



IHOP

A Fresh Smile for an Established Brand

IHOP is an American multinational restaurant chain with more than 1,800 franchised locations. Originally known as International House of Pancakes, IHOP is now owned by one of the world's largest full-service dining and franchising companies, Dine Brands Global. IHOP positions itself as the place where people connect over breakfast, enjoy study breaks, grab a bite before or after sporting events, and build great memories.

Federal Heath connected with IHOP franchisees when the restaurants initiated a significant logo redesign in 2015. We have converted hundreds of locations in just a few years.

- » Signs and awnings to reflect a new logo
- » Reimaging for monument signs and walls
- » Innovative solutions for new requirements
- » One-source consistency, nationwide
- » Project management, manufacturing, and installation



A New Logo for a Culture of Smiles

IHOP has seen many changes since it opened its doors in 1958 as International House of Pancakes: supplemented the breakfast-only menu, modified the high-pitch blue roofs, and even changed their name. What began as shortening the name to IHOP for marketing purposes in 1973 became formalized as the official logo in 2015.

As a preferred vendor, Federal Heath built out a new family of sign packages to align with the company's brand standards, simplifying the process for franchisees to reimagine their stores. The new logo, which coincided with customers' heightened awareness of emojis, emphasizes what IHOP calls its culture of smiles: "No matter what menu items customers order, there's one ingredient that's always constant — a smile."



New Signs for a New Message

IHOP locations utilize a range of sign types, shapes, and sizes, often with modern LED illumination. That means we've produced and installed the new logo and other corresponding signs, such as the famous 24/7 hour bubble, as cabinet signs and channel letters for a variety of monuments, pylons, and walls.

In the process, we've produced flat and formed polycarbonate for round and rectangular cabinets, treated with paint and dual-color vinyl coatings, along with traditional channel letter configurations.

Particular care is taken to match IHOP's critical blue and red colors on each material for day and night display.

New Solutions for The New Look

IHOP's radical logo redesign brought both challenges and opportunities for signage, including the replacement of existing cabinet signs with new channel letters on the buildings. Federal Heath took care to coordinate proper wall repair before new signs went up, and designed a creative way for connecting the "smile" area to the traditional raceway structure to maintain the strongest visual impact for the logo.

Where the logo was used within some cabinets, the specifications introduced rounded corners and a wider, shorter shape than the originals. Making sure that IHOP continued to take full advantage of its square footage opportunities was top of mind when we calculated designs for the new sign packages.

Within the restaurants, bubble screens have been used to echo the curvature of the smile theme. We were able to help defray franchisees' costs with a creative recommendation that utilized alternative materials and production processes. We have also participated in the addition of a tricky wood-look wall treatment on the exterior at some locations, as well as fabric and metal awnings.

With five manufacturing plants nationwide, Federal Heath controls production of every sign that IHOP requires. Behind the scenes, an extensive project management team handles every last detail, including surveys, design drawings, landlord approvals, permit approvals, shipping, installations, and solutions for any last-minute challenges that arise. As a result, we've produced lots of smiles for IHOP locations and for the franchisees who look for a hassle-free experience.

