



Sebastians Café & Catering

# KENDALL SQUARE WINDOW GRAPHICS REQUEST / PROPOSAL

# SEBASTIANS CAFÉ & CATERING REQUEST

Sebastians Cafés & Catering is submitting a proposal to implement and update public facing environmental graphics that will be displayed on building window glass panes.

**2 REGIONS OF INSTALLTION**

# #1 - 4 PANEL WINDOW GLASS DISPLAY

## CURRENT DISPLAY

Current displayed graphics fully cover the 4 window panes. Full window coverage on all 4 panels was necessary due to our kitchen shelving and storage area on the interior.

## REASON FOR REPLACEMENT

- Faded Artwork / Dated Look



## PROPOSED DISPLAY

### PURPOSE OF NEW GRAPHICS

- Modern look that will reflect surrounding environment
- Advertisement space
  - due to our café downsize, our window marketing needs to be prominent & clean
- More transparency
  - 2<sup>nd</sup> panel display, from left to right, will be open at top portion for a view into the kitchen
    - the exposed area will be cleaned out in time for installation

**PROPOSED GRAPHIC DISPLAY ON NEXT SLIDE.**

## #1. VEGETABLE VECTOR PATTERN

- purple outlines on solid green

## #2. KITCHEN GRAPHIC DISPLAY

- A. Full coverage of window from bottom to about 43" h. with cutting board zipper image (*img. to portray our kitchen zipping open for the public onlooker*)
- B. About 2/3 open (clear) window with ability to look into kitchen area, w/ white typography & vector image centered above full coverage graphic. Text reads: "WickedFRESH Creativity in progress..."

## #3. VEGETABLE VECTOR PATTERN

### w/WHITE BLOCKED TYPOGRAPHY

- Promote Sebastians catering services

## #4. VEGETABLE VECTOR PATTERN

- purple outlines on solid green

# #1 – 4 PANEL WINDOW GLASS DISPLAY GRAPHIC BREAKDOWN BY WINDOW PANEL



Mockup of proposed updated environmental graphic installation

#1

- 4 PANEL  
WINDOW  
GLASS  
DISLPLAY

ARTWORK  
VIEW



Wicked**FRESH**  
cr[eat]ivity in progress...



LETTUCE  
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SPECIAL  
**EVENT!**

×  
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SEBASTIANS  
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# #1 – 4 PANEL WINDOW GLASS DISPLAY

## INSTALLATION PROCESS

To be install by a professional installation team, provided by Bigraphics, inc. They are also producing the graphics.

- Graphics printed on 3M Controltac cast vinyl w/ luster or matte cast laminate
- To be applied to the outside surface of the window during normal hours of operation (will not interrupt business flow)
- Date of installation scheduled based on approval, but would like to install beginning of June.

*See pdf., provided by Printer, for details on materials and installation process.*

## Window Dimensions and Graphic Artwork Dimensions

WINDOW GLASS PANELS (left to right)

- #1 & #4 - 124”h x 39”w ea.
- #2 & #3 - 124”h x 61”w ea.

ARTWORK DIMENSIONS TO MATCH WINDOW DIMENSIONS

- full coverage on all glass panels except #2 – *see previous slide for details*

# #2 – ONLINE ORDERING WINDOW GLASS DISPLAY

## CURRENT DISPLAY

Far left window panel when looking straight on at our cafe store front. Located to the left of our new door. Currently there is nothing on the window pane.

PROPOSED GRAPHIC DISPLAY ON NEXT SLIDE.

## PROPOSED DISPLAY

### PURPOSE OF NEW GRAPHICS

#### Advertisement space

- market our new online ordering / order ahead program to customers

#### Dimensions / Material / Installation

Artwork will be cut to shape / size and printed on 3M Controltac cast vinyl

- Artwork = 24”h x 12.4”w
- Window Panel = 124”h x 61”w
- Internal Marketing department to install with easy peel away template, date TBD based on implementation of our online ordering

**ARTWORK**  
24" h x 12.4" w

# *new!* **ORDER AHEAD**

**3** EASY STEPS

**1 ORDER**

@ [www.sebastians.com](http://www.sebastians.com)  
or through our sebastians app

**2 SCHEDULE**  
your pick-up time

**3 PICK-UP**  
your order & enjoy!

**MOCKUP**  
window  
placement





# SEBASTIANS CAFÉ & CATERING PROPOSED GRAPHICS

## OVERALL MOCKUP OF OUTDOOR PROPOSED GRAPHIC INSTALLATIONS





re[**fresh**]ing  
@ kendall square

**THANK YOU.**

WE ARE EXCITED TO CONTINUE OUR CONTRIBUTION TO  
THE KENDALL SQUARE & SURROUNDING COMMUNITIES.



**SEBASTIANS**  
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