



The Challenge

To reflect their fast-casual restaurant flair within their new industrial chic headquarters in San Diego, California, Qdoba Mexican Eats turned to Vomela to ensure the new space reflected Qdoba's core values and culture.

"From one-of-a-kind graphics and custom room name plaques to a dimensional avocado masher wall, Vomela brought our vision to life and created a truly amazing work space."

—Christina Galgan, Qdoba Design Manager

AT A GLANCE

CLIENT

Qdoba Mexican Eats

INDUSTRY

Fast-Casual Restaurant

VOMELA GROUP

Vomela Commercial

LOCATION

San Diego, California

SERVICES

Environmental graphics, custom fabrication, dimensional signage, large-format printing, project management, installation



The Solution

From project management, design, and printing to installation, the creative designers at Vomela were given carte blanche to flex their creative muscles. Bold orange, Qdoba's main brand color, plays prominently throughout the building, popping off the gray cement walls.

There is also a nod to the company's history through door graphics representing its first restaurant location at Sixth and Grant. The building columns fittingly include the Qdoba pillars: Performance, Hospitality, and Positivity.

Materials Used

- 3M® IJ180 CV3
- 3M® IJ8150
- Komatex
- 3M® 7725-120 Satin Aluminum
- Wooden mashers (painted)
- Acrylic with second-surface vinyl





The Result

Qdoba's culture and personality sparkle brightly throughout their new space.

A history wall brings their story to life. The conference rooms and "The Q" break room establish the day-to-day tone, while the Team Member Wall features magnetic spinning cubes that are updated with new-hire photos and fun facts.

