

**KINGMAN
GROUP** 

Red Rooster Rebrand

Signage Project

CASE STUDY

www.kingman.com.au
450 Victoria Rd, Malaga WA 6090



“Partnering with Kingman as our signage supplier during the Red Rooster brand transformation was the best decision we could’ve made. The quality of both their products and services are top-notch and they helped us drive our signage overhaul with ease.”

Krystal Penny

Project Manager, Craveable Brands Pty Ltd



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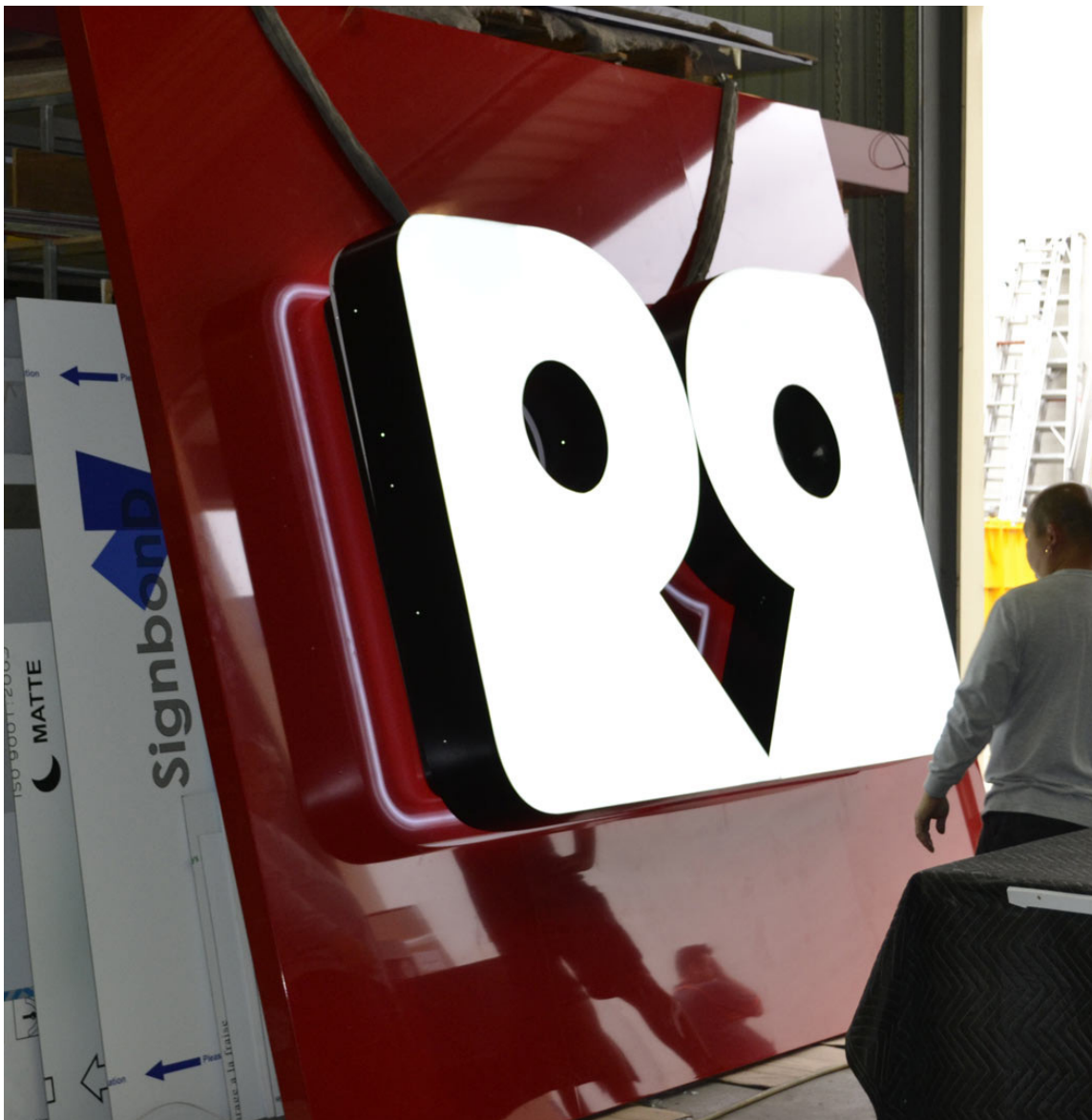


Introduction

Since 2021 our team has been busy working hard to accommodate the huge task of a state wide rebrand of all Red Rooster outlets.

With more than 65 outlets across WA this rebrand and signage upgrade is one to be admired. The company's new look is fresh modern and exciting and includes, internal and external signage, drive through signage and a variety of different sizes and styles in pylon signs. Congratulations to the team at Craveable Brands for a great rebranding project. Kingman are proud to have been part of your rebrand journey.

The scope of the project combined a large number of our Core Signage expertise. Kingman was more than confident in our capability of delivering the predicted scope of work on time and on budget for this huge brand rollout, and is grateful to have been given the opportunity to do so.



Behind The Scenes

Sign types throughout the project:

- Drive Thru Height Bar & Light Box
- Directional wayfinding signage
- Internally illuminated Pylons
- Window, door and ceiling graphics

Collaborating closely with Craveable Brands, Kingman have been working behind the scenes on this project for over a year, and the project is still going. We estimate that during the process of this entire project the Kingman factory will see a steady stream of no less than 60 Red Rooster pylons moving out of our factory and installed at stores around WA.

Above, images from the Kingman factory.



Zone Creative provides the on brand designs for each outlet, after which our in-house design team draws them up based on the spatial dimensions. Once designs are approved, we are able to send them to our highly skilled factory team who fabricate, print, deliver and install the signs.

Client

- Craveable Brands

Partners

- Zone Design
- KWIK Transport
- Collect Electrical

LIVE
LIFE TIL
YOU'RE
FULLEST.

The



Interior Signage

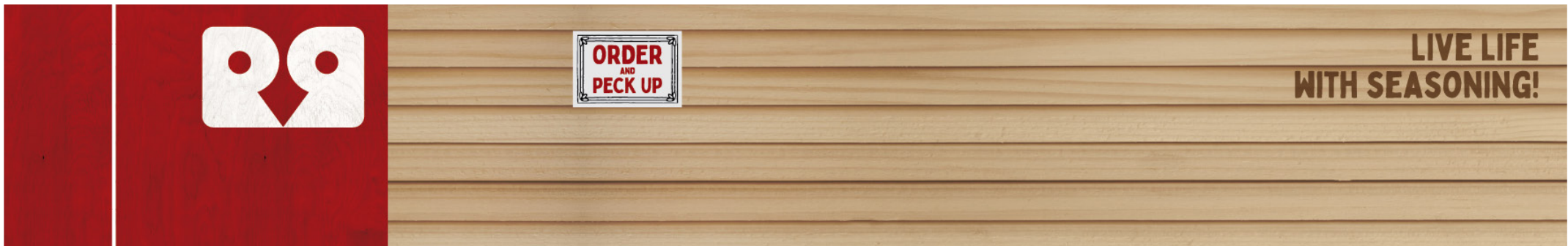
Red Rooster's interior fit outs include digitally printed Counter Graphics including the well-known phrases "Live life with seasoning" on the right of each counter and an "Order and Peck Up" sign in the middle.

Amongst other key catchphrases and branding placed around the interior, a fan favourite would have to be the "Damn I'm thirsty" printed and strategically placed above the drinks fridges....

Before and after



Above left, the old counter style. Above right, the new counter style (please note these are not the same store).







Exterior Signage

The exterior of each Red Rooster is stacked out with signage! There are various window graphics per outlet, as well as the typical Welcome & Thank You door graphics.

No two stores are the same in terms of both size and available advertising space, meaning the fit out varies per outlet. Red Rooster Baldivis for example, is one of the largest Red Roosters, and has a unique long exterior wall fitted with Graphic panels that have been digitally printed.

The Rooster's Calling

CHIPS
and
CHICKEN
SALT



STAY
HUNGRY
for life

BUT
NEVER
WITH AN EMPTY BELLY



It's
ROASTING
IN HERE

LIVE LIFE
TIL
YOU'RE
FULLEST.



Who you calling
CHICKEN
SALT?

?



N=Cl



CHIPS
and
CHICKEN
SALT

LIVE LIFE
WITH SEASONING



LIVE LIFE
WITH SEASONING



RR red rooster



**red
rooster**

DRIVE THRU

DELIVERY 🍷

**\$5 QUARTER
CHICKEN
LUNCH**
TUE-THU





Exterior Signage Continued

The impressive internally illuminated RR logo is placed at the front of each shop, and varying from 3 to 6 meters in diameter depending on the site.

To give an impression of the scale of a project like this, each outlet has on average four roof signs, at least one pylon as well as Drive Thru Gantry and Directional signage. That's a lot of very impressive signs!



red rooster

RR red rooster



red rooster

DRIVE THRU
DELIVERY

Rooster's Calling

STOP

WAIT

Before and after



Before and after



Before and after



Before and after



The Rooster's Calling



STAY HUNGRY



LIVE LIFE

LOVE CH SA



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