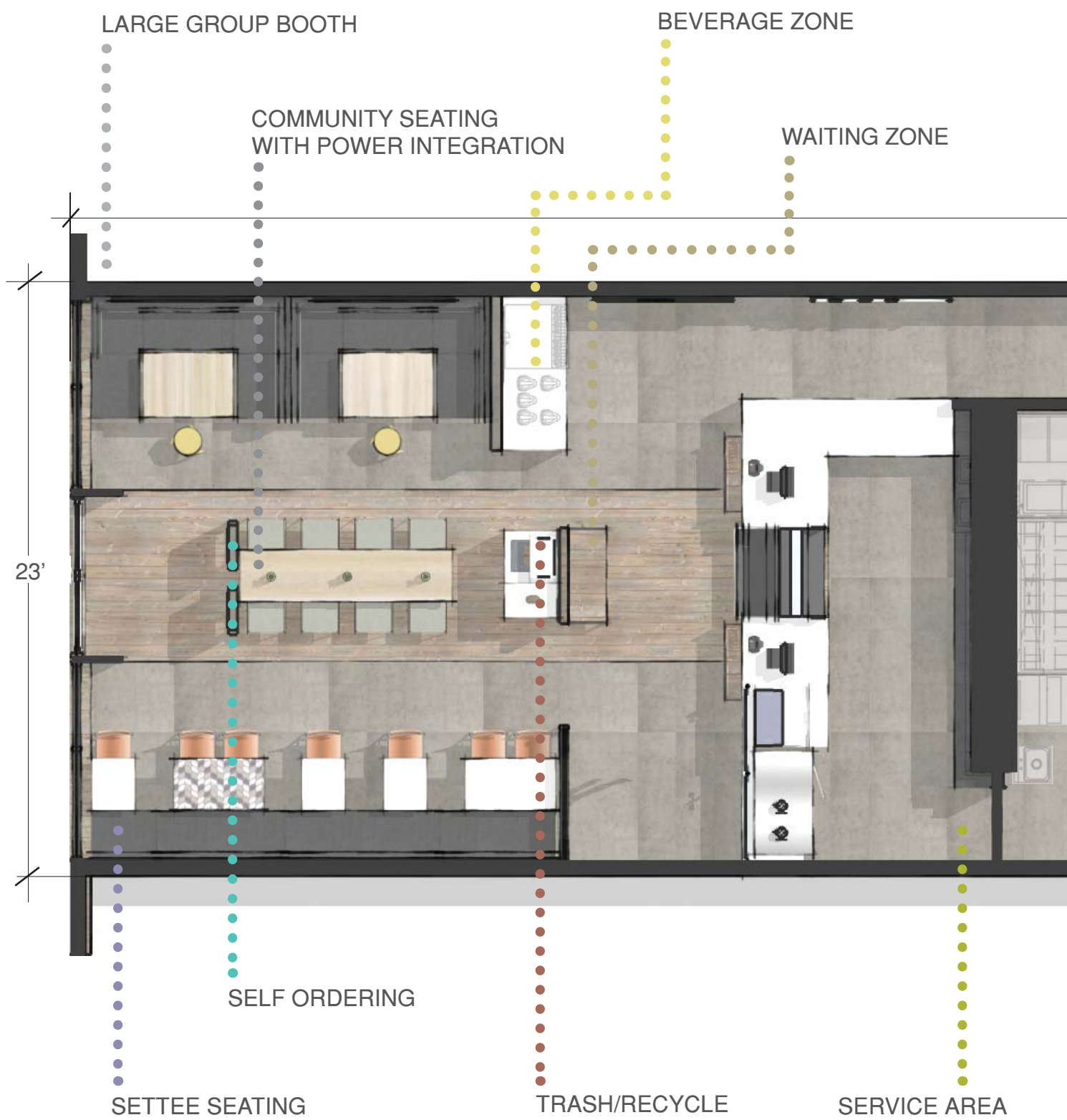
PROTOTYPE DIAGRAM



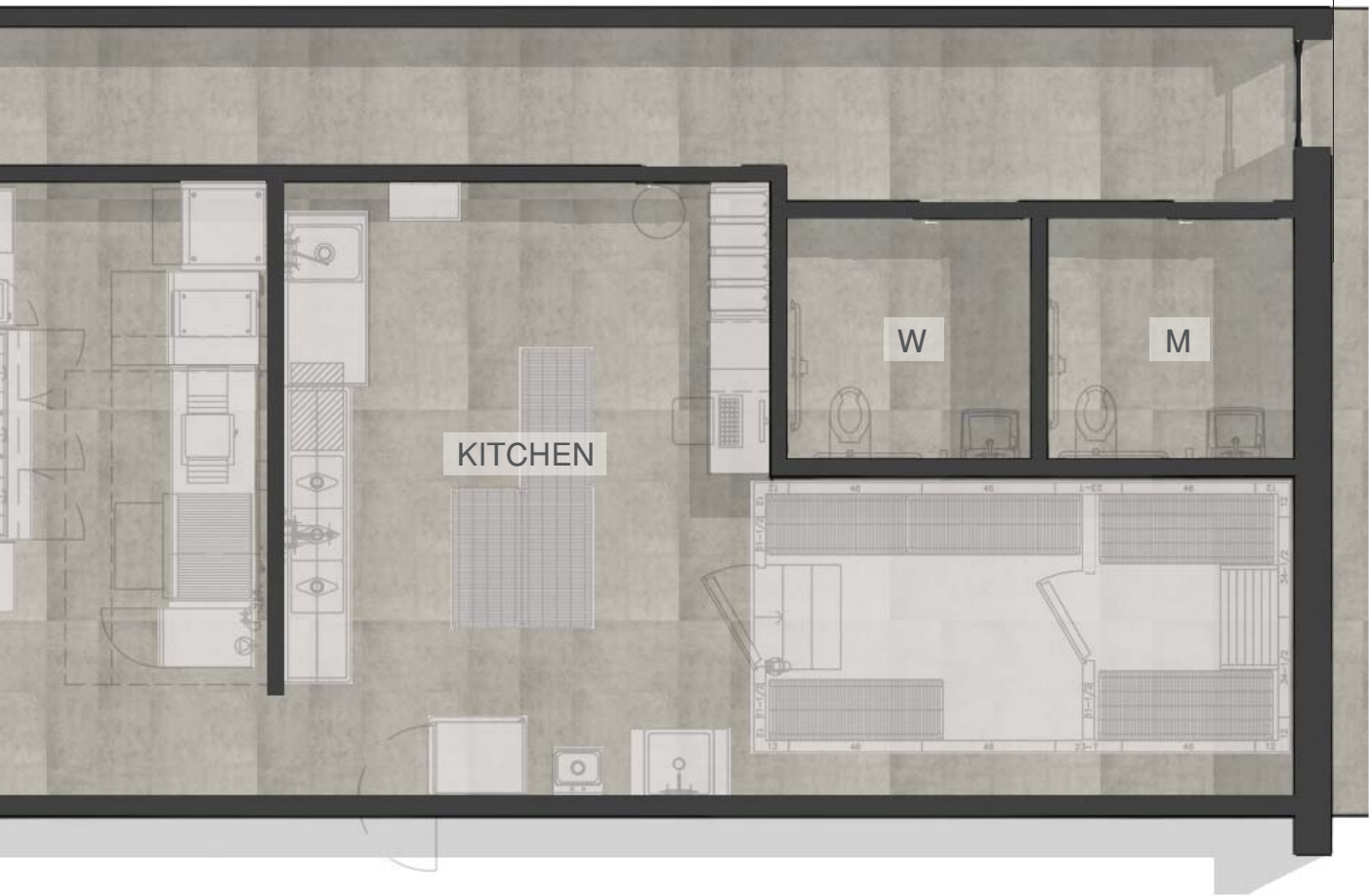


-  CUSTOMER PATH
-  SERVICE AREA
-  BEVERAGE ZONE
-  SELF ORDERING
-  WAITING ZONE
-  TRASH/RECYCLE
-  COMMUNITY SEATING W/POWER INTEGRATION
-  LARGE GROUP BOOTH SEATING
-  SETTEE SEATING
-  KITCHEN AREA
-  BATHROOMS

PROTOTYPE FLOOR PLAN



76'-8"



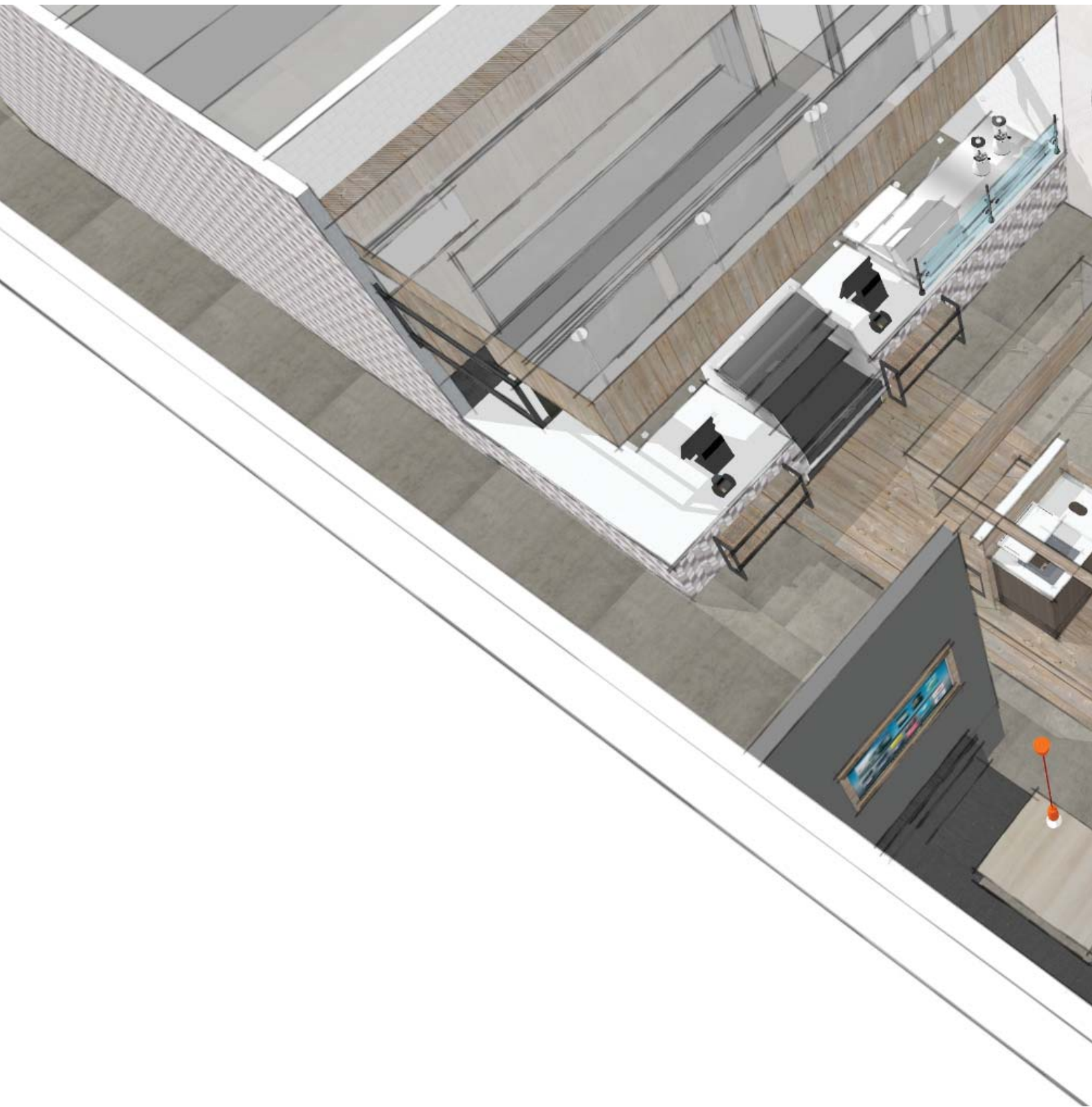
TOTAL SQUARE FOOTAGE: 1763

KITCHEN: 837 SF
MAIN DINING: 564 SF

SEAT COUNTS

	SEATS	34	TABLES	15
ONES		8		8
TWOS		6		3
THREES		-		-
FOURS		8		2
FIVES	- +	12		2

5% ACCESSIBLE = 2 RATIO = 2.3





Kit of Parts



Feature Chair



Additional Chair Options



Accent Stool



Community Seating

SEATING



U-Booth



Banquette



Feature Community Table
Standard & Bar Height Available



Standard Table

SOFT SEATING



Feature Ceiling Element



Wait Bench



Retail Display



Beverage Center



Trash & Recycling Unit



Brand Panel

TABLE

ELEMENTS



TV & Marketing Screen



Menu Board



Kiosks



Feature Pendant



Accent Pendant

TECHNOLOGY

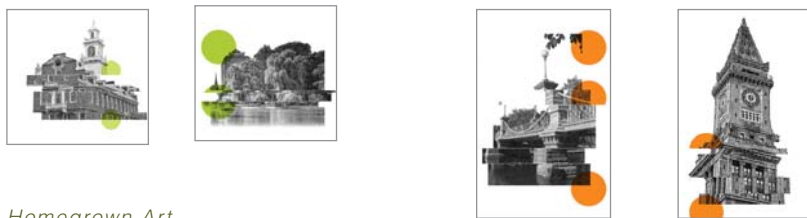
LIGHTING



Vegetable Art

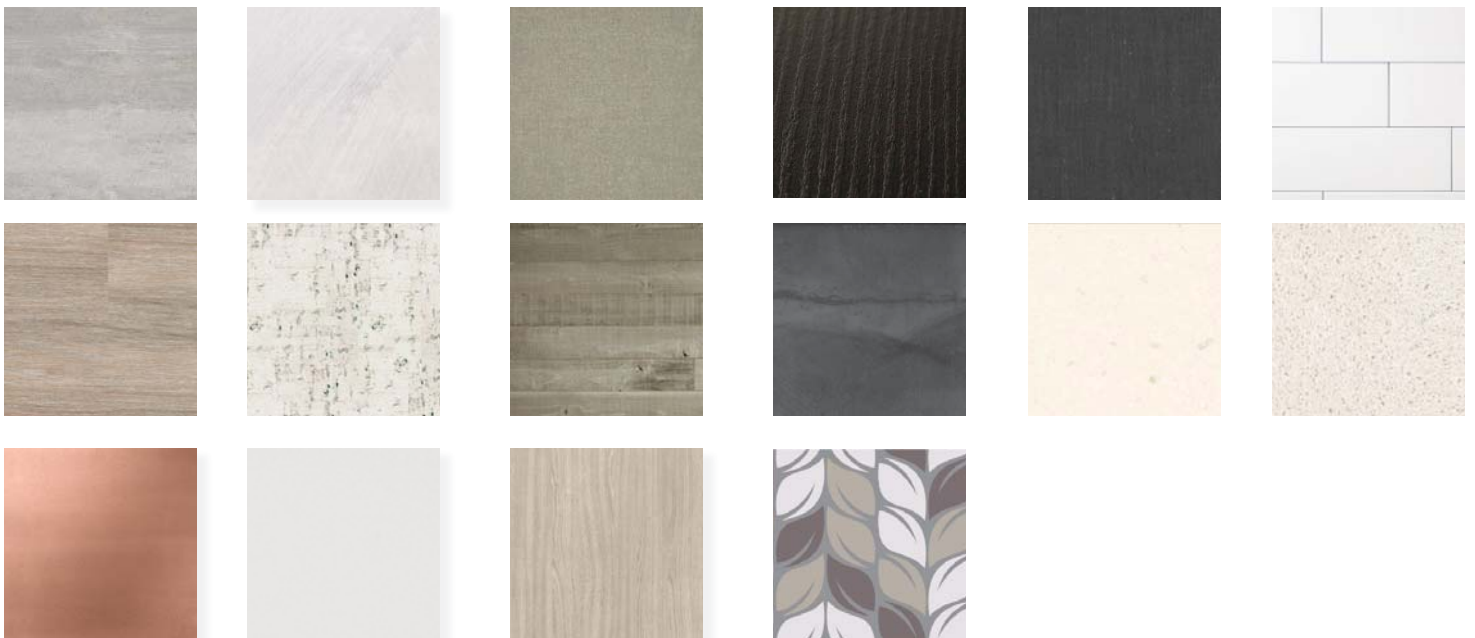


Logo Signage



Homegrown Art

GRAPHICS



MATERIALS

3D Views with Details

Features

DESIGNER TIP

Customize your space with one of our graphic package options. See graphic detail page.

THE LIFESTYLE WALL

Interchangeable word panels on metal track hardware. The graphics behind the panels peek through the words for an artistic visual.



STOOLS

Add a pop of color and allow for additional flex seating at U-booths.

KIOSKS

Present the option for self-ordering at the entrance.

SIGNATURE CUSTOM WIRE PENDANTS

Focus attention on the center feature community table.

BULB PENDANTS

Add an accent color over the banquette seating.



COMMUNITY TABLE

Features integrated charging units for patrons wanting to stay connected while they eat.

DIESEL CHAIRS

Coordinate with the copper detail in the pendants.

*Additional chair styles available.
See page 28.*

3D Views with Details

Features

MENU BOARD

Easily interchangeable menu board system with raw steel framing and inserted static menu sliders. LTO advertising can be easily removed.



LOGO LEAF PATTERN

Branded mosaic tile enhances the front service counter. The pattern continues down the restroom corridor creating dramatic impact.

MARKETING SCREEN

Digitally display featured menu items & specials.

OPEN KITCHEN CONCEPT

Allows customers a peek into the kitchen, which elevates and highlights the food.

WHITE SUBWAY TILE

The kitchen wall serves as a neutral backdrop for the varying finishes and textures.

DIMENSIONAL SIGNAGE

Make an impactful brand statement in a key location next to the service counter.



RETAIL DISPLAYS

Coordinate with the restaurant décor and showcase product.

WAITING BENCH

Offers customers a seat and provides for easy flow at the counter area.

3D Views with Details

Features

EXPOSED TRUSS CEILING

Compliments the raw finishes and industrial aesthetic.



PARTITION WALL

The partition wall separates ordering from seating and provides privacy for those dining or socializing.

ACCENT FLOOR TILE

The wood-look accent floor tile creates a visual path from the front door to the service counter. It has a natural appearance that will withstand high traffic.

CENTER SOFFIT

A center soffit lowers the ceiling height over the community table, providing more intimate space.



BEVERAGE CENTER

Minimal finishes on the beverage center make for a simple, clean design.

MAIN FLOOR TILE

The main floor tile has a concrete look to set a pure tone for the space. Option for real concrete at the owners discretion.

3D Views with Details

Features

RECLAIMED WOOD

Reclaimed wood cladding wraps the soffit and adds warmth to the overall color palette.



U-BOOTH

Seating accommodates large groups and entices customers with a cozy, relaxing experience.

TRASH UNITS

With a recycling drop.

ARCHITECTURAL FEATURE

Metal suspensions add architectural detail to the open environment.

WALL FINISHES

Light, neutral wall finishes give an airy feel to the entire space.



LOW STOOLS

Low stools are arranged at the center table for a more casual setup and new variety of seating.

DIGITAL SCREENS

Digital marketing screens above the banquette keep an emphasis and focus on the healthy ingredients of UFood.

Exterior Signage

Inline

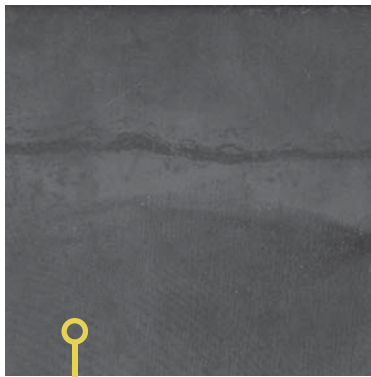


EXTERIOR SIGNAGE

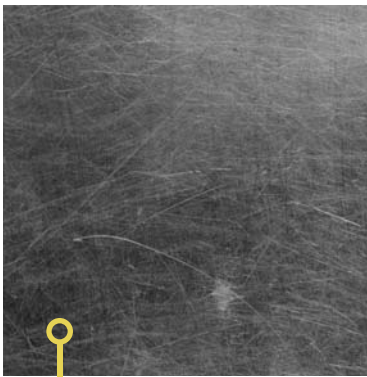
Sign application on horizontal surface
LED Lighting at night.



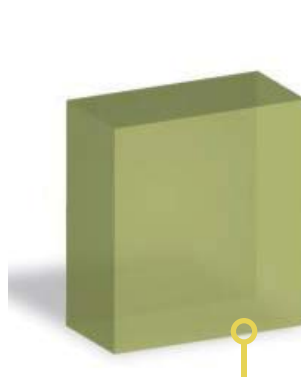
Exterior Signage Materials



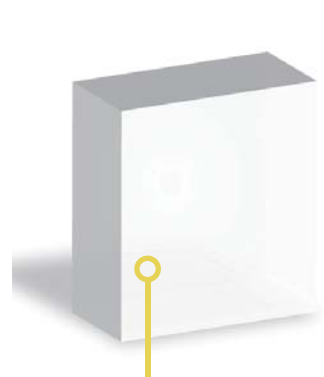
Metal Frame
Powder coated
Graphite Hentzen



Signage Background
Brushed grunge
dibond composite
aluminum sheet



Lettering
Lumicor Luminouse
to match UFood
green



Lettering
Lumicor Luminouse
Glacier

Exterior Signage

Urban



EXTERIOR SIGNAGE

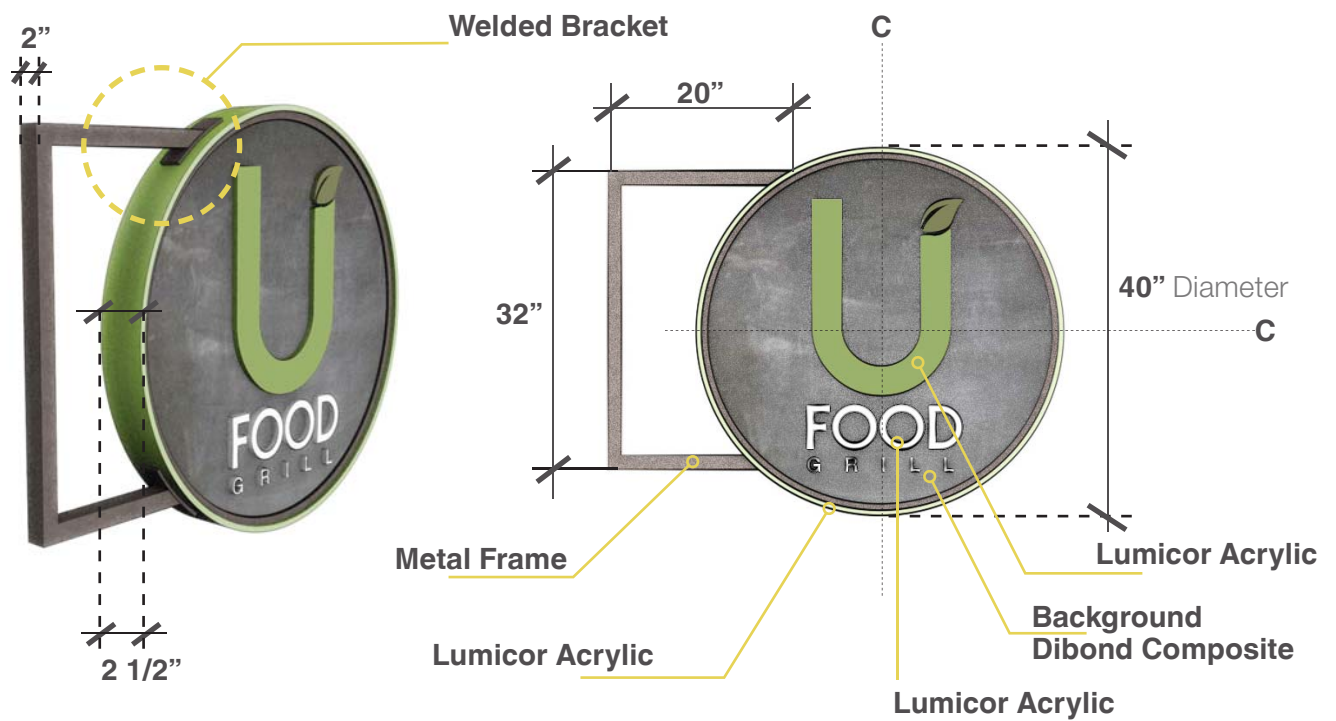
Sign application in Urban setting
LED lighting at night time.

NOTE

Signage size may change to fit specific
site requirements.



Exterior Details



Exterior Signage

Indoor Plaza

EXTERIOR SIGNAGE

Sign application on horizontal surface
LED Lighting.



NOTE

The signage size might change to fit specific site requirements.



Lumicor Acrylic

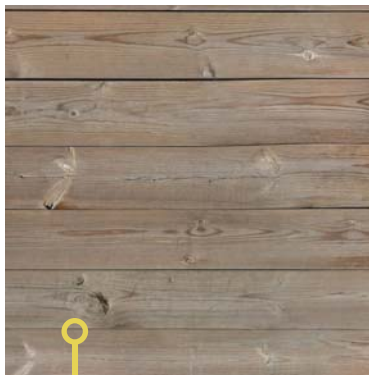
Reclaimed Wood Frame



Lumicor Acrylic

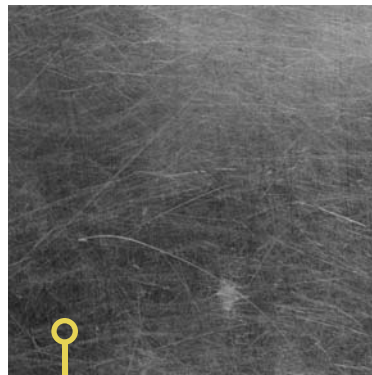
Background
Dibond Composite

Exterior Signage Materials



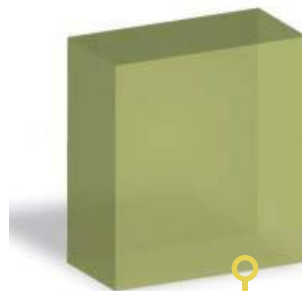
Reclaimed Wood Frame

Windfall Lumber
Sabi - weather



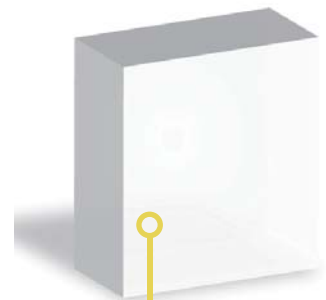
Signage Background

Brushed grunge
dibond composite
aluminum sheet



Lettering

Lumicor Luminouse
to match UFood
Pantone green



Lettering

Lumicor Luminouse
Glacier

Expanded Kit of Parts

Elements



STANDARD CHAIR



DIESEL CHAIR



BENT PLYWOOD CHAIR



TANNER CHAIR

 Feature Chair

Additional Chair Options



HIGHTOWER SPIN STOOL



LYNX



ROSCOE BOOTH



ROSCOE BANQUETTE

SEATING

SOFT SEATING



CUSTOM WIRE PENDANT



DROPCAP PENDANT

 Feature Pendant



COMMUNITY TABLE WITH CHARGING STATION

 Feature Community Table
Standard & Bar Height Available



STANDARD TABLE

LIGHTING

TABLE



CENTER SOFFIT



WAITING BENCH



RETAIL DISPLAY

 Feature Ceiling Element



BEVERAGE CENTER



TRASH RECYCLING UNIT



BRAND PANEL ART



BRANDED SIGNAGE

ELEMENTS



MARKETING SCREEN



MENU BOARD



ORDERING KIOSK

TECHNOLOGY

Expanded Kit of Parts

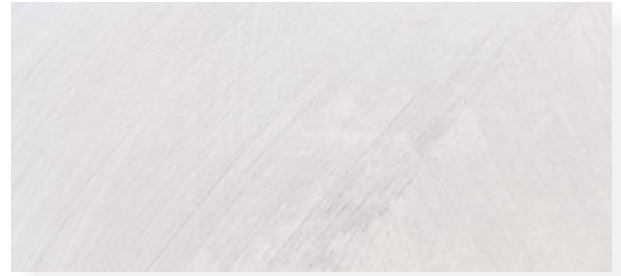
Materials



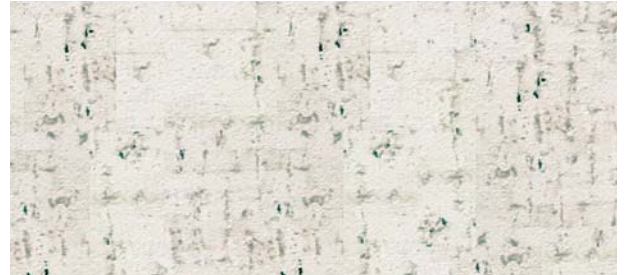
MAIN FLOOR TILE
EUROWEST ECOCRETE - AQUA



ACCENT FLOOR TILE
EUROWEST FRENCH WOODS - LARCH



WALL FINISH OPTION 1 - PAINT
SCUFFMASTER - BR11137



WALL FINISH OPTION 2 - WALLCOVERING
WOLF GORDON CORTICA - ECRU



LYNX SEAT VINYL
ANZEA DAMASK-PAPYRUS



WOOD WALL CLADDING
WINDFALL LUMBER SABI - WEATHER



BOOTH WALL, TRASH UNIT & BEV. CENTER LAMINATE
ARBORITE CORDOVA - BROWN



LIGHTING FINISH
COPPER DETAILING



TABLE TOP FINISH
LAMINART EMBOSSED OAKWOOD



RAW STEEL TABLE BASES

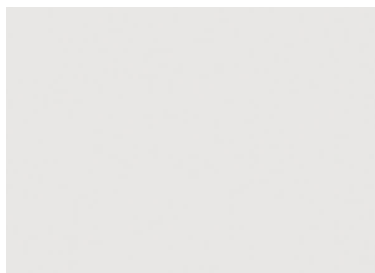


TABLE TOP FINISH
OMNOVA MATTE WHITE



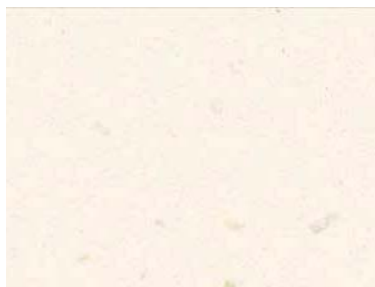
BOOTH VINYL
KEY LARGO-GRAPHITE



ACCENT TILE AT SERVICE COUNTER
RESIN MOSAIC TILE



WALL TILE
EUROWEST FRENCH CLAY - GLOSS 4X12



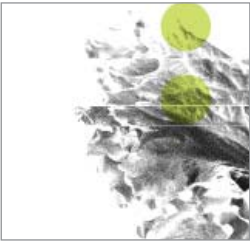
BEVERAGE CENTER COUNTER
CORIAN RICE PAPER



SERVICE COUNTER FINISH
SILESTONE BLANCO MAPLE

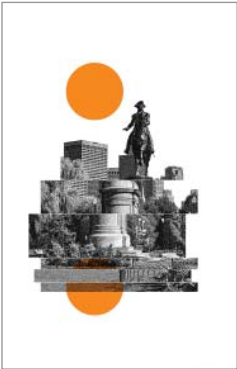
Expanded Kit of Parts

Graphics



VEGETABLE ART

GRAPHIC OPTION #1



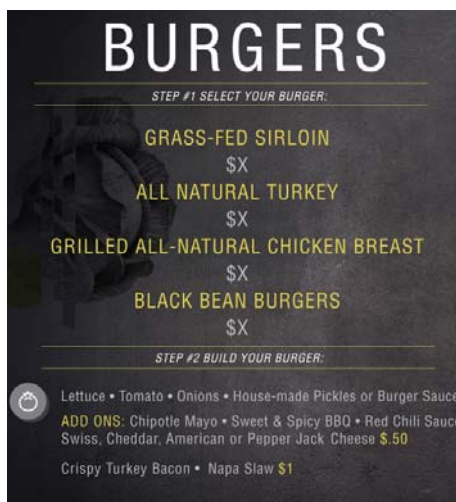
HOMEGROWN ART

GRAPHIC OPTION #2



MENU BOARD

6 Module Menu Board
28" w x 30.5" h each





UFood Grill is changing the flavor of
fast casual dining.

www.ufoodgrill.com

EXECUTIVE TEAM

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