

Corey's NYC Bagel Deli

Restaurant | Chicago, Illinois



Quick-turn Signage Design and Rebranding Effort for Popular Local Deli

The Profit, a television show on CNBC, features Marcus Lemonis as he lends his expertise to struggling business and works towards improving them. As part of a new business venture, Lemonis invested in the NYC Bagel Deli located in downtown Chicago and sought to rebrand the deli.

NYC Bagel Deli has three urban locations around downtown Chicago. The bagel shop sells over 1,000 bagels daily in their shops or through various catering events.

Kieffer | Starlite was sought to be a branding partner for NYC Bagel Deli to develop a new brand, logo and storefront signage under the new name Corey's NYC Bagel Deli.

About the Solution

Kieffer | Starlite is known as a leading sign manufacturer in the restaurant industry with experience ranging from brand design to installation. As such, the Kieffer | Starlite team was tasked to create a new brand and signage package for this rebranding effort. After gaining an understanding of the vision for the new Corey's NYC Bagel Deli brand, the Kieffer | Starlite team designed concepts resulting in the approval of the new brand. Following brand approval, a signage package was designed and approved for the flagship store in downtown Chicago. The designs included window and door vinyl graphics, illuminated storefront channel letters, and a non-illuminated projecting building sign.

The challenge following the approval process was the quick-turn to need to have all storefront signage installed in time for the grand re-opening. The Kieffer | Starlite team worked around the clock to meet this deadline. Prior to the grand re-opening, all signs were manufactured and installed. From the consulting phase to the brand design to the installation, this project was turned around within a month. The result was a successful rebrand, delivered on-time and exceeding client's expectations.



Original Storefront