

# Interior Trade Dress for 2010 and Beyond

# New Trade Dress - Outlined

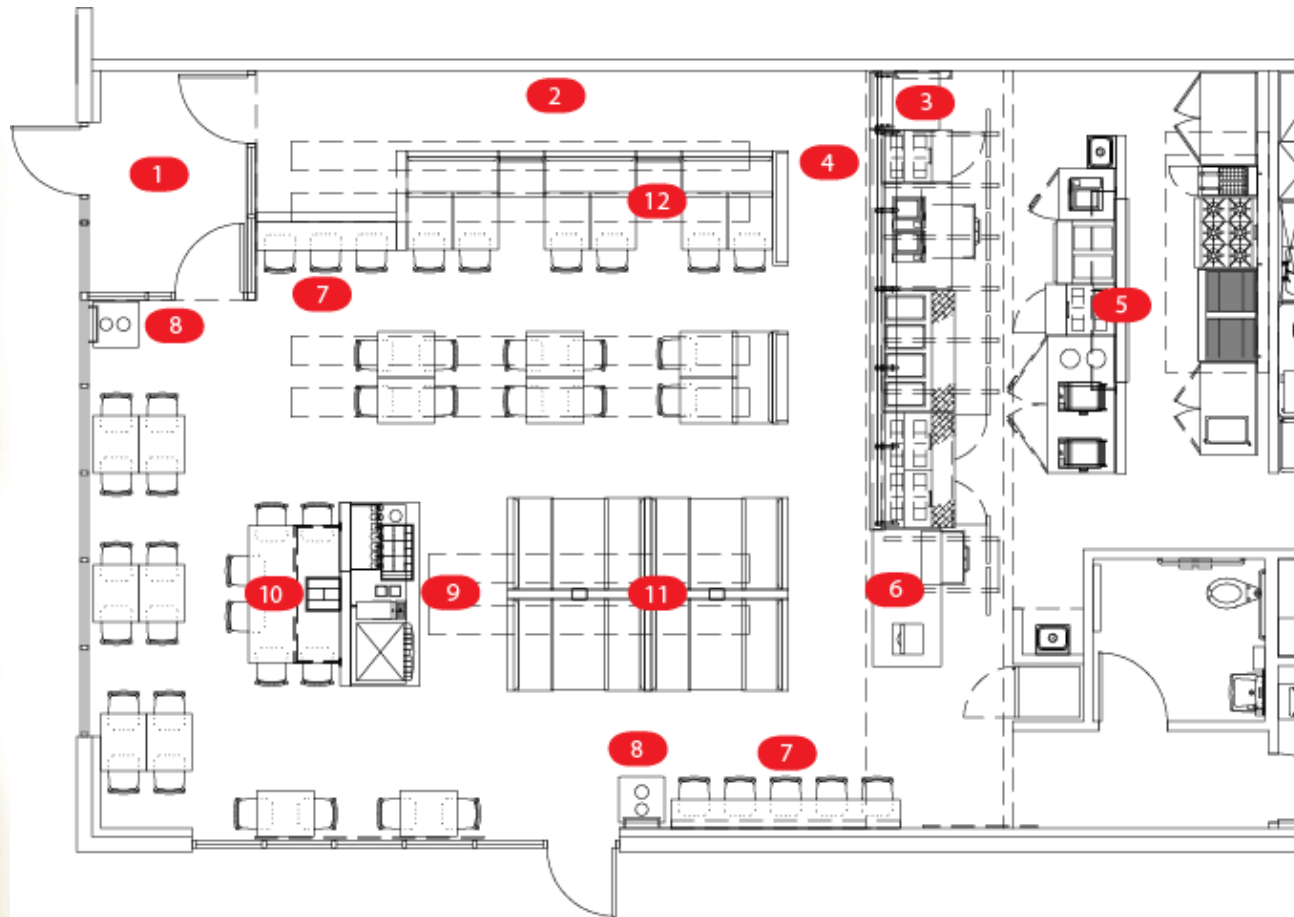
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- Noted Floor Plan (handout)
  - New design elements and locations
- Floor Finish Plan
  - New finishes and locations
- Reflected Ceiling Plan
  - New design elements and fixtures
- New Interior Elements, New & Updated Fixtures
  - Brand Wall
  - Service Line/Back Service Wall
  - Beverage Island/Community Table
  - Millwork
- Evolution of Signage



# Noted Floor Plan



## Keyed Notes

- 1 Main Entry/Exit Vestibule
- 2 Brand Wall
- 3 Artisanal Prep Table
- 4 Service Line
- 5 Kitchen Window
- 6 Card/Dessert Display
- 7 Dining Counter
- 8 Trash Receptacle
- 9 Beverage Center
- 10 Community Table
- 11 4-Top Booths
- 12 Banquette Seating

Noted Floor Plan



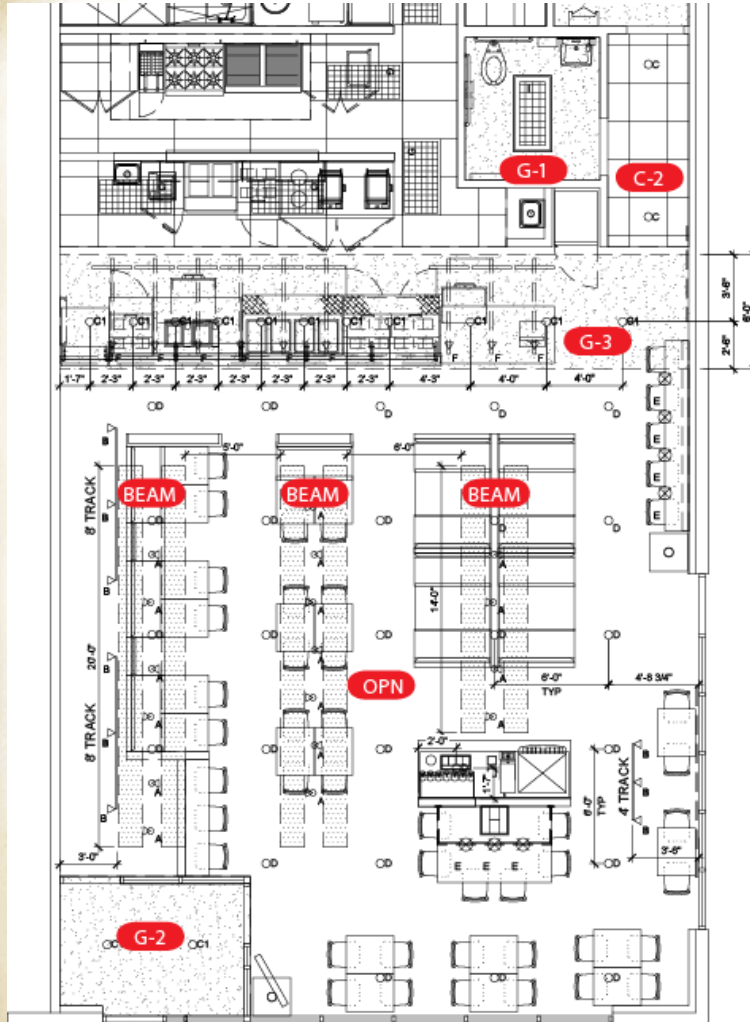
# Floor Finish Plan

1. Vinyl wood plank
2. Porcelain tile

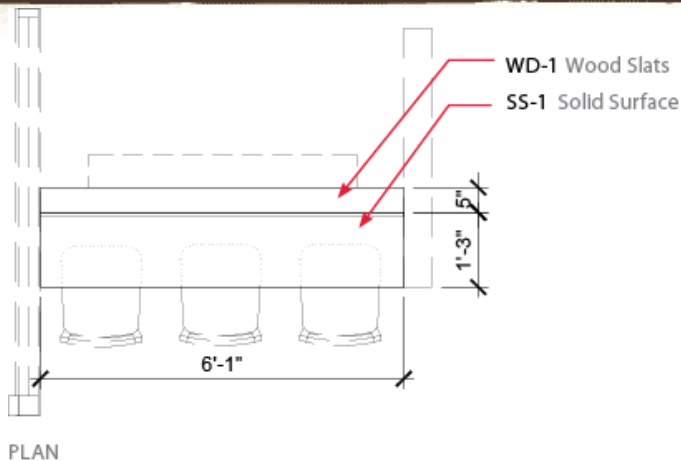
FLOOR FINISH PLAN



# Reflected Ceiling Plan



# Combi Fixture / Entry Dining Counter



FX-25 Entry Dining Counter



GX-2 Combi Fixture



# The Brand Wall

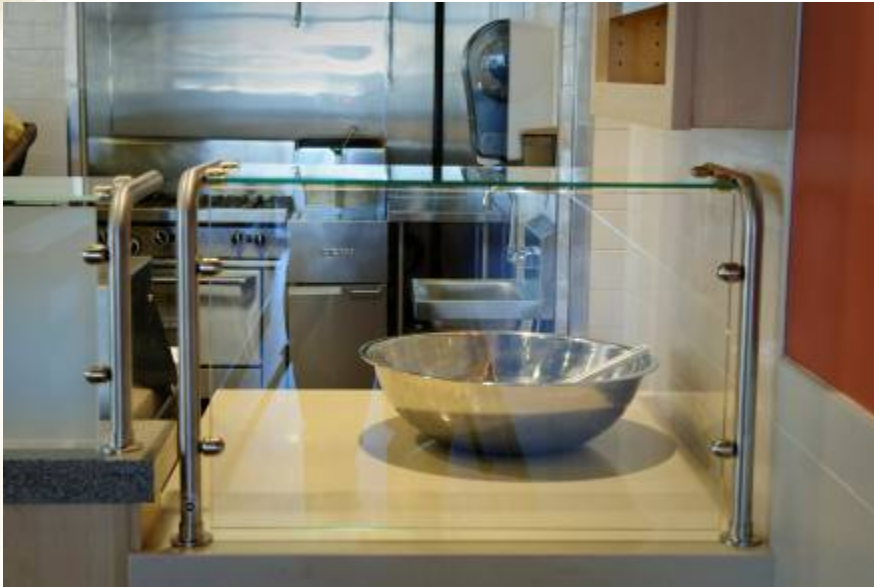


# Menu Board System





# Artisanal Prep Table / Spice Cabinet



FX-15 Artisanal Prep Table

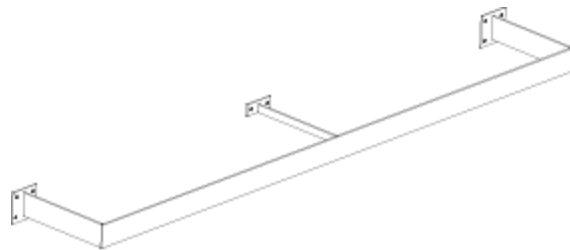


FX-21 Spice Cabinet

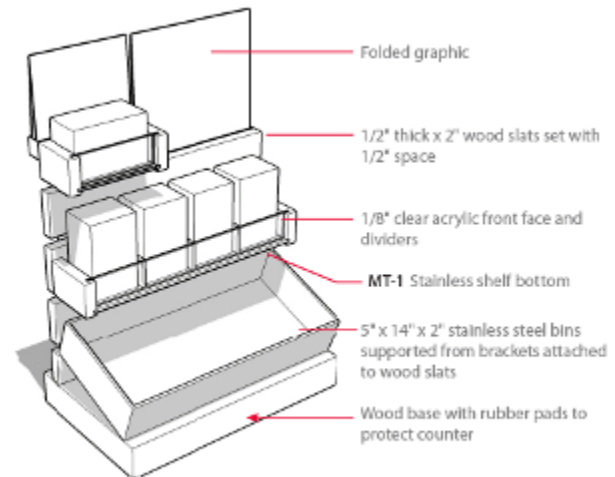
# Service Line / Island Wall



# Utensil Rack / Card-Dessert Display



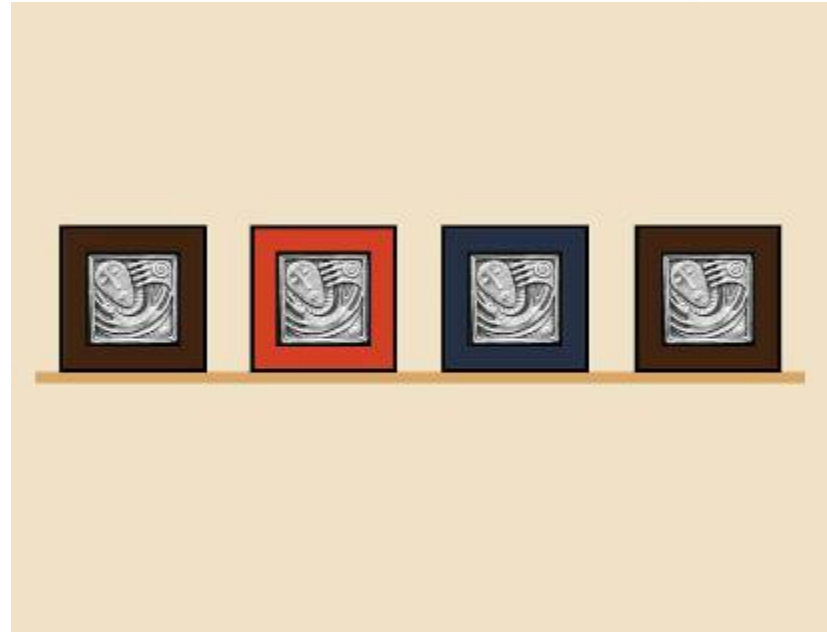
FX-22 Utensil Rack



# Dining Counter / Prata Display Shelf



FX-7 Dining Counter / Display Shelf





# Community Board / Trash Receptacle

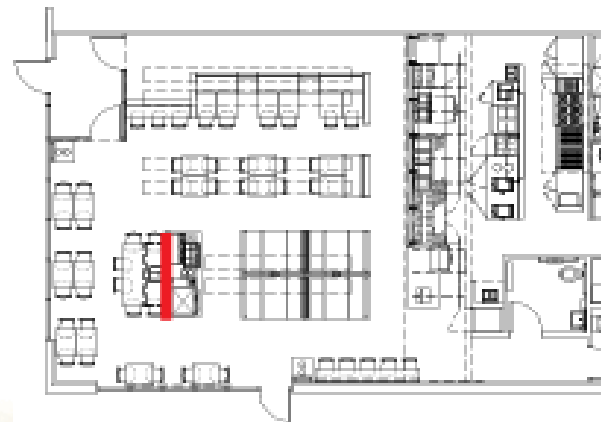


FX-17 Community Board

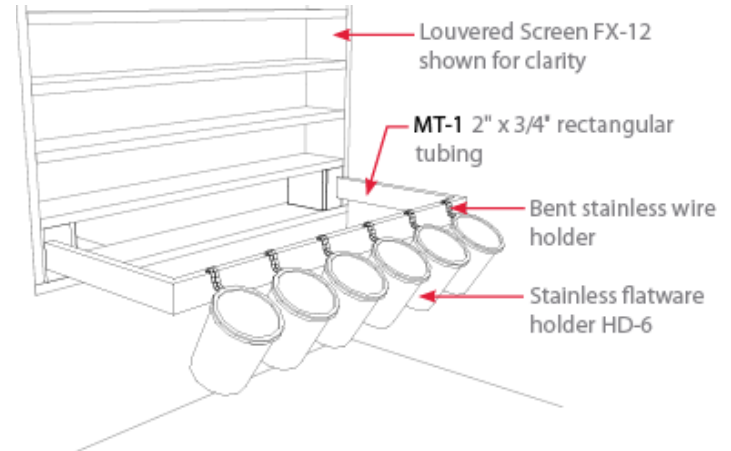


FX-13 Trash Receptacle

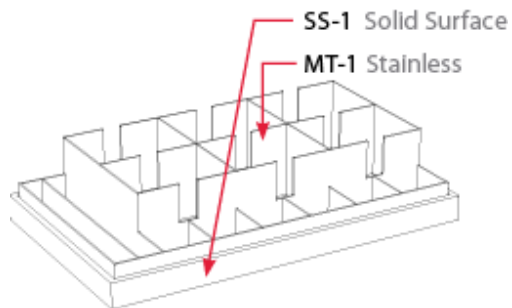
# Beverage Island/Community Table



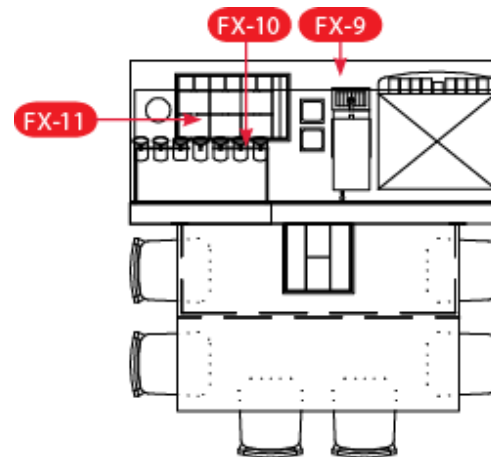
# Fixtures at Soda Station



FX-10 Beverage Center Supply Rack

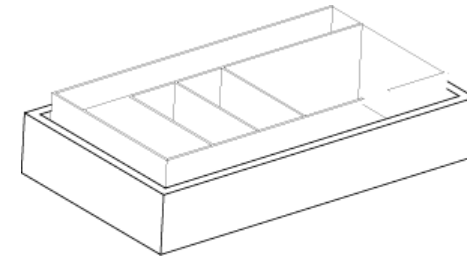


FX-11 Beverage Center Condiment Tray



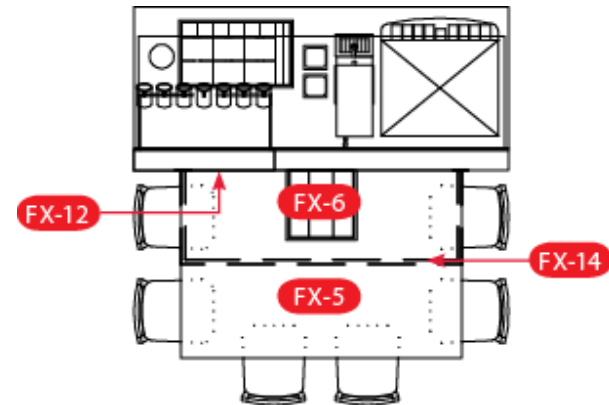
Fixture Plan Detail

# Community Table Fixtures



Removable metal tray in Solid Surface surround attached to countertop in field.

**FX-6 Community Table Condiment Tray**





# Updated Booth Design



FX-1 Banquette  
FX-2 Slat-back Booth  
FX-4 Booth Rail

# Tables / Chairs / Blinds



# New Logo / Exterior Signage Evolution



L - LINEAR

**Qdoba** MEXICAN GRILL

LS - LINEAR STACKED

**Qdoba** MEXICAN GRILL

S - STACKED

**Qdoba**  
MEXICAN GRILL

**Qdoba**  
MEXICAN GRILL

**Qdoba**  
MEXICAN GRILL

# Other Uses of New Cactus Button / Logo





*crafting*  
LASTING VALUE

THANK YOU