



# Cheesecake Factory

## *Specialized Signs for a Specialty Restaurant Experience*

The Cheesecake Factory grew out of a mother's cheesecake baking business, which inspired her son to showcase the selection of desserts by opening a restaurant in 1978. That restaurant in Beverly Hills, CA, has led to opening some 200 The Cheesecake Factory locations in the U.S. and the licensing of others internationally. Restaurants are supplied by two bakery production facilities. The company also operates two other brands, Grand Lux Café and RockSugar Southeast Asian Kitchen.

Federal Heath became involved with The Cheesecake Factory's signage when they had only a handful of restaurants. Today we continue to be an exclusive partner in their signage building and maintenance program.

- » Exterior signage covering all visible elevations
- » Interior signage based on each location's décor
- » Signage to mark locations within mall interiors
- » Ongoing design and engineering of signage concepts
- » Maintenance for signs at all U.S. locations



## Precise Work for A Precise Company

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Details define the culture at The Cheesecake Factory. Founder David Overton personally selects each location. Building exteriors are designed for a three-layer faux paint effect. Interior work such as decorative painting and gold leaf is often performed onsite. The final effect is a beautiful space designed for special times and celebrations centered around memorable meals.

Not only does Federal Heath's signage contribute to the effect, but we are also subject to the serious scrutiny that makes every aspect of The Cheesecake Factory "just right."

## Delivery for Fast-Paced Openings

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Federal Heath approached The Cheesecake Factory about signage when the company had only a handful of restaurants. Since then we have worked with their team to deliver interior and exterior signage for up to two dozen locations a year at the peak of their expansion.

As a member of their tight-knit group of select tradesmen and artists, we participate in the well-organized, fast-paced process that allows the company to complete buildings from ground up in eight to twelve weeks. In this tightly integrated environment, hitting precise deadlines with well-crafted signs is critical every single time. The range and capacity of our multiple manufacturing facilities has made it possible to produce and deliver signs nationwide.



## Maintenance Program for Best Impressions

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The Cheesecake Factory's attention to detail means that maintenance is a critical aspect of their signage program. As their maintenance partner, we make sure their signs and specialty cove lighting always look their best. With a 40-year history of designs and construction to consider, our extensive knowledge of each location's hardware and bulbs helps us arrive with the right materials for each specific job. All it takes is one quick call to our service center.



## Project Management for Predictable Success

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The Cheesecake Factory's care in creating sophisticated effects on interior and exterior walls presents a challenge for mounting outside signs while the trades work under aggressive schedules. As the company's signage partner, we developed a two-stage process to pull it off, installing pre-wired metal templates before walls are finished then attaching signs after work is complete. For each restaurant's hostess signs, we coordinate the application of restaurant-specific tiles before we finish it off with copper-plated letters.

To keep tasks like these on track, The Cheesecake Factory depends on our project management team for signage logistics for production, delivery, and installation.

## Development for New Sign Types

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Aside from the iconic letterset on their outside wall, The Cheesecake Factory's signage can be a complex combination of specialized sizes, shapes, and finishes. They call on us to turn concepts into well-engineered and designed signs, utilizing patterned metal leaf overlays, chasing lights, or whatever else is needed to achieve their effect. We become the problem-solvers who work closely with architects to work out the details, present prototypes that reflect the right colors and finishes, then deliver just the right sign for their purpose.