

Scale By Design: Lee's Famous Recipe Chicken



Standards, Guidelines, & Choices.

Lee's Famous Recipe Chicken has been feeding families since 1966. That kind of heritage doesn't need reinvention, it needs a design system that can carry it forward.

We were asked to do exactly that. A complete reimagination of the Lee's brand experience across every dimension: identity, brand standards, prototype design, and the full franchisee experience.

The goal wasn't just to modernize. It was to build something that could travel across operators, formats, and markets that had never heard of Lee's, without losing what made Lee's, Lee's. Scale was the first design principle.

The design question that should define every franchise engagement is, "How do we create a consistent system that still empowers operators to make choices that are best for their customers?"

For Lee's, we built a rollout and remodel framework called Standards, Guidelines & Choices. Standards protect the elements that make a Lee's location unmistakably Lee's. Guidelines show operators how to apply those elements across different building conditions and site types. Choices open the door to something powerful, where individual franchise operators can invest at their own level and still deliver the brand experience guests expect.

The result: a system that works whether a franchisee is renovating an existing location or opening a brand new one.

Consistent brand, variable investment, and no surprises when the buildout starts.



Kitting The Prototype

We designed the Lee's prototype as a modular kit-of-parts that can be adjusted differently depending on the footprint, format, and market.

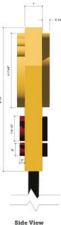
That flexibility is intentional, and it's engineered. Every material, every fixture, every design detail was pressure tested for its ability to translate before it made it into the prototype. Freestanding. Inline. Drive-thru-forward. And the brand carries through.

Open, spacious layouts built for families gathering around a meal. Natural light. Wood flooring. The iconic Lee's red and yellow applied with intention. A completely reimagined drive-thru experience, signage, queue, patio, and exterior. Every touchpoint considered, because when retail is done right, every touchpoint earns its place.



GRAPHIC SYSTEMS Pylon Signs

REQUIRED



Side View



Front/Back View

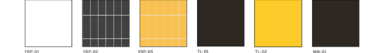
Exterior Pylon Sign 1A

- Purpose** Intended to catch the customer's eyes from the street and promote brand and image
- Size**
 - Supplied artwork shown at 6' W x 8' H
 - TBD per site, scale and ratio to be reviewed
- Location** Exterior, near the street
- Notes**
 - Illuminated cabinet sign
 - Channel letters, face-it, individually mounted to cabinet sign
 - Select one of the pylon sign options
 - Poles are to be black only
- Color Spec**
 - Yellow
 - Black
 - Red

FINISHES Walls

ID	Description	Manufacturer	Product Information	Notes
FWP-01	FWP	Mattie	Color: White	Kitchen/Back
FWP-02	FWP	Mattie	Color: To Match SW7000 Iron Ore	Service Area
FWP-03	FWP	Mattie	Color: To Match SW7000 Iron Ore	Ordering & Dining
TL-01	Tile	Crossville	Color: To Match SW7000 Iron Ore	Interior
TL-02	Tile	Crossville	Color: To Match SW7000 Iron Ore	Interior
MS-01	Tile	Armstrong Flooring	Color: To Match SW7000 Iron Ore	Ordering & Dining

* To be reviewed: Color: To Match SW7000 Iron Ore, Color: To Match SW7000 Iron Ore, Color: To Match SW7000 Iron Ore



REQUIRED (STANDARDS)

Required, the base of the remodel. These pieces are necessary to keep Lee's feet uniform with the same look/feel.

You can NOT pick + choose these items - THEY ARE REQUIRED



ENCOURAGED (GUIDELINES)

Recommended, add some flavor to the base. These pieces bring the brand personality through the space. They define the difference between simple wayfinding to a visually fun experience.

You CAN pick + choose these items



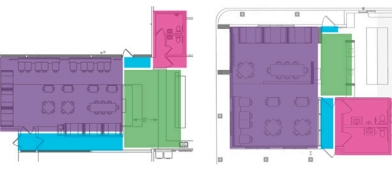
OPTIONAL (CHOICES)

Customize! These options are an opportunity for you to spice it up with some personality and local flair unique only to you and your community.

You CAN pick + choose these items



INTERIOR DECOR STANDARDS KEY INTERIOR DECOR ZONES



The items in this section are divided into four zones. Items can only be used in their designated zone. Above are some examples of typical items in each zone. Information and rules about the items are on each individual page.



Building The Brand

Brand identity came first. Before the prototype, before the standards, before a single fixture spec. We performed consumer insight research to inform the creation of a meaningful identity. An identity rooted in what Lee's has always stood for: bringing people together to share a heartwarming meal. The result is refreshing and familiar at the same time. Energized. Iconic. Unmistakably Lee's.

That includes Helen, a warm and iconic character who puts a friendly face at the center of the brand. The Lee's red and yellow, long tied to family heritage, were reapplied with intention to convey comfort from the moment a customer sees the sign.

When a location opens in a market meeting Lee's for the first time, the brand does its job from the parking lot. Helen, the storefront, the color system. All of it designed to create recognition on day one.





When the design is right and the system is built to scale, every location gets to be famous.

A brand system, a design system, and a franchise operations framework, built together from the start to go the distance.

For the guest, the franchisee, the employee, and every market that's about to meet Lee's for the very first time.



Scale By Design

Design without scale isn't a design problem. It's a financial one.

Chute Gerdeman designs for the build from day one...
and everything that comes after.

85%

of construction projects exceed budget, by an average of 28%

(McKinsey, 20 countries / 70 years)

10 - 15%

typical cost increase from change orders mid-build, and higher when design changes drive them

(industry change order data)

+23%

revenue increase reported by companies with consistent brand presentation

(Lucidpress / Demand Metric)

**Looking to scale?
We can help.**

LET'S CHAT.

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