- **CUSTOM WALL GRAPHICS**
- **ACRYLIC GRAPHICS**
- **CUSTOM PRINTED SNEEZE GUARDS**
- **WINDOW GRAPHICS**
- **PROMOTIONAL BANNERS**
- **RETAIL SIGNAGE**
- **ADA SIGNAGE**

BUILDING A NEW BRAND:

FinBomb Sushi & Poké, a contemporary Japanese and Hawaiian cuisine concept headquartered in Reno, Nevada, recently expanded its footprint into Baton Rouge, Louisiana. The Nevada franchise wanted to build on its brand to cultivate a unique customer experience.

CHALLENGES:

FinBomb, which operates under a new franchise model, is rapidly growing. As the company expands, the creation of a brand that communicates quality fish fillet cuts, fresh handpicked ingredients, and empowered chef-customers, all in an exciting environment, has become a key focus. With an aggressive growth plan in place, FinBomb needed to transform its brand.

BENEFITS:

FinBomb can expand with confidence knowing that the brand vision for a successful franchise has been realized. If crafted correctly, a franchise brand is one of a businesses' most important assets. An appealing brand not only attracts and retains customers, it also lures potential franchisees. Lettermans will provide a custom signage ordering portal for future FinBomb locations, allowing the corporate office to worry less about signage and graphics and focus more on their business.

SOLUTIONS:

Lettermans helped FinBomb leadership articulate their brand vision and explore visual communication options. The Lettermans design team sourced impactful imagery and created artwork, fashioning a fresh new restaurant graphics concept for the growing franchise.

"Lettermans worked with us to plan, design, and install the graphics for our Baton Rouge location. They made it easy, creating a system for deploying signage for future restaurants as we expand."

-Charlie Henry, Owner

RESULTS:

FinBomb created an environmental graphics package that communicates their brand confidently. Using the custom online portal managed by Lettermans, FinBomb will be able to order signage and graphics simply with a few clicks of the mouse.

LETTERMANS
www.lettermans.com