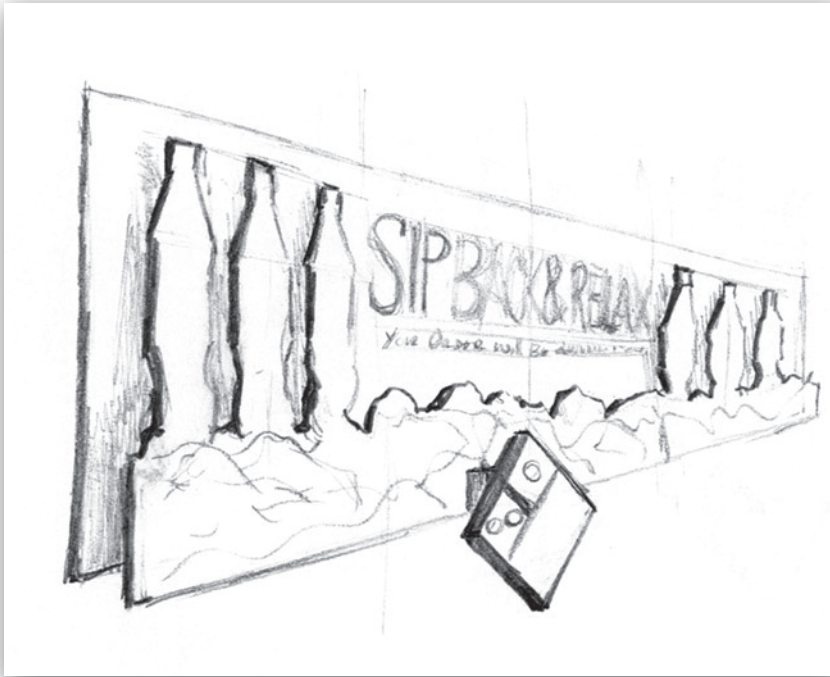
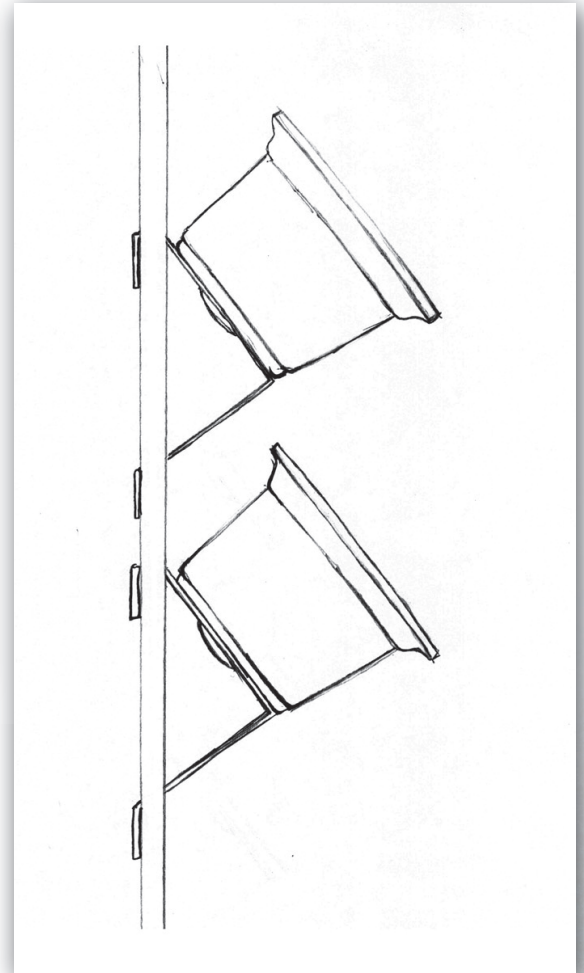


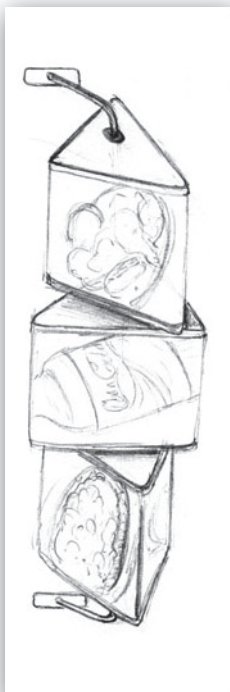
Conceptual Illustrations



Beverage Sign: By utilizing multiple layers, this concept had an increased visual dynamic and the flexibility needed to allow customization of the beverage choices within the sign.



Dipping Station: The initial concept was to use live packaging in the display. This may comfort the consumer by showing the actual size of the sauce cup they are purchasing.



Wall Mounted 3D Signs: This display could be mounted vertically or horizontally and provided the consumer with the ability to tactilely interact in the purchase experience by creating a meal.

