



## Storefront Branding for National Franchise

Rita's Italian Ice and Frozen Custard is the largest Italian Ice concept in the nation, currently operating in 30 states with over 600 units. They offer a variety of frozen treats including Rita's famous Italian Ice, Old-Fashioned Frozen Custard, Milkshakes, Sundaes, Frozen Custard Cakes, Custard Cookie Sandwiches, and layered Gelati. Since 1984, "Ice, Custard, Happiness" has been the brand's motto, and for over 30 years Rita's is still dedicated to serving up a big dose of happiness with freshly made, delicious, custom treats, in a fun-filled atmosphere.

Realizing the importance of consistent nationwide storefront branding, Rita's recently underwent the initiative to create a standard signage package for implementation at their franchise locations. New stores would be able to work from the set of standards, and existing stores would make updates as needed. Kieffer | Starlite was contacted to make recommendations and help develop the signage package for their storefront branding.

### About the Solution

Kieffer | Starlite worked closely with the Rita's team to develop signage standards. Our team visited several of Rita's locations to evaluate the existing signage, review concerns and recommend areas for improvement. After identifying challenges with key branding elements, Kieffer | Starlite produced and tested prototypes for various product applications. Following approval on the design and new product recommendations, the signage package was approved by Corporate for the franchise to utilize moving forward. The package includes exterior channel letters and logo, vinyl graphics and awnings.

The first storefront to implement the new signage package was completed in Alabama. The result was a turn-key solution that allowed the franchise one point of contact to complete their entire storefront branding needs. One of the highlights from the new brand standards includes an updated awning design. The re-designed awning has significantly increased the products longevity and includes higher visibility in the evening to attract patrons to Rita's storefront.