

# How VGS Can Elevate Your Food Service Brand

## TODAY'S FOODSERVICE BRANDS, FAST CASUALS AND QUICK SERVICE RESTAURANTS

should be using the entirety of the space itself to better express the brand's culture and design aesthetic, communicate with guests, and drive desirable buying behavior. Too few are, and traffic is suffering for it. Here's what brands can do to reclaim that traffic and boost sales.



# Branding



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# Naming & Logo Development

The Eating Place	The Eatery	Food Fair Emporium	Social Eatery	
Food Fair Marketplace	American Food Hall	The Commons Eatery	Unity Café	
Unity Food Fair	Union Social	Unity Food Emporium	Together: A Food Hall	
Diversity Food Fare	Diversity Food Kitchen	Community Eats	Community Food Hall	Community Marketplace
Cornerstone Food Hall	Cornerstone Eats	Flavors Café	Flavors Food Hall	
Aspire Marketplace	Aspire Food Emporium	Progressive Food Fair	Modern Food Hall	
Vision Café & Eatery	Vision Food Fair	Vision: A Food Hall	Innovators Café	
Create Food Hall	Lumio Café	Discover Food Fair	Explorers Food Hall	

THE EATERY  
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# Social Media & Marketing Strategies



## 3. Inventions & Firsts

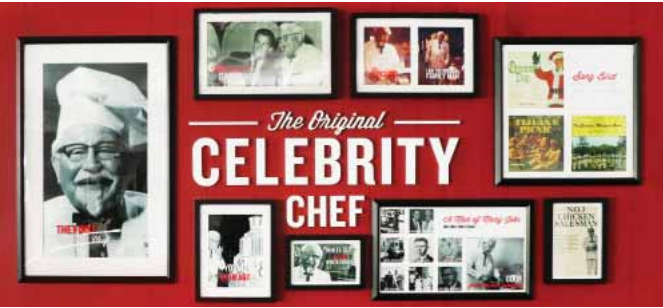
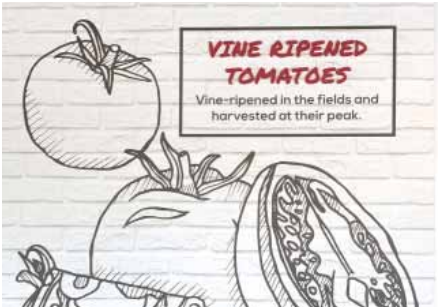
Beyond his experiments with electricity, Franklin created numerous inventions, including but not limited to the Franklin stove, bifocal glasses, the glass armonica musical instrument, and the busybody mirror.

Shortly after the beginning of the American Revolution, Franklin was appointed as the first Postmaster General of the United States by the Continental Congress.

### Inventions & Firsts

<b>Bifocals</b> Franklin found that his eyesight was getting worse. He had to wear two pairs of glasses: one for near vision and one for far vision. He realized that by combining the two lenses in one pair of glasses, he could save money and be more convenient. He invented the first bifocals.	<b>The Franklin Stove</b> Franklin wanted to keep warm when he was "broke" (poor) and not have to burn wood. He invented the Franklin stove, which was a metal box that could be placed in a room and would burn wood. It was the first stove to have a glass door that could be opened and closed.	<b>Glass Armonica</b> Franklin invented a musical instrument called the glass armonica. It was made of glass bowls of different sizes that were played with the fingers. It was the first instrument to be made of glass.
<b>Postal Odometers</b> Franklin invented the postal odometer, which was a device that could measure the distance traveled by a mail carrier. It was the first odometer to be used by the postal service.	<b>Double Wick</b> Franklin invented the double wick, which was a candle that had two wicks. It was the first candle to have two wicks.	<b>The Busybody Mirror</b> Franklin invented the busybody mirror, which was a mirror that could be used to see a person's reflection from behind. It was the first mirror to have a reflection from behind.
<b>Lightning Rod</b> Franklin invented the lightning rod, which was a metal rod that could be placed on a building to attract lightning. It was the first lightning rod to be used.	<b>First Postmaster General</b> Franklin was appointed as the first Postmaster General of the United States by the Continental Congress. He was the first person to hold this position.	

# Art & Graphics



# Interior Signage



# Menu Boards





# Countertop & Pickup Displays



# Automated Locker Systems



# Exterior Canopies



# Drive Thru & Exterior Signage





# Technology & Digital



# Covid Solutions



# We Are Creative Fabricators



## ROOTED IN OVER 35 YEARS

of craftsmanship, creativity and innovation, we work with restaurants to create an unforgettable customer journey, both in-store and outside. As experienced storytellers, we have mastered the art of communicating and fostering your brand through an emotional connection to the restaurant environment.

A single-source leader in design, value-engineering, fabrication and implementation, we can utilize your existing program — or design a new one — and create a flexible, value-driven visual communication package that can easily be duplicated, kitted and rolled-out, or inventoried for later, effectively setting you up for continued growth.



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