



STUDENT DESIGN
COMPETITION BRIEF

..... 2017

MY CHICK-FIL-A

Serving a College Community



INVITATION TO DESIGN

The 2017 PAVE Design Challenge invites you to re-invent the experience of Chick-fil-A on a college campus. Our goal is to develop concepts that expand the platforms and expressions in which Chick-fil-A serves a college campus by partnering with the talent from design schools and students from around the world.

As a company, we challenge ourselves to courageously and aggressively try new things. We focus on 4 ways of thinking:

THINK Different

push the envelope of our current thinking

THINK Forward

look to the future and step beyond what we know today

THINK Cool

be aware and engaged in what delights or could delight our guests

THINK Shared Ownership

be adventurous in how we partner to learn, grow and create

For this competition, we invite you to think the same. Explore new ways of creating an experience that is more than just a transaction of food. We have sponsored this competition with expectations of

- **Pushing the envelope** of what the current experience is today
- **Shaping the future** and capturing possibilities
- **Expanding the way we engage our guests** with a new portfolio of experiences
- Powerful thought and design that is a **collaboration or combination of design fields** – architecture, interior design, visual merchandising and graphic design.

We highly encourage you to define an experience that does not exist today.



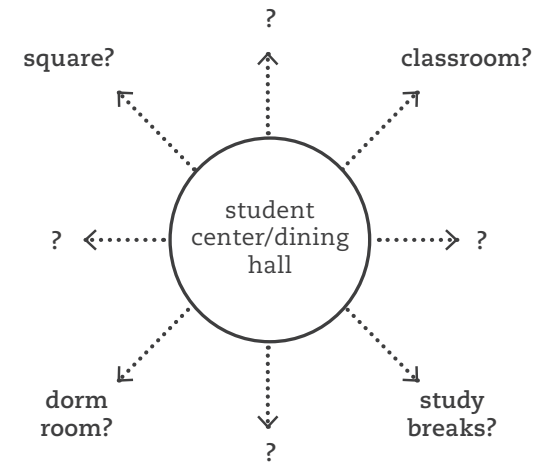
DESIGN CHALLENGE

How might the visual environment and/or physical vehicle for serving a college campus better embody and inspire a sense of service, genuine care for people and establishment of a community?

Because meals play an important role in students' lives when living away from home, a college campus can be a perfect match for a brand that is dedicated to serving more than a chicken sandwich.

Push the envelope of where and how Chick-fil-A might connect and cater to the student population beyond the physical space. Think about the entire campus and envision expressions, vehicles and opportunities to support and connect with campus users.

Ultimately, your design solution will be more than a meal for the students it serves.





DESIGN CHALLENGE

Solutions should consider:



Creating meaningful solutions for campus users and that are tailored to their specific **lifestyle needs**. Understanding the guest, their behaviors, needs and/or unmet needs will help to target your design.



Utilizing **technology** that enhances the experience. How guests connect with their Chick-fil-A experience may not be just at the counter. Consider the impact and opportunities that technology brings to placing orders, payment, alerting, communicating and other needs for connection.



Integrating **genuine touches** that demonstrate care. Authenticity defines and creates uniqueness. The guest experience creates elements or opportunities that happen only when a guest visits Chick-fil-A.



Localizing each experience. Elements of the Chick-fil-A visual environment are inspired by the brand's heritage. Design solutions should be inspired by this vocabulary, the logo and the classic red and white while considering meaningful and unique elements of localization.



Highlighting **freshness and quality**. Much of the Chick-fil-A menu is made fresh in our kitchens. Lemonade is squeezed and made fresh and chicken is hand breaded. Additionally, we focus on seasonality with limited time only items like peach milkshakes at the peak of peach season and timely warm tortilla soup in the fall.



COMPETITION DETAILS

Traditionally, the PAVE competition is divided into two groups; Store Design and Visual Merchandising. This year, we are integrating the disciplines into a single challenge and inviting students to consider the full spatial context and leverage their primary area of design interest and/or collaborate with other design disciplines. Entry teams of two students will be accepted as well as individual student entries. If a team of two is selected as a winner, both students will be recognized.

For example, as a team, a student who considers “merchandise presentation” to be a personal strength may partner with a student who considers their personal strength to be “store design”. As an individual, you may choose to use your personal strength as a base and push beyond. The goal for this is to represent the cross-discipline design collaboration that happens within the retail and restaurant industry. When you collaborate or adapt your strengths, the outcomes are almost always greater because we look at a challenge with fresh eyes and different design perspectives.

We anticipate that this challenge will produce a range of re-imagined and re-invented Chick-fil-A experiences by merging store, experience and visual design.

Design solutions will be reviewed based on the following:

- **Inclusion of the 5 design considerations** – lifestyle needs, technology, genuine touches, localization and quality and freshness (page 4).
- **Expression of the Chick-fil-A brand.**
- **Creation of experience** that positively impacts students on a college campus.

PRESENTATION REQUIREMENTS AND FORMAT

- Each entry should be submitted in an 8-1/2 x 14-inch format, not to exceed 14 single sided pages (cover page is not included in the page count).
- The design may be hand-drawn, rendered, photographic, and/or computer-generated.
- Students must also submit a copy of their design booklet in a PDF format on a thumb drive.
- The submission should address the general requirements above at a scale and composition determined by the student. A written concept statement limited to two paragraphs must highlight the unique approach to the concept and the rationale for design decisions.

GENERAL INFORMATION AND ENTRY REQUIREMENTS

- This competition is open to undergraduate college students only.
- Students may only enter as a team of 2 or submit an individual entry.
- The student’s name(s) and school name(s) are not to be visible anywhere on the presentation pages or cover.
- Each entry must include an entry form and disclaimer clipped to the back of the entry.
- Each entrant must complete and submit an online entry form .
- Students must also submit a copy of their entry on a USB /Thumb Drive in a PDF format with the entry. Please make sure to label the thumb drive.
- Students are advised to keep a copy of their entries, as entries will not be returned.
- Please do not contact Chick-fil-A with any questions regarding the competition. All questions should be directed to info@paveglobal.org

**Entries must be received by
5:00 pm Eastern Time on
Tuesday, October 31, 2017.**

SEND TO:

Chick-fil-A
Attn. PAVE Entries
Design & Construction, Lincoln 100
5200 Buffington Road
Atlanta, GA 30349

PRIZES*

First Place - \$7,500
Second Place - \$5,000
Third Place - \$2,500
Honorable Mention - \$1,000

**Winners will also receive a travel stipend
to be honored at the 2017 PAVE Gala on
December 6, 2017 in New York City.*



RESEARCH

To build your understanding for this challenge, we encourage you to learn about the Chick-fil-A brand, the campus user(s) and other brands that compete for their loyalty to help create a new experience.

- ☐ Fast Food and Casual Dining Competitors
- ☐ Visit your local Chick-fil-A
- ☐ Visit your food court or a Mall food court
- ☐ Study your campus life and typical profile of a campus user(s)
- ☐ Other places that college students eat, gather, and/or live
- ☐ Other businesses that fulfill common or overlapping needs of college students



ABOUT CHICK-FIL-A

HISTORY

Chick-fil-A founder S. Truett Cathy created the signature Chick-fil-A® Chicken Sandwich in 1964. Today, that same sandwich is enjoyed by millions of customers a day - except on Sunday. Truett opened his first restaurant in 1946 on the south side of Atlanta and then pioneered in-mall food service with the first Chick-fil-A mall location twenty years later. Free-standing Chick-fil-A restaurants followed. Chick-fil-A's first licensing agreement was in 1992 as the brand expanded to college campuses.



1946
Original Dwarf Grill diner
(later renamed Dwarf House)



1964
Truett Cathy's invention of
the Chicken Sandwich



1967
First mall location



1986
First free-standing location



1992
Expansion to college campuses



2016
Current free-standing prototype

 Please reference the video [“Our Story”](#) on PAVE website

TODAY

With over 2,000 restaurants the family-owned company has experienced 48 straight years of positive growth, with sales last year of nearly \$8 billion. Chick-fil-A continues to grow its brand presence in existing and new markets. Recently, we introduced our brand to Manhattan, Las Vegas and Portland. In all locations, our Team Members are our ambassadors to our brand and tell our story today best.

 Please reference the video [“Who We Are”](#) as told by our Team Members



ABOUT CHICK-FIL-A

BRAND MANIFESTO

Internal to Chick-fil-A, we use our Brand Manifesto as a compass to guide our creative work. It should not literally manifest itself in our restaurants.

We cook.

But, we don't just serve sandwiches. We serve meals. Made from good ingredients. Warm and cared for from the time they're cooked to the moment they are served.

We prepare.

But not just a meal, an experience. Everything we do is with the greatest of care. A clean table. A pair of pickles laid on a bun just so. Our love is wrapped up in the little things, the in-between things that aren't said but are always felt.

We believe.

With all our hearts that kindness is a higher calling. We want to know people. To nourish them. We love seeing individuals, teams and communities brighten lived by caring for others.

We build.

On a legacy of one man's pioneering spirit. His faithful stewardship. His vision that being your best requires hard work. That local ownership isn't just unique; it's the best way to do business. And that giving generously can help good to grow.

We are more than a restaurant.

We're a home.

Where the hugs are just as tender as the chicken, the smiles just as sweet as the lemonade, and the conversations just as nourishing as the meal.

To those we serve, we're neighbors. Friends. Family. We are Chick-fil-A.

We are **where good meets gracious.**





RESOURCES

VISUAL IDENTITY

Our logos and classic red and white are vital elements of our brand and should not be altered.

However, creativity with graphic execution and brand messaging is highly encouraged.

PRIMARY - SCRIPT LOGO

The Chick-fil-A® Script Logo cannot be altered in any way and the preferred colors are PMS 186C red or white.



MAIN BRAND COLOR

Chick-fil-A® PMS 186C Red is the calling card for the Chick-fil-A Brand. It is the preferred color for presenting the Script Logo and Square Icon.



Chick-fil-A Red
PMS 186C
CMYK: 0 | 100 | 75 | 4
RGB: 198 | 12 | 48
HEX: E5173F

SECONDARY - SQUARE ICON

The Square Icon in PMS 186C red is the secondary identity symbol for the Chick-fil-A brand. The Square Icon may be used for architectural elements within the Restaurant.



CHICK-FIL-A COWS

The Chick-fil-A Cows are a promotional element for the Chick-fil-A brand. The Cows are not an element of the visual environment and should not be incorporated into your design solution.

Files are available on PAVE website.



RESOURCES

VISUAL DESIGN PRINCIPLES

Visual design is often the ultimate expression of a brand story. And what makes something “look” Chick-fil-A goes far beyond our logo, colors or typeface.

Our Visual Design Principles can influence anything we create, from restaurant environments to packaging.

delightful detail



One of the key ingredients of our brand is our reputation for thoughtfulness. A delightful discovery, a considerate detail or a whimsical touch are ways we emotionally connect with our guests. These moments make people feel noticed, appreciated and often leave them smiling.

build on the past



When we look back to the genesis of our brand, it is evident that our heritage is fundamental to who we are today. By weaving in moments of nostalgia, we remind our guests of our distinctly local roots. The visual language of our heritage can be used to enrich our brand.

cleanliness is a virtue



Cleanliness doesn't just mean germ-free restaurants; it means our brand is honest, authentic and premium. In turn, our visual language should be simple and refined. This minimalism is achieved by removing clutter and excessive ornamentation.

tie a red ribbon



Red on white is iconic to Chick-fil-A. Just like a red ribbon tied around a gift, the color red should be used to highlight and draw attention to what is special; it should always be used purposefully.

authentically fresh



Our brand will always be rooted in our heritage, but in our pursuit of brand excellence, we can evolve to stay relevant and feel authentic.

sign sincerely



Our logotype is the symbol that encompasses who we are—a company that takes pride and care in everything we do. To preserve this sentiment, we must use the logo strategically and be purposeful with its placement.

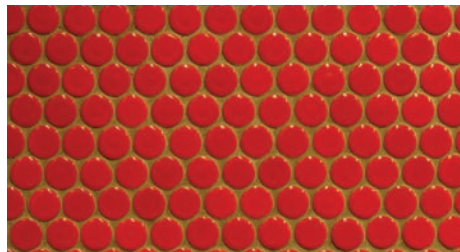


REFERENCE ONLY

CURRENT INTERIOR ENVIRONMENT

These vignettes of our current interior palette are how we apply Visual Design Principles to the restaurant.

You may build off of these or create your own.

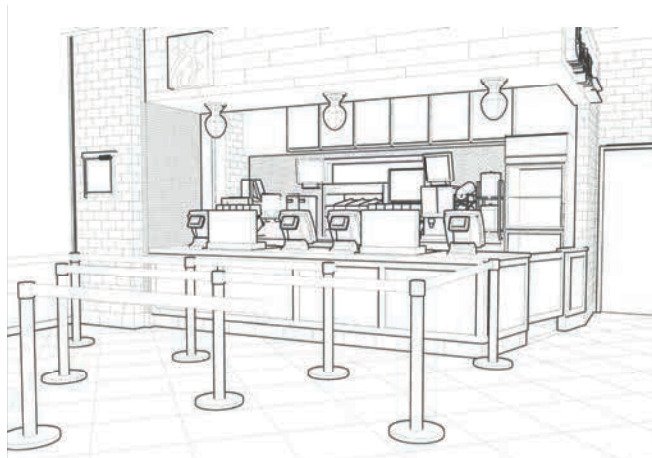




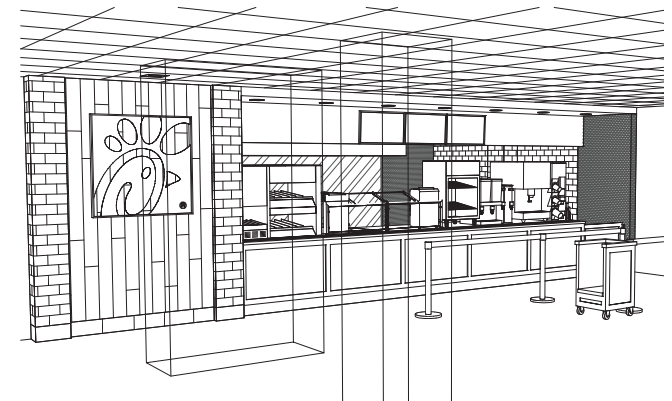
REFERENCE
ONLY

CURRENT
COLLEGE
DESIGNS

COUNTER SERVICE



SELF SERVICE





We are excited to see YOUR Chick-fil-A!
THANK YOU

