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Panda Express Design Intro

May 2022

EXTERIOR DESIGN

Panda Home



EXTERIOR DESIGN

Panda Home



EXTERIOR DESIGN ELEMENTS

Panda Home Exterior Design

The Panda Home celebrates our role as the first to popularize Chinese food in America. The design takes inspiration from our brands heritage and connects customers to our Chinese American culture and wok fired dishes.

Features

The design of the Panda home features ownable design elements that align with our brands personality.

- Sweeping roofline
- Moon gate portal
- Use of black and white (colors of a Panda)
- Branded red at customer touchpoints
- Glazing to engage the inside/outside
- Wood tones to add warmth, a feeling of home



EXTERIOR DESIGN



EXTERIOR BUILDING SIGNAGE

1 Letterset – front facade



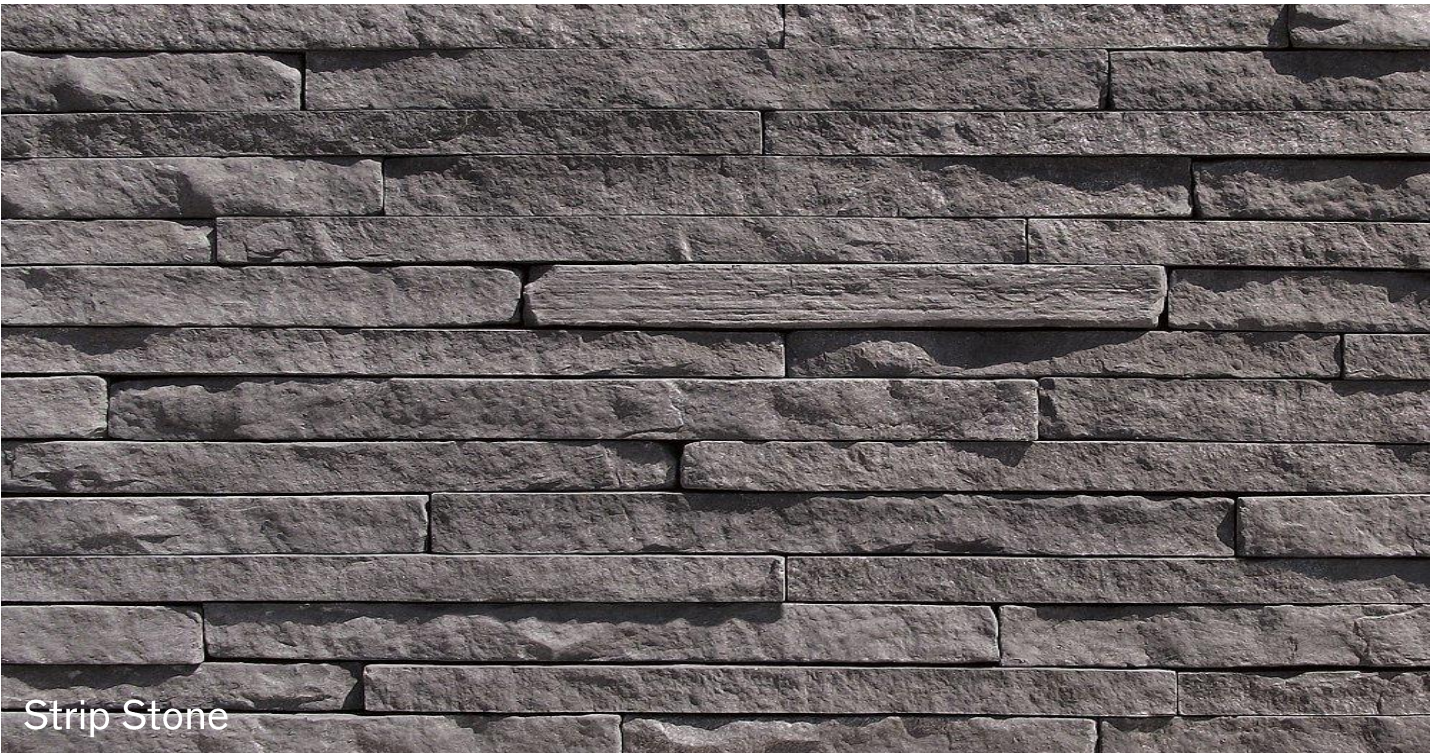
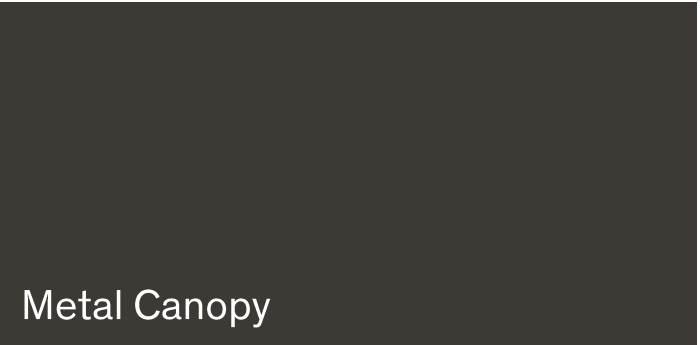
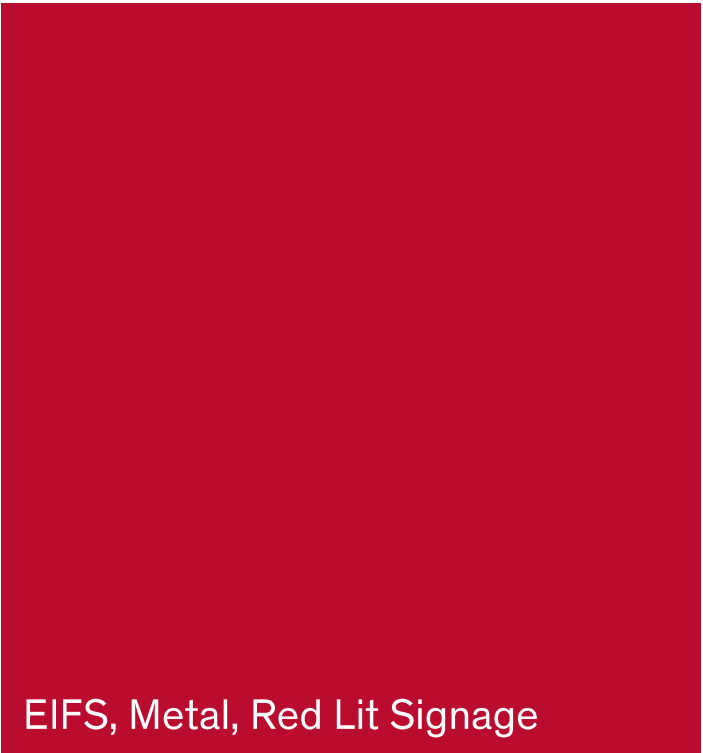
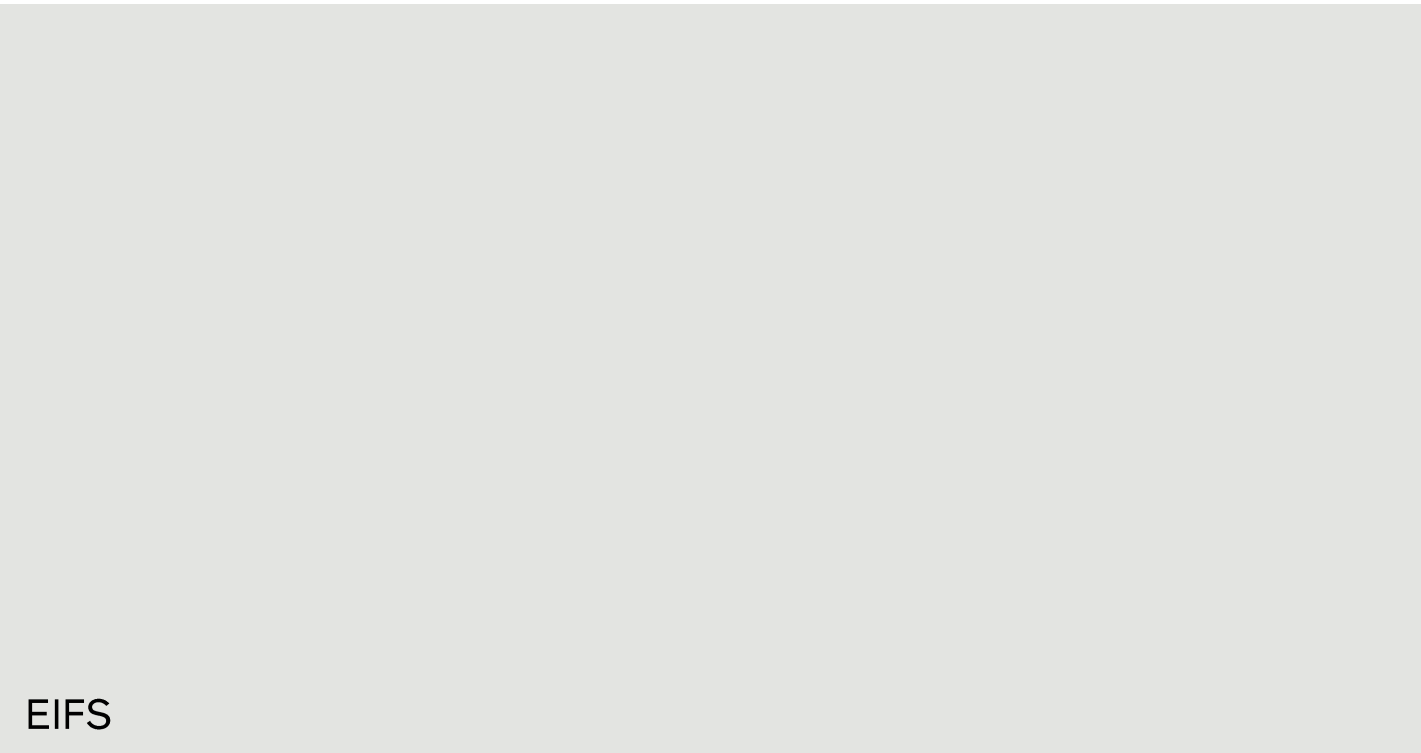
2 Lockup – All facades except front



3 Vertical Letterset – Drive-thru facade



EXTERIOR MATERIALS



INTERIOR DESIGN

Celebration Ambiance



INTERIOR DESIGN ELEMENTS

Celebration Ambiance

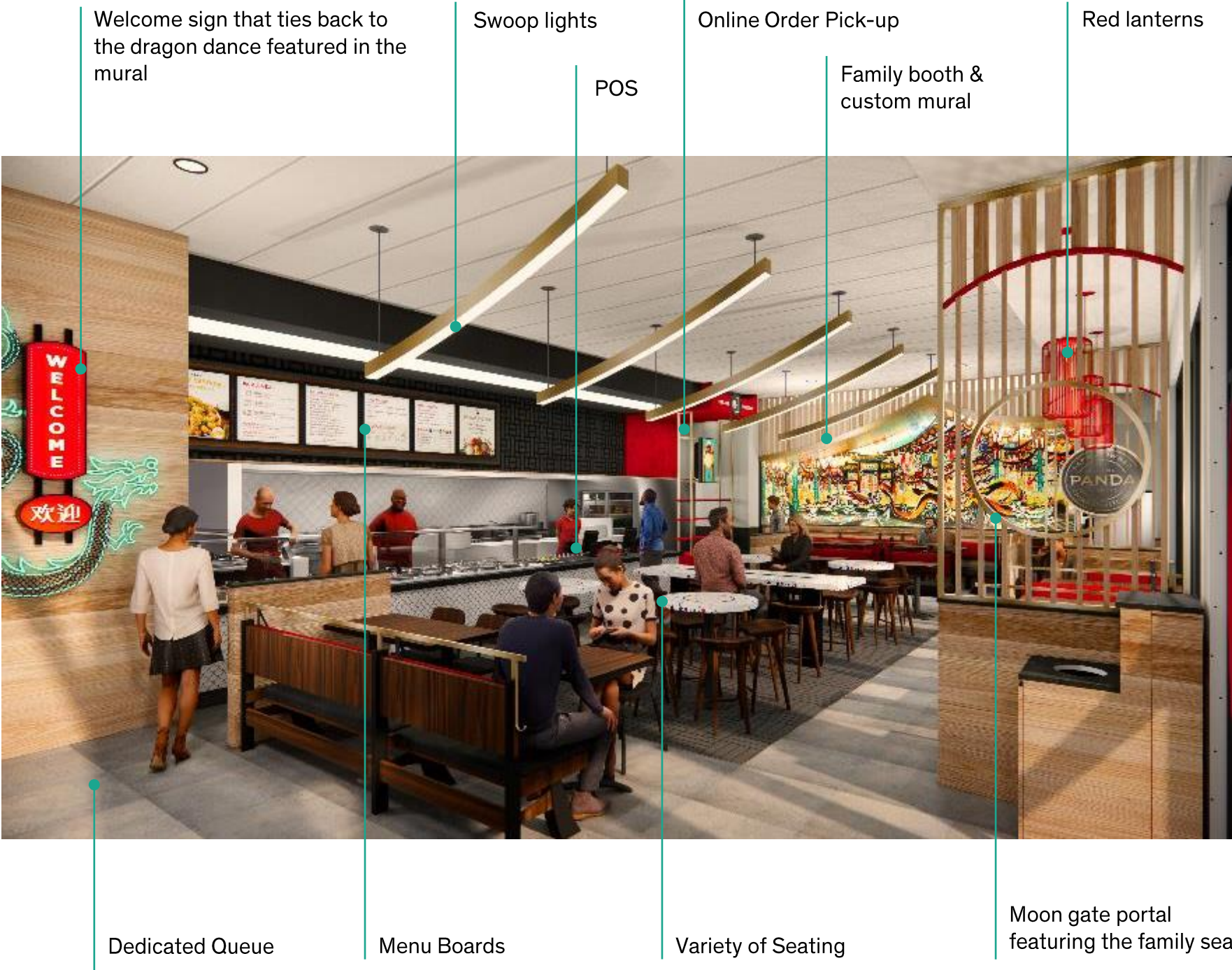
Panda Express welcomes guests to an American Chinese celebration with an ambiance that shares this story through the lens of Lunar New Year in Chinatown.

Bright colors, textures, and symbols like lanterns and dragons infuse the design with energy and joy.

Features

The energy and color is paired with warm wood tones and natural materials to create a sense of welcome in the overall design.

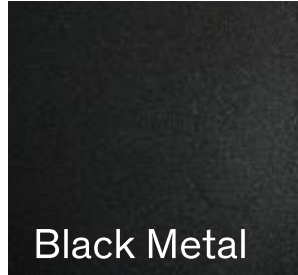
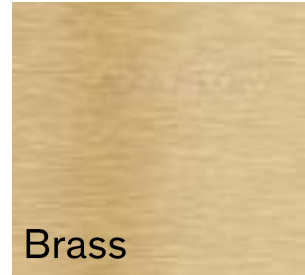
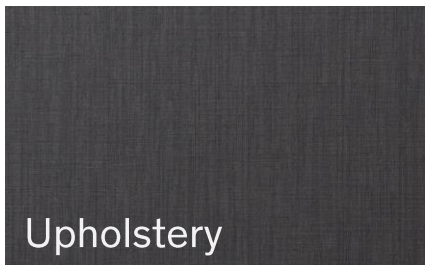
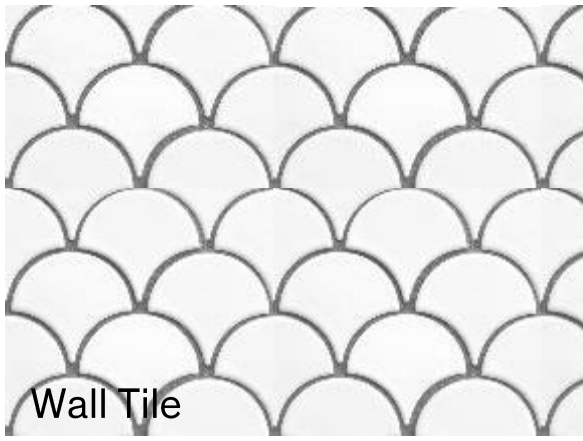
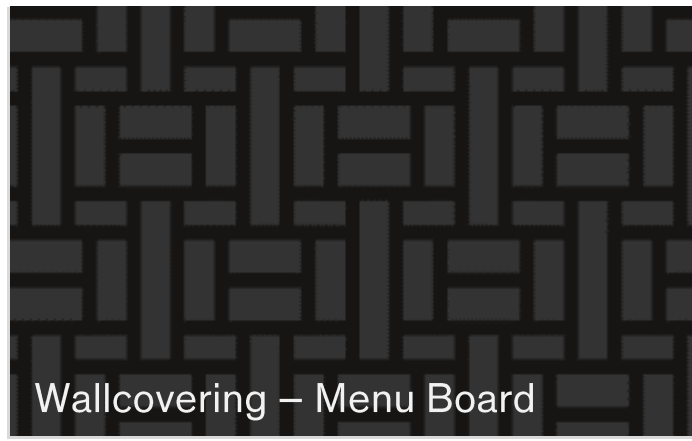
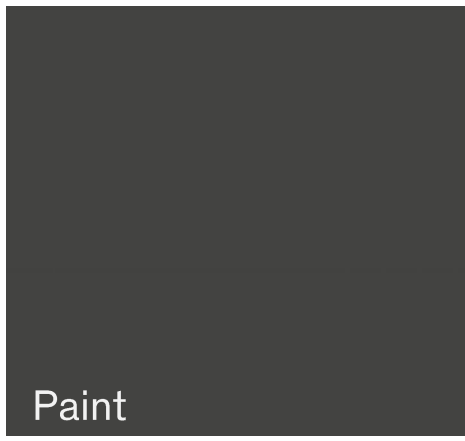
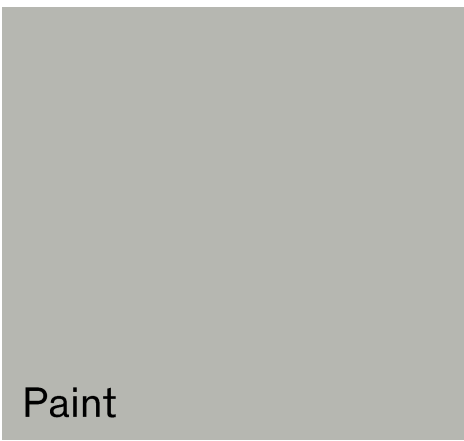
- 46-56 seats
- Variety of seating types
- Vibrant artwork
- Wood and Concrete finishes
- American Chinese décor motifs
- Welcome sign to signal queue
- Dedicated OLO pick-up



INTERIOR DESIGN ELEMENTS



INTERIOR MATERIALS





Thank you.