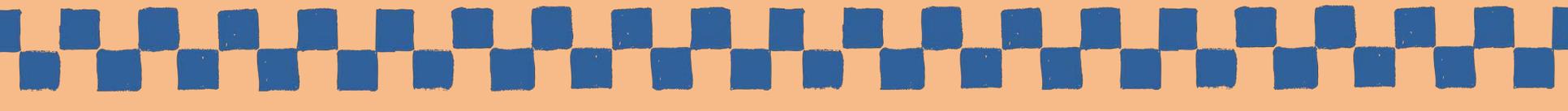


# friends of **CARMELA**

Friends of Carmela is a neighborhood deli drawing inspiration from the classic Italian-American delis. Our focus will not only be on the food we sell, but also on providing a high level of hospitality. We will be making more of the food on-site, utilizing the robust offerings from our market neighbors and affording customers the opportunity to chat with Chef Nate.

The space will have more character, feel more lively and authentically us. The space will be a clean neutral color with colorful accents with classic deli colors. We will add hand-painted signs, and some window designs to help with wayfinding and bring customers in.

Friends of Carmela will have a variety of house-made offerings – from a robust hot breakfast menu to hot and cold heros to fresh salads and antipasti to mouth-watering desserts. Our vision is of a deli that feels both novel and nostalgic and has something for everyone.

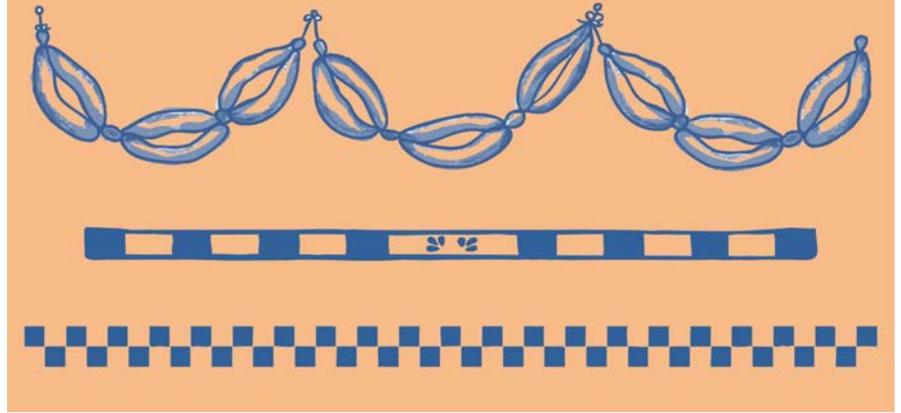


# BRAND

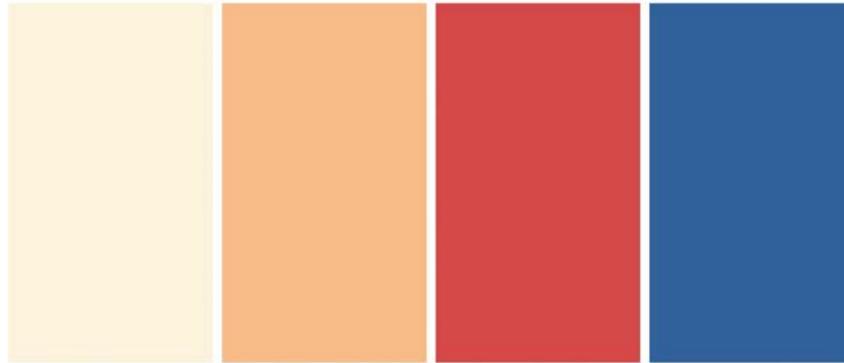
SIGN/LOGO



GRAPHIC ELEMENTS



COLOR PALETTE



HEX: #FBF3DB

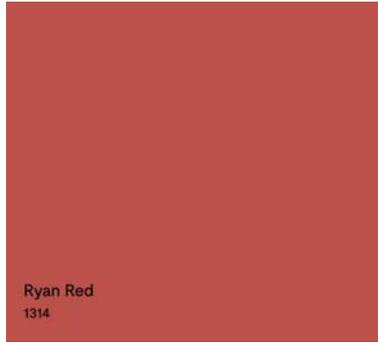
HEX: #F7BA89

HEX: #D54847

HEX: #31619B

# PAINT

## BENJAMIN MOORE PAINT SAMPLES



## PAINT FINISHES

Walls: eggshell

Trim/designs: satin

Ceiling touch-ups: flat, exterior



\* All interior walls will be painted  
Hugs & Kisses 097

# HANGING SIGN SPECS

CURRENT SIGN:

60 5/8" x 21 1/2"

NEW SIGN:

36" x 21 1/2"

- Hand-painted
- Double-sided
- Using existing hangers

LETTER SIZE:

friends of: 4" x 1.5"

CARMELA: 3" x 6"

MATERIAL: MDO

Plywood



# EXISTING FEATURES TO BE ALTERED

Hanging sign to be removed



Exterior walls and window frames to be painted Bold Blue 2064-10

NEW SIGN:

Hand-painted sign on Hugs & Kisses 097  
Friends of Carmela Dimensions: 9" tall x 30" wide  
Material: MDO Plywood



ADDITIONS:  
Double-sided, hand-painted curtains on window  
12" tall x 43" wide

# EXISTING FEATURES TO BE ALTERED



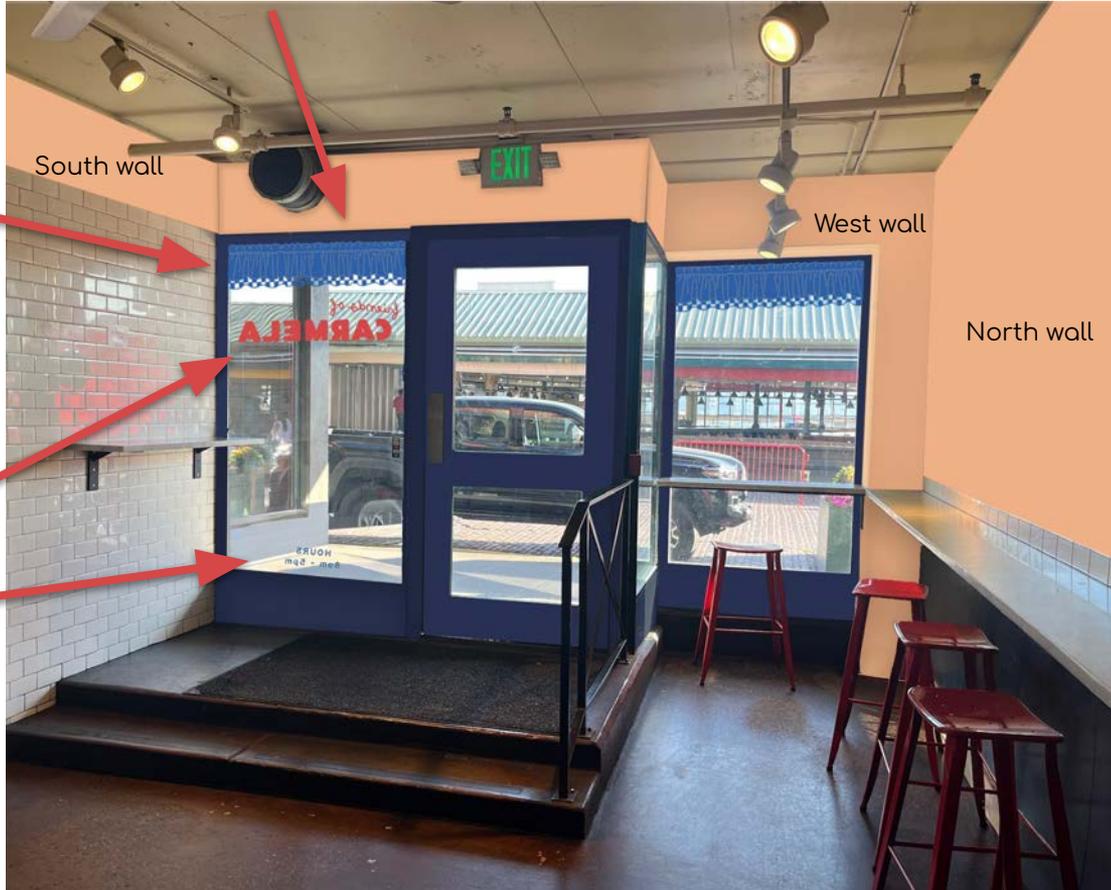
Some stools and part of the seating counter to be removed in order to improve the flow of line and allow for more customers to efficiently move through the space. We will also add some much-needed storage.

Will add hand-painted signs to the window to attract customers

# 2026 UPDATES

Door (interior/exterior) and window frames to be painted  
Bold Blue 2064-16

- ADDITIONS:
- Double-sided, hand-painted curtains on window 12" tall x 43" wide
  - Hand-painted name on window
  - Open hours



South wall

West wall

North wall

Interior walls to be painted  
Hugs & Kisses  
097

# EXISTING FEATURES TO BE ALTERED

North Wall

Interior walls to be painted  
Hugs & Kisses 097



ADDITION:  
Arched mirror (60" x 40")

ADDITION:  
2 butcher block shelves (length: 60")



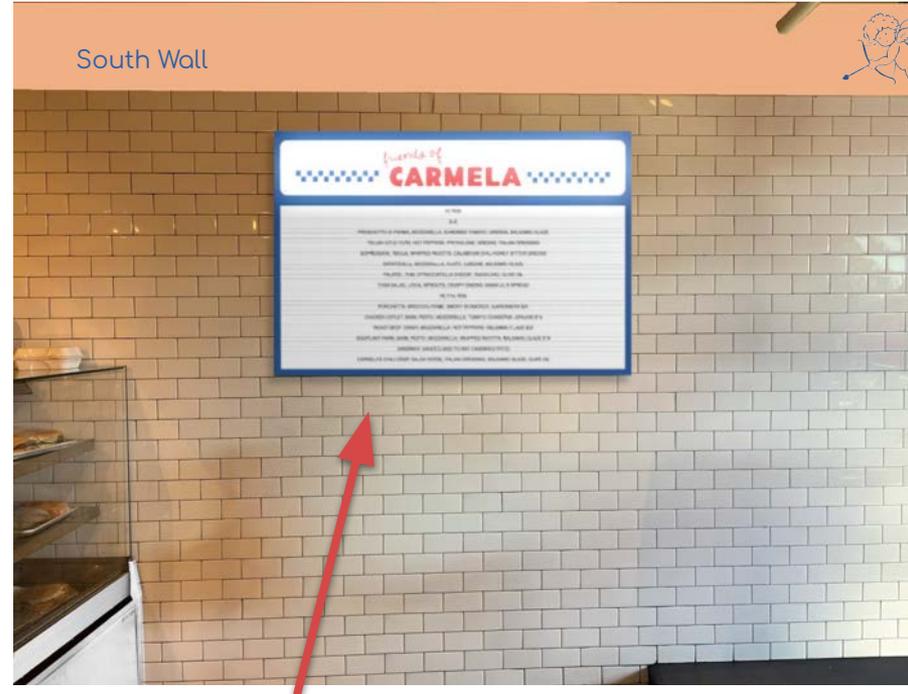
ADDITION:  
Curtains

# EXISTING FEATURES TO BE ALTERED

ADDITION: Hand-painted signs over case (18"x6" on wood) affixed with 5/1"6 x 3 1/2" concrete wedge anchors



Wall above tile to be painted Hugs & Kisses 097 with additional hand-painted designs



ADDITION: Menu board signage with LED lightbox

- 54" x 36" x 3"
- Aluminum Cabinet
- .25" Opaque Lexan Faces
- Letter Board 1/2" - 3/4" Lettering Vinyl Graphic
- LED 2700 kelvin

# EXISTING FEATURES TO BE ALTERED



ADDITION: vinyl checkerboard pattern to the counter

# EXISTING FEATURES TO BE ALTERED

## - Back North Wall

Soup station to be removed

In lieu of a soup station, we will set this up as a coffee/tea and cutlery/napkins station. We will move the soups to behind the counter where we will be able to maintain their freshness/quality and ensure that they are the appropriate temperature.



Marble countertop to be removed

## 2026 UPDATES - Back North Wall

Guests ask for coffee on a daily basis, so we are excited to incorporate that into our program so they can enjoy a morning pastry with a hot beverage!



Walls painted Hugs &  
Kisses 097

ADDITION:  
Butcher block  
countertop

Cabinets painted  
Fine China 2156-70  
with hand-painted  
graphics.

# EXISTING FEATURES TO BE ALTERED: KITCHEN - North/East part of deli



Pots and pans are currently stored on top of oven and grill (as can be seen in photo) This both causes operational and safety issues.



Currently bread is stored in cardboard boxes on a milk crate due to a lack of storage space in the kitchen.



# 2026 KITCHEN ADDITIONS

ADDITION: Pot rack holder above prep table



Affixed with  $\frac{3}{8}$  x 4 Strong-Tie Titen HD Screws

ADDITION: Hanging shelf and painted counter



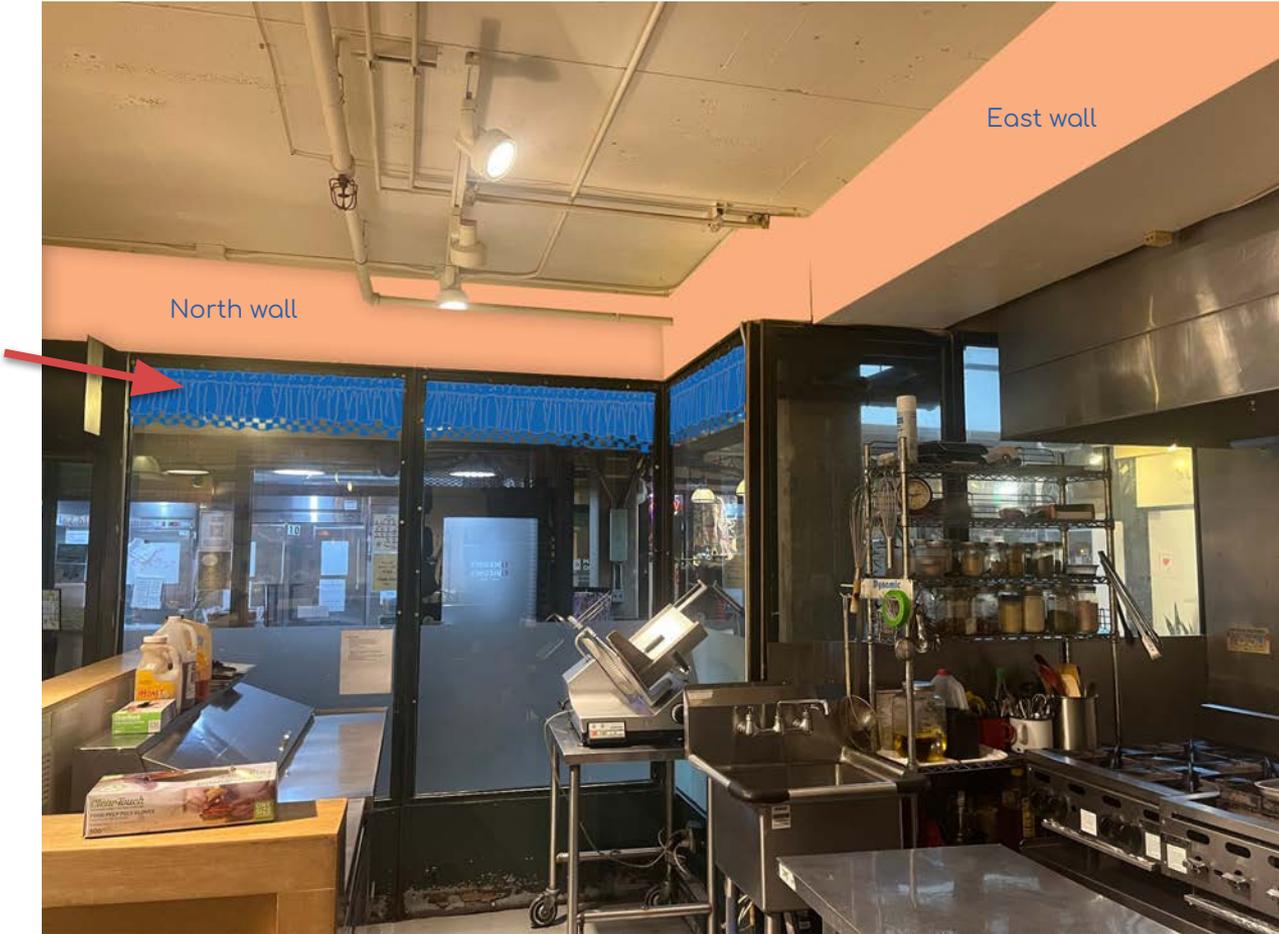
Hanging shelf:  
- 104" wide x 18" deep  
- Will only be bottom shelf so as to not to impede fire suppression system  
- Frame will be powder-coated Carmela blue 5/16 steel  
- Affixed with [5/16 x 3 1/2" concrete wedge anchors](#)

New shelf will store all of the bread for the day.

# EXISTING FEATURES TO BE ALTERED

ADDITION:  
-Double-sided,  
hand-painted curtains  
on windows  
12" tall x 43" wide

Walls painted  
Hugs & Kisses 097

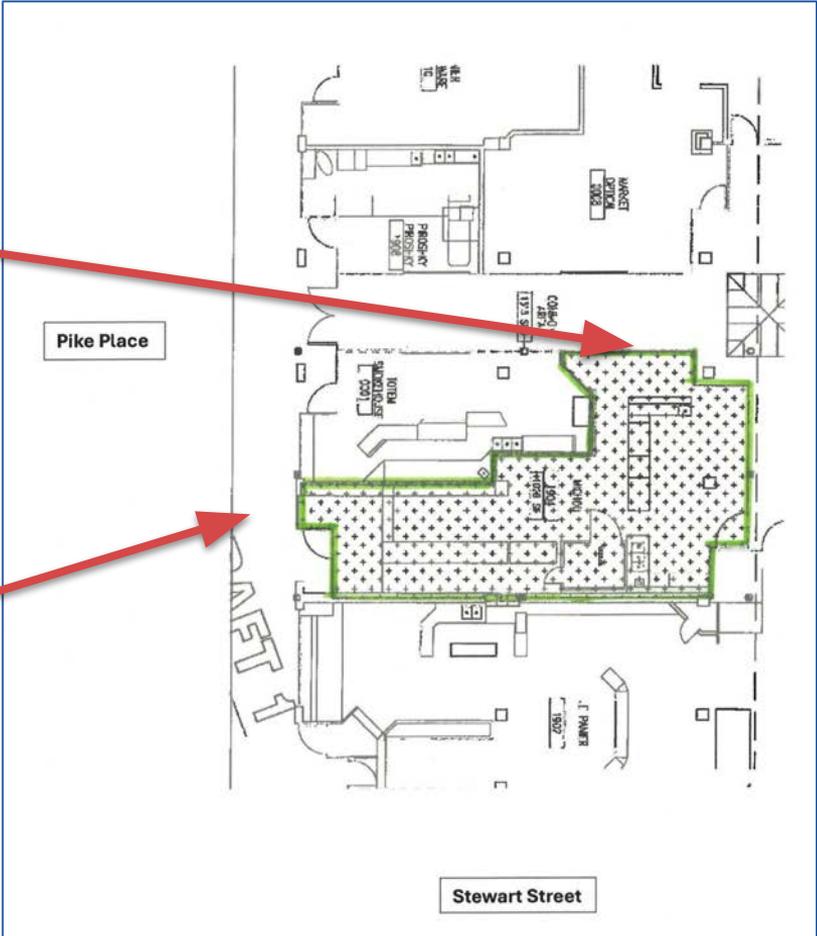


# LOCATION/BUILDING PLAN

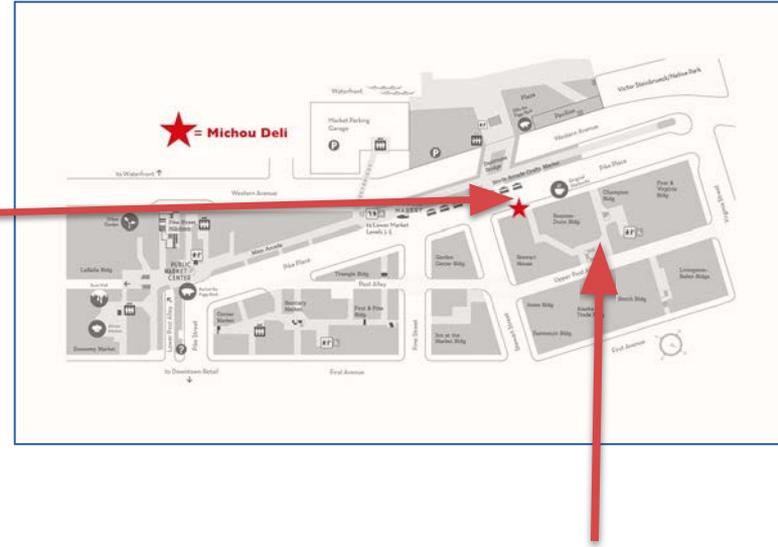
SIGN #2  
Side Entrance



SIGN #1 -  
Marquee  
Sign



SIGN #1 -  
Marquee  
Sign



SIGN #2  
Side Entrance

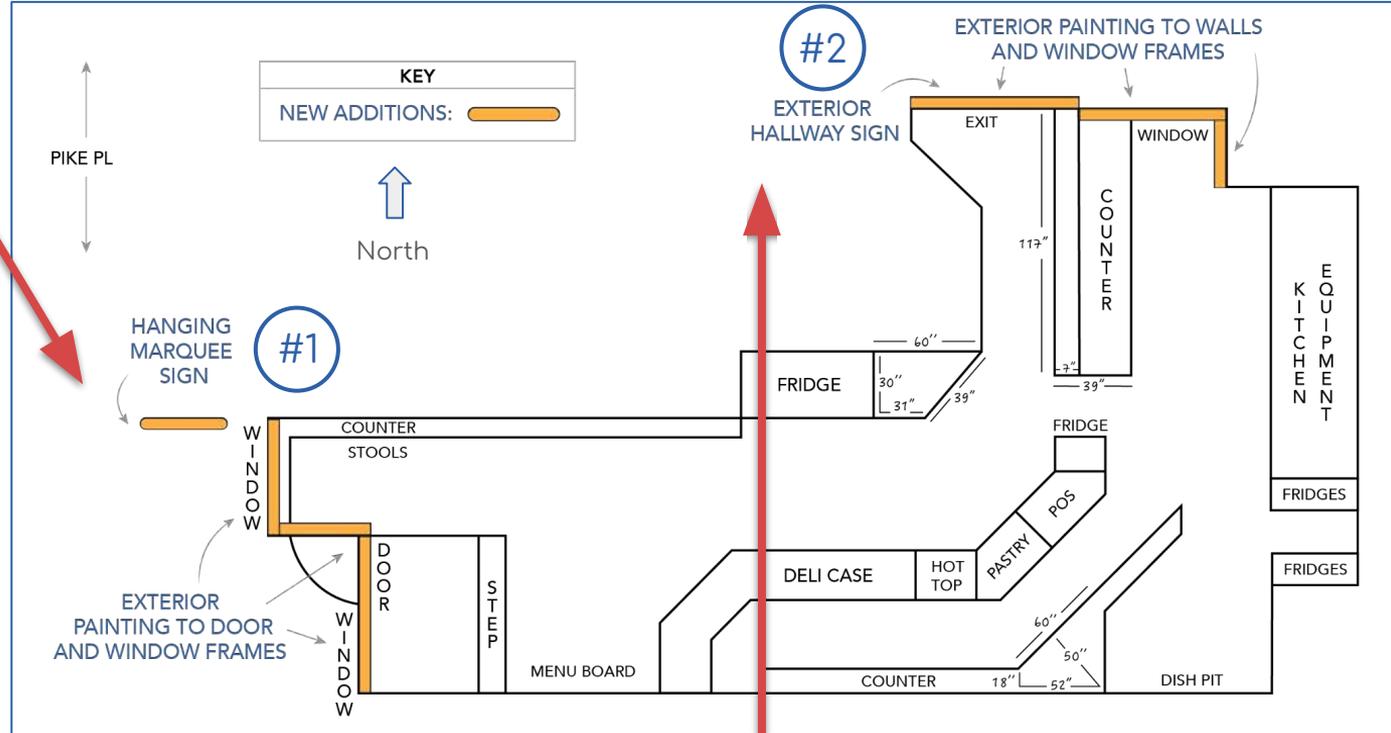


# SITE PLAN

## SIGN #1



## SIGN #2



# EQUIPMENT SPEC SHEET/FLOOR PLAN UPDATES

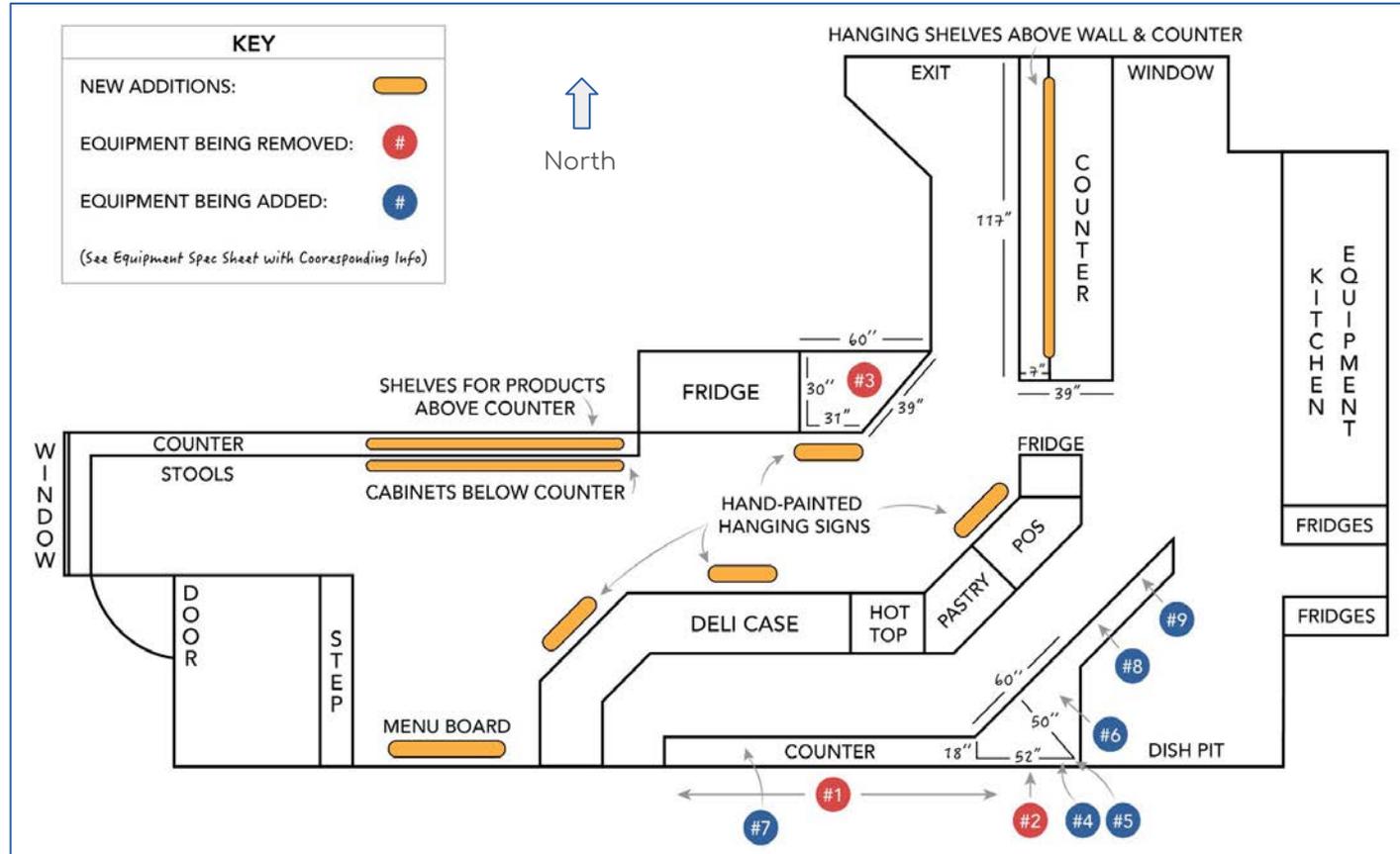
## Equipment Being Removed

- #1: 3ea panini press - Volts 208/240, Amps 12/14, Watts 3000, HZ 60
- #2: 1ea turbo chef oven ([turbo chef oven](#))
- #3: 4ea electric soup warmers ([soup warmer](#))

## Equipment Being Added

### Deli Counter Area

- #4: 1ea electric griddle, going in place of turbo chef ([Griddle](#))
- #5: 1ea undercounter single door refrigerator ([Fridge](#))
- #6: 1ea undercounter ice machine ([ice machine](#))
- #7: 1ea electric chaffing dish ([Chaffing dish](#))
- #8: 2ea electric soup warmers ([soup warmer](#))
- #9: 1ea coffee brewer ([brewer](#))



# MOOD BOARD

Energetic, fun and welcoming design with nods to traditional delicatessen nostalgia with modern, cheerful accents.



# Friends Of Carmela

MENU BOARD SIGN W/LED LIGHTBOX

# MENU BOARD SIGNAGE WITH LED LIGHBOX

## DIMENSIONS & LAYOUT:

## DETAILS:

- Aluminum Cabinet
- .25" Opaque Lexan Faces
- Letter Board 3/4" Lettering
- Vinyl Graphic
- LED's = LED 2700 kelvin

## MOUNTING INFO:

- \* Wall = Ceramic Tile/Wood Studs
- \* Hardware = Z-Clips OR French Cleat w/rated anchors & 1/4" x 3" lag screws (x2)
- \* POWER = Standard Plug



Front View

Side View



MENU BOARD SIGNAGE WITH LED LIGHTBOX

COMPOSITE RENDERING:

