



Velvet Taco

NATIONWIDE



Owner

L Catterton

Contract Type

Signs

Architect

Harrison

SIGNS CASE STUDY

The FSG Signs team applied their creativity, resources, skills, and experience to make each Velvet Taco location's signage POP!

Challenge

The owners of Velvet Taco restaurants tasked FSG Signs with providing full signage services for 20+ restaurant locations.

Each restaurant has a unique look - no two alike - with quirky and creative touches including various renditions of hand-painted artwork of Marie "let them eat cake" Antoinette. The colors, materials, signage, lighting, and hand-painted murals were all thoughtfully designed to symbolize the eclectic fusion-style menu of their "globally inspired" tacos and obligatory red velvet cake.

Front Burner Group (first project), and subsequently L Catterton, trusted FSG to execute their signage concepts for the restaurants, due to the solid relationship we'd built over several years.

Solution

Working with talented artists and designers, the FSG Signs team executed the owners' vision for each distinctive location - from the hand-painted murals and fabricated signage, to the lighting, installation, and ongoing maintenance and service. The project management and sales team applied their understanding of coding and zoning requirements to work diligently with the municipalities of each location to ensure all regulations were adhered to.

Depending on the location, various types of signage were created such as: a highway pylon sign in brightly glowing neon, customized illuminated channel letters that mimic a neon glow, hand-painted framed artwork and wall murals, neon restroom signs, and custom welded aluminum exterior signs.





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Integrating sustainability and creativity, many of the locations feature reclaimed elements repurposed from their former uses.

The Velvet Taco on Congress Ave. in Austin is a location we are particularly proud of, where care was taken to integrate fun and funky design concepts while retaining the building's historic charm in this popular tourist destination.

Result

Velvet Taco's distinctive brand required a sign company with the experience to work with multiple stakeholders and large groups of decision-makers, as well as the skills to implement original creative concepts from fabrication to installation. The FSG Signs team of artists, fabricators, project management and account representatives are proud to have contributed to the success of the Velvet Taco brand!

