

STYLE GUIDE



Blake's
LOTABURGER

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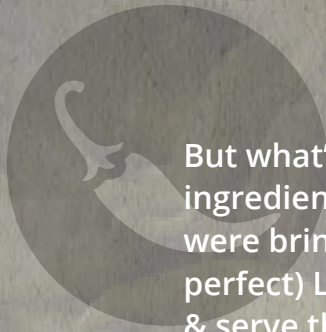
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THE STORY



The LOTA Burger was born on July 9th, 1952 on a simple grill in a small hamburger stand in Albuquerque, New Mexico. It was an immediate hit & the locals couldn't get enough. Blake Chanslor, the Founder & WWII Navy Veteran from Borger, Texas, knew he had something special so he opened another Blake's Lotaburger nearb cooked-to-order using ONLY Premium Angus Beef at 80 Blake's locations across New Mexico, Texas & Arizona.

**IF YOU ARE WHAT YOU EAT,
YOU ARE AWESOME.**



But what's a LOTA Burger without New Mexico Cuisine's defining ingredient, GREEN CHILE? When Blake noticed that some customers were bringing in their own Green Chiles to add to their (otherwise perfect) LOTA Burgers he knew what he had to do, steal their idea & serve the world's first Green Chile Cheeseburger (no assembly required)! In 2006, National Geographic named the Green Chile Cheese LOTA Burger, "The World's Best Green Chile Cheeseburger" (that makes it 'award-winning!').

DESIGN INTENT

Blake's interior design balances the nostalgia of the *classic brand* and its famous green chili burger, drawing inspiration from the regional landscape in combination with *modern*, fast-casual dining trends. The overall look is *bold*, subtly southwest, with an *Americana* flavor. Warm wood tones create a *rich contrast* against black and white tile and weathered, leather-like booths. Rustic wood clads walls and tables. White *textured* walls provide a *clean* and *balanced* palate. The star of the space are the burgers of course, so color has been intentionally applied to details only. Red is scattered throughout in unexpected ways that sophisticate the brand. *Natural*, weathered and *rustic* materials play on a "home-made" feel and the sentiment of Blake's menu.

**YOU HAD ME
AT FIRST BITE.**

DESIGN FLAVOR

Grounded | *well balanced, sincere, practical*

Spirited | *of a particular character or mood*

Bold | *confident and courageous*

Timeless | *lasting, enduring, simple*

Playful | *giving and expressing*

THE STYLES

CHOOSE YOUR FLAVOR



Collective

[a number of small parts thought of as whole]

- Group seating, community seating
- Best suited for quick, dine-in experience; urban or collegiate focused
- Defined by eating counters and communal tables



Roost

[a resting place to settle or stay]

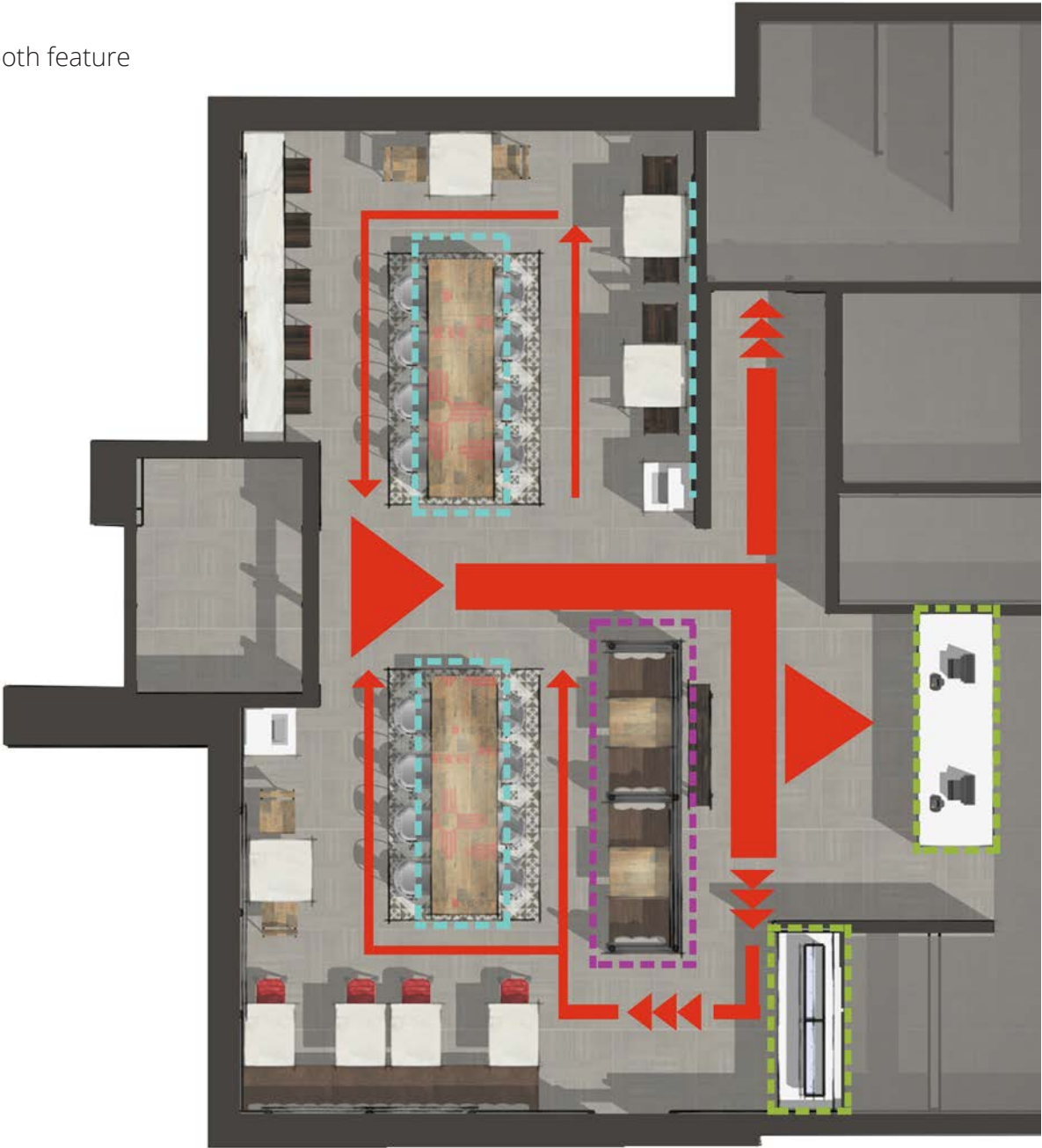
- More options for comfort seating
- Best suited for a longer, dine-in experience; family focused
- Defined by flexible settee arrangements & the option for community seating

COLLECTIVE



DIAGRAM

- customer path
- service zones
- branded elements
- booth feature

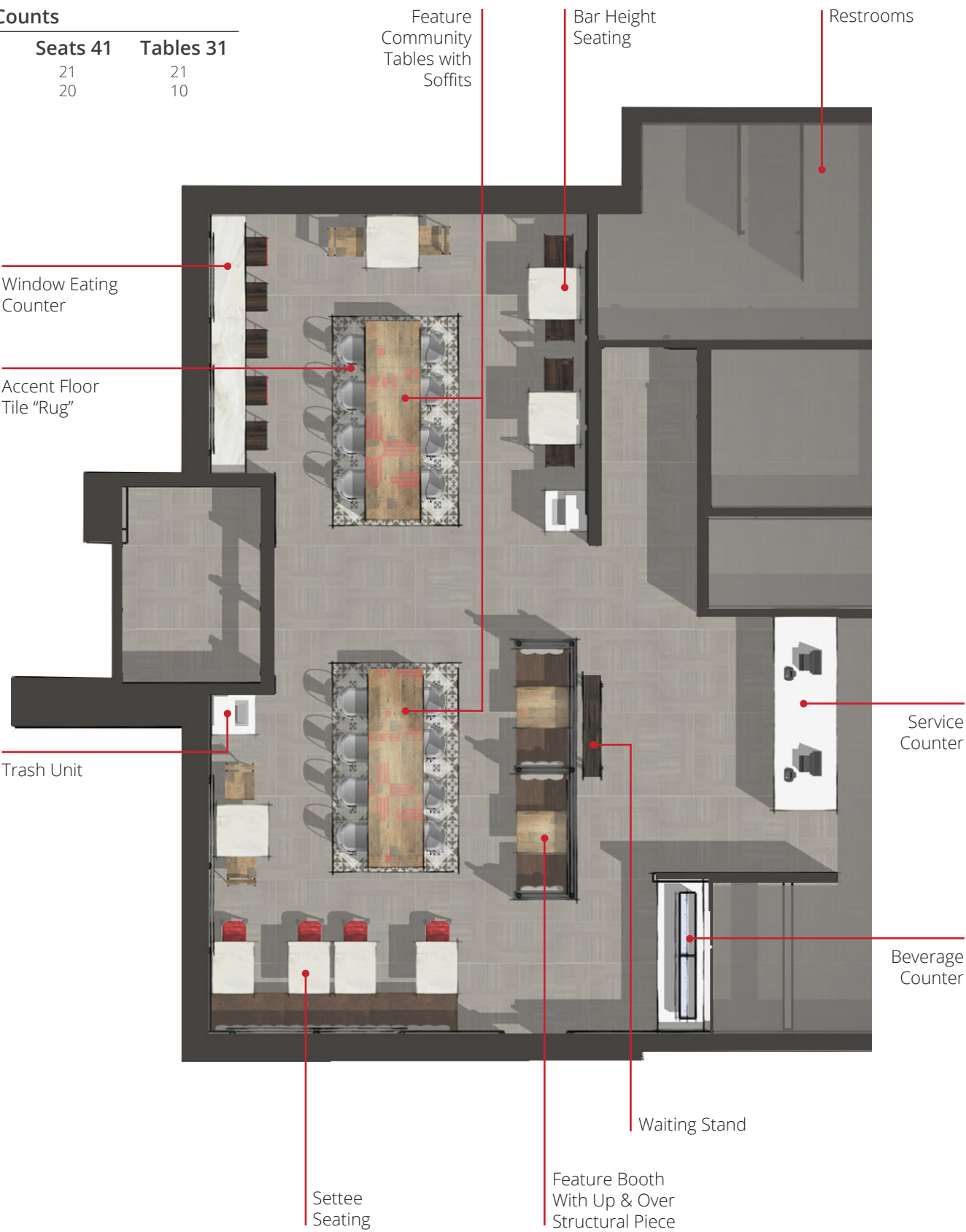


FLOOR PLAN

Main Dining: XXX SF

Seat Counts

	Seats 41	Tables 31
Ones	21	21
Twos	20	10



RENDERINGS

Metal grid ceiling adds a rhythm to the open space & compliments the industrial aesthetic

Special to **Collective**: reclaimed wood box soffit hovers directly above community tables, creating 2 central zones



Main floor tile has soft textural look

Wood wall

Large-scale graphic panels showcase the iconic chili burger in an artistic way

Neutral wall with textured, brushed finish

Service counter area is surrounded by light finishes to maintain a fresh, clean look



The community table is branded with southwest inspired patterns and the Zia symbol that brings a regional flare to the restaurant design

Restroom hall is finished with decorative black tile for a dramatic transition

Feature up & over element helps to divide the open space with metal frames

RENDERINGS (CONTINUED)

Collective features an eating counter for fast dining or single parties

Pattern "rug" grounds the central feature tables

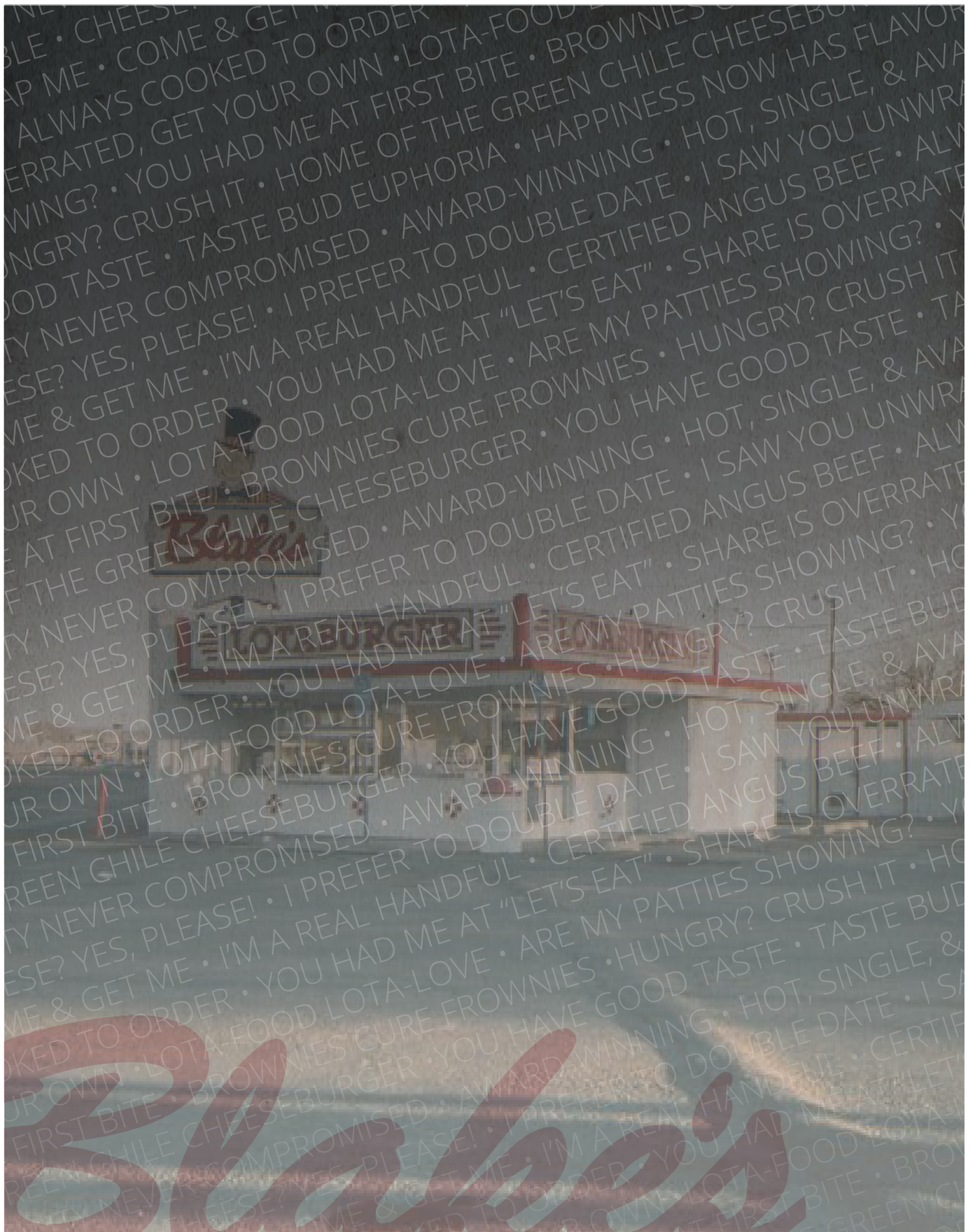


Counter height stools for an added experience

Lightweight, industrial metal chairs are featured at the community seating

Bar height tables introduce a new seating option for small parties



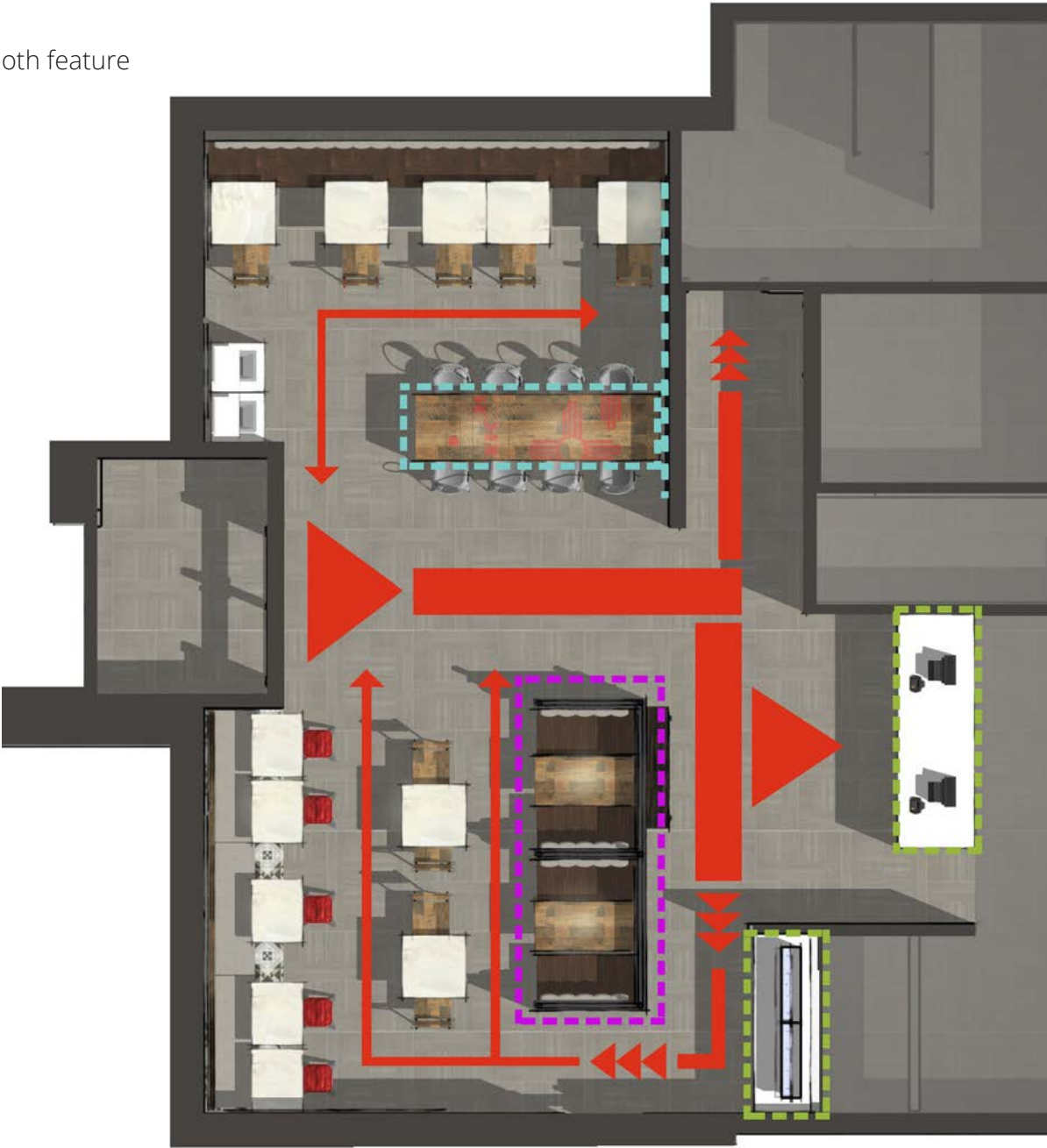


ROOST



DIAGRAM

- customer path
- service zones
- branded elements
- booth feature

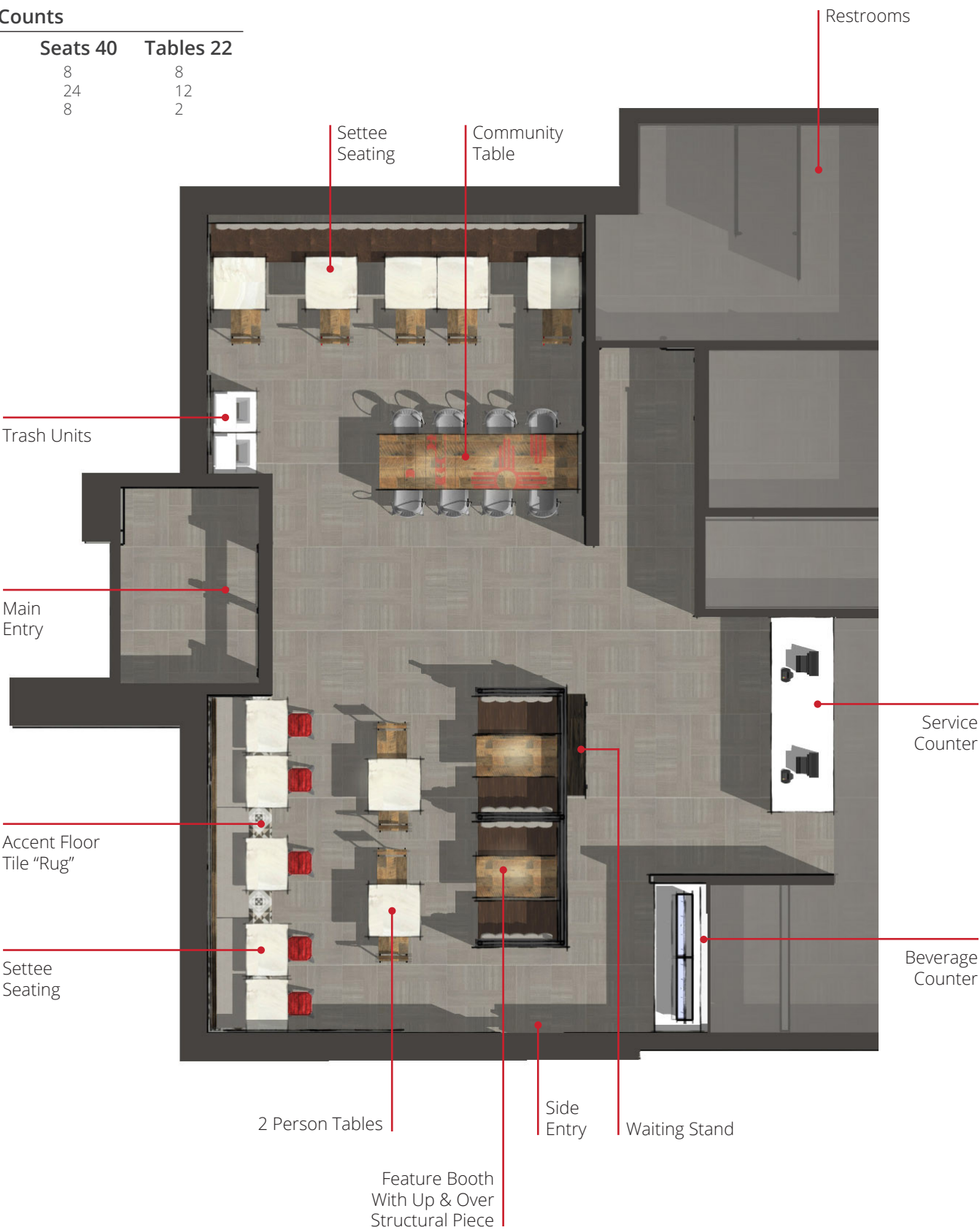


FLOOR PLAN

Main Dining: XXX SF

Seat Counts

	Seats 40	Tables 22
Ones	8	8
Twos	24	12
Threes	8	2



RENDERINGS

Large-scale graphic panels showcase the iconic chili burger in an artistic way

Pendants with red cords add a touch of brand color and accent the counter top

Metal grid ceiling adds a rhythm to the open space & compliments the industrial aesthetic



Rustic wooden chairs add warmth & texture

Lightweight, industrial metal chairs are featured at the community seating

The community table is branded with southwest inspired patterns and the Zia symbol that brings a regional flare to the restaurant design

Long window settee provides flexible seating for small & large groups

Restroom hall is finished with decorative black tile for a dramatic transition

Service counter area is surrounded by light finishes to maintain a fresh, clean look



Neutral warm gray floor adds a softness & denim texture

Feature up & over element helps to divide the open space with metal frames

Tufted booth backs & leather-like seats adds great detail for a "crafted" feel

RENDERINGS (CONTINUED)

Roost signature settee features a wood slatted back & vinyl seat

Neutral wall with textured, brushed finish

Patterned accent tile wraps the wall to create a special niche & visual statement signature to *Roost*. The pattern itself is bold & classic with a southwest vibe.



Industrial pendants coordinate with the raw steel look used throughout various elements

Strategic color placement: Pop of red in the stool seat

reclaimed wood clads the entrance for a bold & dramatic look



KIT OF PARTS



SEATING



Metal & Wood Stool
Base: powder coated steel, red
Seat: wood, dark stain



Metal & Wood Stool
Base: powder coated steel, black
Seat: wood, dark stain



Metal & Wood Side Chair
Base: powder coated steel, black
Seat & Back: wood, distressed



Metal & Wood Side Chair
Base: powder coated steel, red
Seat & Back: wood, distressed



**Metal & Wood Bar
Height Stool With Back**
Base: powder coated steel, black
Seat & Back: wood, dark stain



Industrial Metal Bistro Chair
Finish: galvanized steel



Industrial Low Stool
Base: galvanized steel
Seat: stained or painted wood seat, red

SEATING



Roost Booth

Base: steel, powder coated

Seat & Back: wood slat back, vinyl upholstered seat

Bar Height Version



Settee

Base: xxxxxxxx, xxxxxxxx

Seat & Back: xxxxxx, xxxxxxxxxx



**Booth With
Metal Up & Over**

Seat & Back: vinyl tufted back & vinyl seat

KIT OF PARTS (CONTINUED)



LIGHTING



Harbor Sconce

Finish: steel & aluminum, weathered zinc
Suspension: wall mounted



Tuscany Pendant

Finish: white
Suspension: red cord



**Porcelain Black
Union Shade Pendant**

Finish: distressed porcelain, black
Suspension: black

TABLES



Community Table

Top: painted pattern on rustic wood
Base: waterfall ends



Table

Top: porcelain tile
Base: black, free standing



Wood Table

Base: xxxxxxxx, xxxxxx
Seat & Back: xxxxxx, xxxxxxxx

TABLES (continued)



Eating Counter

Base: xxxxxxxx, xxxxxxxx

Seat & Back: xxxxxx, xxxxxxxxxx



Waiting Counter

Base: xxxxxxxx, xxxxxxxx

Seat & Back: xxxxxx, xxxxxxxxxx

ELEMENTS



Box Soffit

Base: xxxxxxxx, xxxxxxxx

Seat & Back: xxxxxx, xxxxxxxxxx

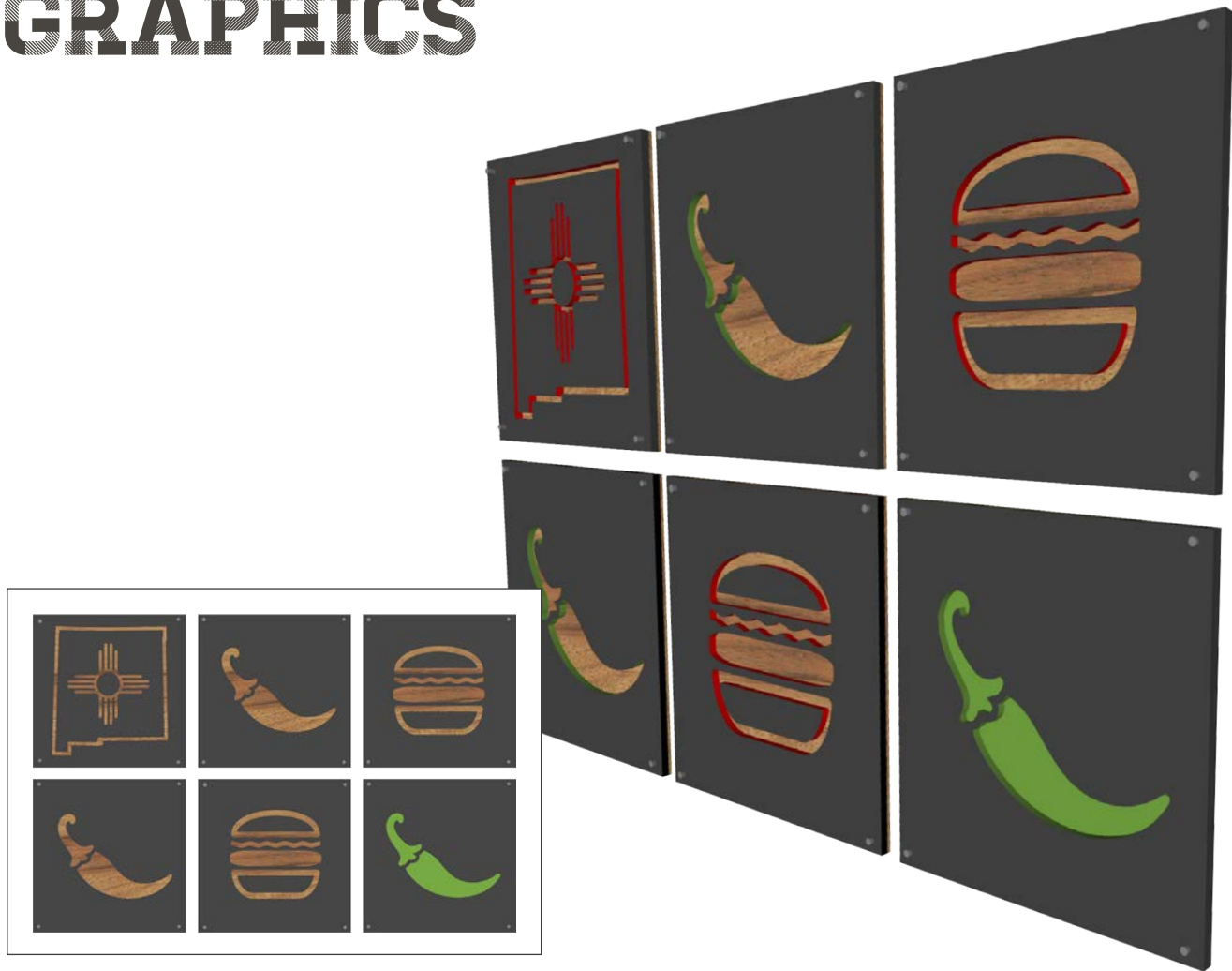


Trash Unit

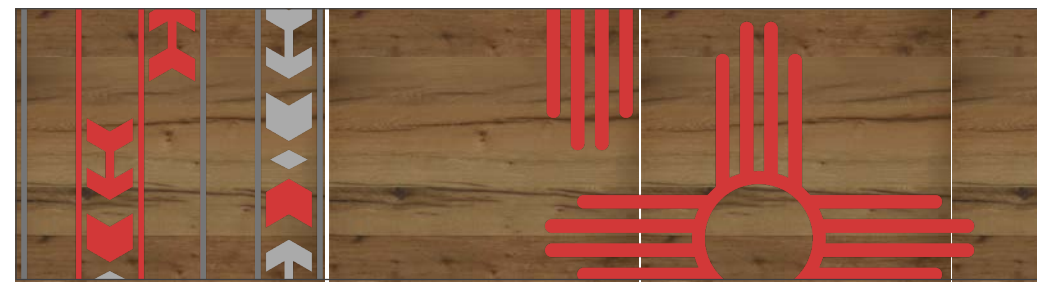
Base: xxxxxxxx, xxxxxxxx

Seat & Back: xxxxxx, xxxxxxxxxx

GRAPHICS



Panel Art



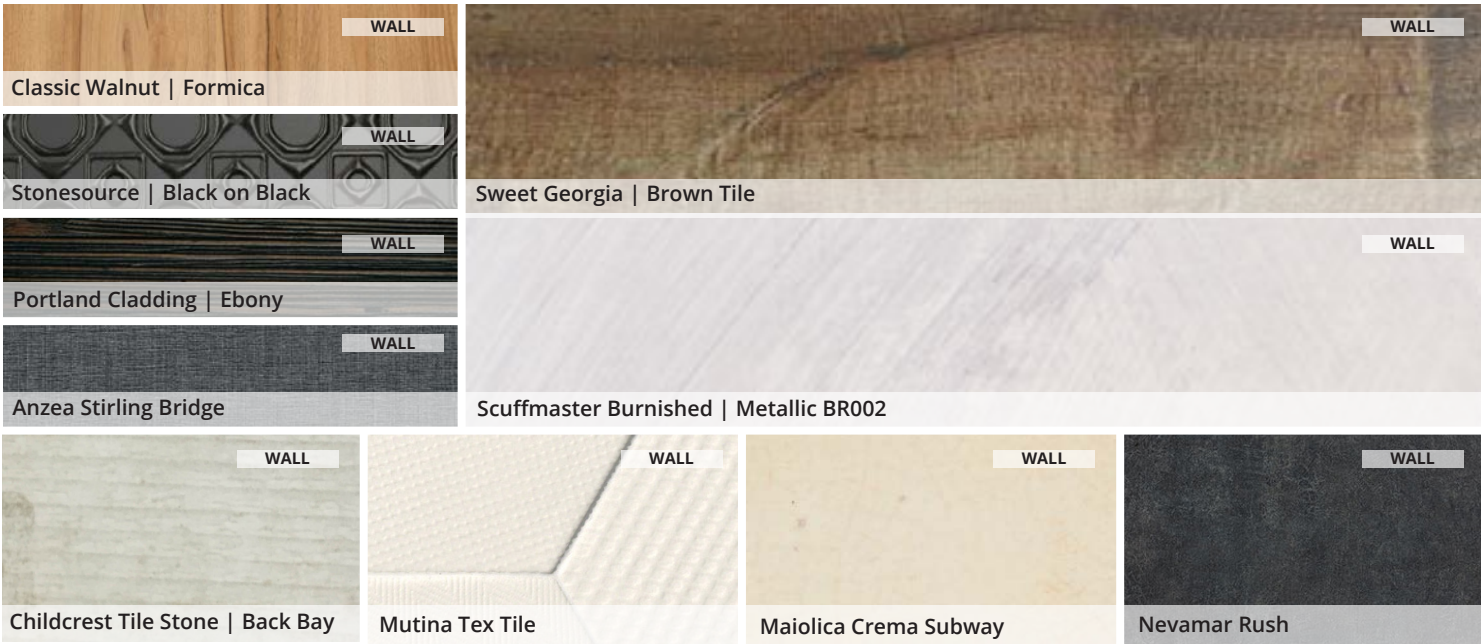
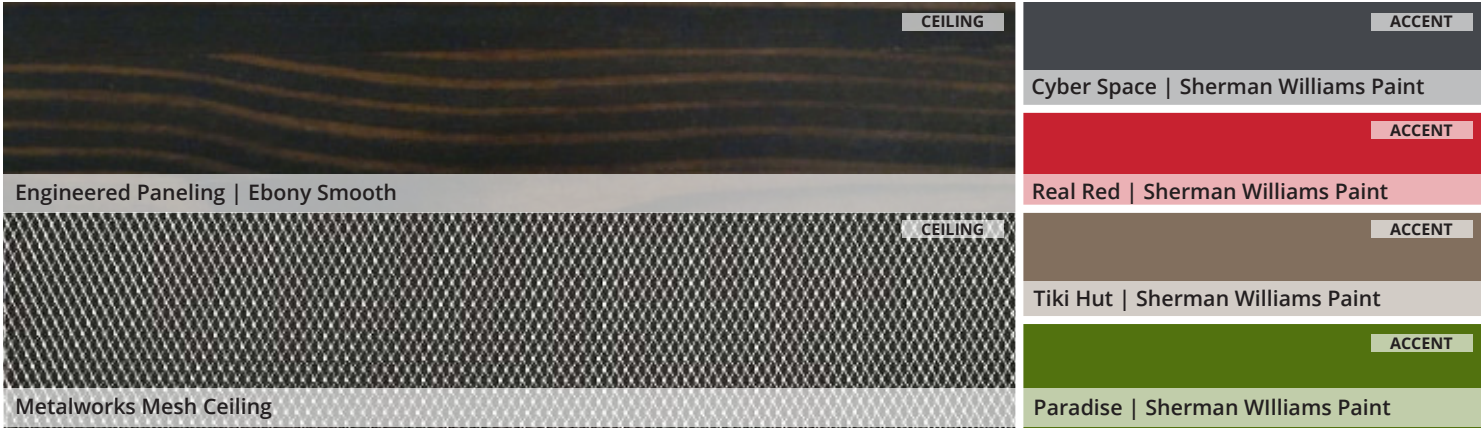
Community Table | Top

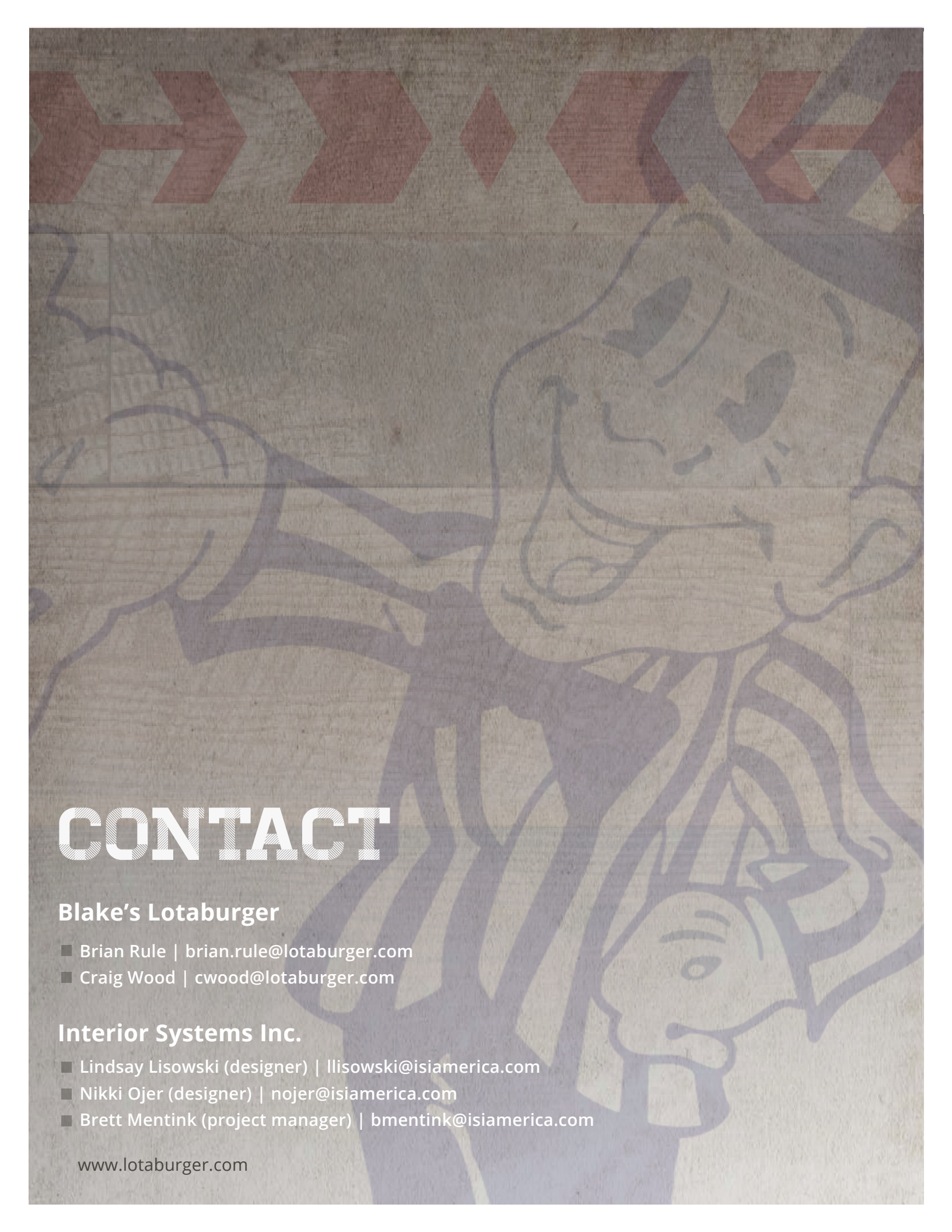


Community Table | Side



MATERIALS





CONTACT

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