



Express Your Brand From the Moment They Walk in the Door

HOW A BRANDED ENVIRONMENT CAN AMPLIFY YOUR BUSINESS





Your office space is an expression of your corporate brand identity, but does it say what you want it to? A strong brand connects with people at an emotional level, leading to positive feelings and a stronger impression of why they interact with your brand in the first place. This can be felt by your visitors, your clients, and even your team.

Custom branded environments are perfect for companies looking for a one-of-a-kind branded environment solution to reflect their brand's personality within their offices or other public spaces. In this guide, we'll cover several important considerations, options, and trends of custom branded environment design to help create a high-impact branded interior tailored to meet your marketing needs.

“The quality of the space reveals the quality of the brand.”

~ Jon Marshall



Why brand your space?

Your brand delivers on a promise. Your space should communicate, motivate, and help visitors and employees feel comfortable. It's equally critical to create branded spaces that advance your key business goals. Being pretty is great, but the right space should align with your brand personality (serious, playful, innovative) and your deeper-level business objectives (long-term engagement, investment, customer relationships). The right combination of graphic visuals, architectural elements, and interactive technology can help achieve both of these. Make sure you clearly communicate your interior branded environment goals to your design partner so you can work together to reach your objectives.

Branded Environment Considerations:

- **Who is going to see the space?**
- **How long will visitors/staff stay in the space for any one visit?
How often are they there?**
- **What implied and overt branding or messages need to be conveyed?**
- **What technology is possible given your space and what is ideal to convey to brand?**
- **What other elements need consideration (security, foot traffic, sound, etc)?**



What Story is Your Branded Environment Telling?

Educating potential customers on your brand is one of the primary reasons for branded environments in an office location, meeting room, or other interior space of your company. A visitor should never leave a branded environment space without getting a thorough understanding of your brand's story. A well-told story is equal parts engaging and educational. Stories are a great way to prompt current customer or prospect action without seeming too pushy, and designing your interior with your story in mind will assist with this goal.



Your branded environment can and should be customized to help facilitate this story. The design of a branded environment can reflect the history and the motivations of your company visually, without your staff having to say a word. Thoughtful reflection on the company culture, vision, and commitment to your community and customer are all essential in letting the public know who you are and what you stand for. Smartly-planned branded environment graphics can help drive home this messaging to attendees. The use of visual media is also an incredible narrative tool that every branded environment should keep in mind.

Tips for telling your story:

- **Start with transformative moments within your organization**
- **Highlight the unique way your product is made or your service is delivered**
- **Showcase your staff, customers, or other audiences that are critical to your brand**
- **Look for ways to spark an emotional response from your visitors**
- **Give your visitors something that matters to them or something they need**

Classic and On-Trend Design Elements to Consider

When it comes to branding your facility many design factors have to be considered. Tastes and trends in design change all of the time so keeping your branded environment fresh while still true to your brand and able to stay relevant for enough years to make the investment worth it is important. It's often good to start with a foundation of classic design elements and leverage trends as accents or interchangeable elements. Beyond design, advances in technology can ensure your area is connected and actively engaging for visitors so your brand stays with them long after they leave. Things to consider:



Use Impactful Colors

While your coloring scheme should be consistent with your overall marketing design, you should consider the mood you want to convey in your interior visitor spaces. Bright, bold colors are empowering while more muted, neutral tones set a calm mood. "Color" also goes beyond what pigments you select; consider incorporating metallic surfaces or interesting textures to further create an impact.



The Importance of Lighting

A smartly-lit home can accentuate design features and minimize trouble-areas. The same can be said for a branded environment that utilizes lighting in creative and unique ways. Lighting should be considered for both its practical purposes (do visitors need to fill out paperwork in your environment) and emotional ones like mood and movement throughout the space.



And Don't Forget Lightboxes

Backlighting adds a dramatic effect in any area of your building. Geometrical shapes with bright bold graphics can help communicate your mission. Lightboxes also provide an efficient means of changing your message based on season, new promotional messages, and even employee recognition.



Incorporate Wall Lettering and Branded Graphics

A simple conference room or other interior can be transformed with vinyl wall coverings and 3D letters. A mixture of branded graphics and organic or architectural images can add interest to a space and are often easily removable.



Go to the Next Level with Interactive Technology

Interactive kiosks, video walls, and digital signage give your visitors an experience, not just a space to wait for their meeting or appointment. Informational kiosks, video monitors, and large touch screen video walls can increase interaction with your brand.



Your Branded Environment Budget

Before you meet with your branded environment partner, research design components that best suit your aesthetic, space constraints, and interior goals. Visiting other similar locations or looking at spaces on Pinterest is a great way to prepare. By knowing what you want (and what you need) for your branded environment will allow you to develop a budget that delivers high ROI. There are two basic tips to help you determine and control the costs associated with designing your branded environment:

Tip #1: Prioritize Elements That Help Achieve Goals

During the consultation phase of the branded environment design process, prioritize which design features are most important for you to achieve your goals. Cross off features that are more expensive and less essential to your overall brand. Elements that can be moved to other areas of your location or moved to a different location should also be considered as these will offer more uses for a one-time investment.

Tip #2: Prorate Cost Over Estimated Lifespan and Eyeballs

To determine the overall lifetime cost and potential ROI of your branded environment, estimate how many years until you'll need it redone and how many people will pass through it each day. If you have multiple locations to brand there might be economies of scale that can help elevate the return on your investment.



The Branded Environment Design & Installation Process

There are three core steps in the branded environment design and creation process:

Step #1: Needs Assessment

Complete a needs assessment form. The needs assessment form is a list of questions your branded environment partner uses to better understand your creative vision. This information will help guide your branded environment partner regarding what materials and design techniques to use when designing and installing your branded environment.

Step #2: Review, Refine & Finalize Concepts

The branded environment designer will provide you with rough sketches and concepts of the branded environment design. This could include line drawings or 3D renderings of your space to give you a better understanding of how your interior will look once completed.

Step #3: Installation

Branded environment builders will finalize specification of parts, materials, finishes, and construction methods to work from. You'll work with your partner to approve pieces throughout the process and schedule installation that doesn't disturb your space while clients, prospects, or your staff need access.

Are you ready to get started on the design of your branded environment or interior? [Contact the expert design team at Apogee today.](#)