

# DESIGN STRATEGIES: Telling Brand Stories Through Design



## BRAND STORIES

*The branded design experience needs to reflect at a glance the values, ethos, and vision of your vision and mission as a market leader.*

Brand story telling and the experiential nature of brands is driving visionary workspace design today. Spatial branding utilizes interior design to expand visual identity through the use of murals, wall art, and furniture design to portray the depth of the company's ethos.

Companies like Google, LinkedIn, Amazon, Facebook, etc., that have offices across many cities, establish an identity for their brands spatially, creatively, and uniformly in their workspaces. This practice, alongside hybrid design, has become an exciting design challenge for the return to work. While there are no standard approaches, branding design can elevate your brand experience and increase community connections with local artists, artisans, and craftsman when infused with technology.

Spatial branding gained massive traction when it was initially incorporated into the retail environments of companies like Apple. Their example has been followed by corporations worldwide wanting to reflect their core values within their workspace design. The hybrid workplace model would be static without the ideology of edgy branding in the interiors.

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*Design that aligns with branding guidelines and encourages interpretation of the brand values through the spatial elements is an important part of this type of workspace design.*

It goes beyond just using brand colors and logos. Designers play a substantial role in envisioning how these ideals align within the physical workspaces.



Large corporations are now hiring programming consultants to prepare a set of guidelines each office space providing the same experience to each user irrespective of the office location, the design process begins by understanding what the brand stands for.

Design solutions involve conducting interactive sessions with the leadership and the employees to determine how they use the space and what they hope to achieve. Studying work patterns and benchmarking studies of similar spaces aids in capturing these three basic approaches:

- Humanistic strategies
- Technology-driven strategies
- The core of the organization

Using the elements of color, pattern, art, furniture, and lighting design pursues a thread of positive and negative space. Telling your brand story by aligning the corporate vision and mission to encourage interpretation of the brand values.

For instance, introduce the brand colors or logo in subtle or derivative forms within furniture or carpets. Utilize any key shapes like curves instead of angles in the furniture shapes. You

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use tinted glass in the logo colors on the privacy spaces. The subtle use of the brand forms in the carpeting of areas that encourage people to casually connect is another way to use branding.

## VISUAL ART + IMAGE BRANDING

The trend towards including visual art in corporate spaces has given hybrid design a different look and feel. Vision and mission

*Visual branding in office interiors encompasses lighting as a design approach helps accentuate design elements and can also be used to depict the branding using different forms.*



statements have now been replaced by evocative art forms like bold illustrations, abstracts, realistic paintings, graffiti, murals, etc.

Visual branding in office interiors encompasses lighting and video installations as a design storytelling approach to help accentuate elements within the overall design impact. Dramatic lighting can also be effective in accenting key areas and depicting brand messaging using different forms and shapes.

Innovative signage and wayfinding strategies improve the end-user experience. There is also huge potential to provide much-needed exposure to contextual local art traditions. Invest in local artists to personalize your design. Interior design firms work with agencies to commission art from artisans, who are duly acknowledged in the art installation as the creators. Educating the client on this approach is essential to telling your brand story:

- Reinforce brand values
- Enhance customer experience
- Engage employees

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*Office branding is an intentional strategy that connects the brand ethos in a non-obtrusive way. It makes a powerful statement in a corporate environment.*

## INFUSING BRAND IDENTITY INTO YOUR DESIGN

Branded environment design is not new to business. It is often seen in tradeshow marketing and outside the office promotion where you are seeking to engage the public with what you do with an eye catching snapshot of your product or service.



Creating branding for a day to day work environment is done a little differently. There has to be an intentional strategy that connects the brand ethos in a non-obtrusive way. Branded environment design is a powerful statement and vehicle for this type of brand push in a corporate office.

**UNIFIED BRAND MESSAGE:** No matter what type of office layout, forms and functions your business demands, find consistency. Do it with color, wayfinding signage, custom artwork and wall graphics will allow you to permeate the design with your messaging.

**LAYOUT:** Pay attention to the details of your workflow, and how your teams meet and collaborate. A conservative brand image may prefer more glass-walled privacy spaces where a creative agency may embrace a more open communal layout.

**COLOR & GRAPHICS** that speak to your work culture can reveal a lot about your brand story. Reception areas in hybrid design are more open and highly functional to the public use and revealing your brand persona.

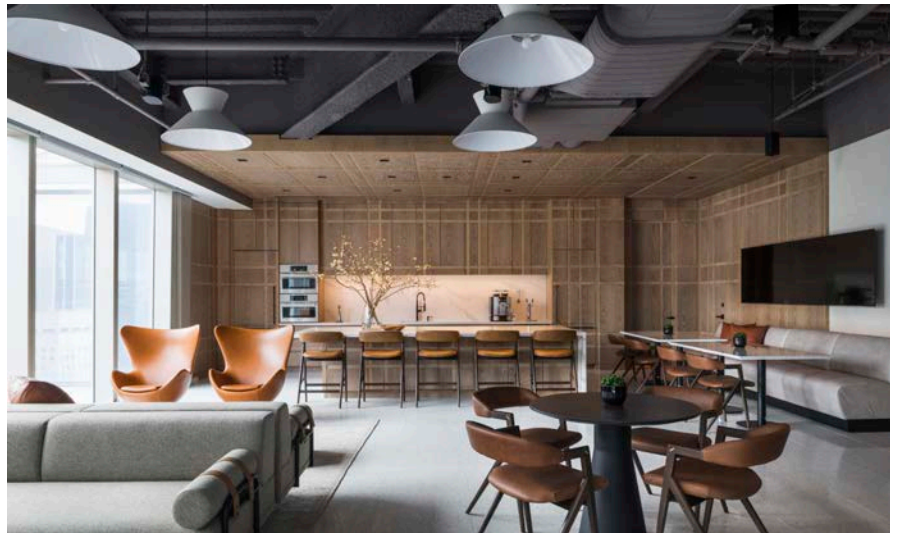
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**UNIQUE FURNITURE** with color and style is a wonderful way to inject brand vision, philosophy, culture and attitude into even a small business. With hybrid work environments favoring huddle meeting spaces and a more casual aesthetic, brand injection can be more creative. There are lots of areas for embodying brand identity using furniture. It is an opportunity for outsiders to decode your brand identity through visual identification elements.

## THE ART OF BRANDING

Brand storytelling is the fine art of relating the product or service you provide in a unique way that showcases your prowess. Artwork that is identifiable with or iconic to the industry you are in can be a powerful, moving statement. Custom art, photography or wall graphics that reflect the company values can provide great aesthetics as well as boosters of morale and pride of place.

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Our *design team* can help you curate the perfect furniture for your branded environment. Give us your color story and we will find a narrative that perfectly aligns with your vision.

*This article utilizes content previously published by F Dakshayani Sheth of Edifice Consultants Pvt. Ltd., Huynchi and RI Workplace*



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