

# The art of branding environments

department

**A well-branded  
environment will  
impress high-value  
clients and help  
attract and retain  
high-calibre staff**

# The business case for branding your environment

## SHOWCASE YOUR BRAND

If you have not spent time thinking about the value or importance of branding your business environment then this book should help highlight the many benefits associated with such an activity.

By exploring just a few of the ideas outlined within the following pages you may be surprised by the impact and effect branded environments can have on your existing clients, potential new clients and your staff.

**Businesses who introduce their brand into the working environment steal a march on their competitors from the moment people step through their front door.**

# Does your brand play a big part in your business environment?

## THIS AUDIT SHOULD HELP YOU ANSWER THIS QUESTION...

- › Does your reception reflect your brand?
- › Do you use your meeting room walls to promote your company?
- › Does your signage stand out from the crowd?
- › Have you brought elements of your company brand into the workplace in any way?
- › Is there a strong sense of the company brand from the moment people enter your premises?
- › Do you exhibit at trade shows and events?
- › Does the space you occupy at events make you stand out?
- › Do you feel that your stand design is engaging and impactful?
- › Is your stand ever commented on at events?
- › Do you feel having a strong presence at events is important?
- › Do you feel that it is important that your workplace reflects your brand?

# Typical business environments that suit branding...

## WHAT HAVE YOU BRANDED?

- › External walls of buildings
- › Reception areas
- › The Board room
- › Meeting rooms
- › Staff office areas
- › Canteen areas
- › Workshops / Factory floors
- › Company car parks
- › Company vehicles
- › Events
- › Exhibition stands

**By bringing your brand into your working environment you will be re-inforcing the value you place on having a strong brand to your staff and clients**

# Is this not just something the big players do?

## **SMALL BUSINESSES ALSO BRAND THEIR ENVIRONMENT**

It can be surprising just how effective a small investment can make to your working environment. A painted wall with vinyl graphics, a branded reception desk panel, a back-lit contemporary sign, a large display wall with engaging graphics – all can be implemented at relatively low cost in comparison to the visual impact such initiatives can have on visitors and staff.

**THINK BIG. THINK BOLD. THINK BRAND.**



**Your business environment can act as your most effective and most affordable advert!**

# Brand visibility is key to business success

## **IT'S YOUR ENVIRONMENT SO MAKE SURE YOU BRAND IT!**

We consider it a missed opportunity if you don't explore all the options for taking your brand into your everyday working environment. As long as the design and production values are high then a new livery, sign or reception feature can be one of the most cost-effective and powerful pieces of brand-building you will ever invest in.



**Most people react  
positively towards  
branded environments**

# Does it work?

## **BRANDING YOUR ENVIRONMENT NEEDS COMMITMENT**

It could be argued that many businesses get by with very little investment in taking their brand into their environment. In fact these businesses probably don't invest a great deal in any aspect of how they communicate their brand to their staff and market. These businesses trade purely on reputation and repeat business, but the larger the business gets the harder this becomes to sustain.

If you can relate to any of the statements below the chances are that you probably won't see the value that environment branding can offer:

- › **My sign is fine – it's nothing fancy but it tells people who and where we are.**
- › **I see little value in a new vehicle livery design.**
- › **The reception just needs some new furniture and a quick lick of paint to freshen it up.**
- › **It's a working environment so I see no need to spend money changing it.**
- › **Everyone knows who we are and what we stand for already.**
- › **All we need for our exhibition stand is a simple pop-up display and some giveaways.**



# Do you believe in the value of branding your environment?

# We do.

## **THIS IS THE MIND SET REQUIRED:**

- › I want my sign to be something that stands out from the crowd.
- › My vehicles are my best advert so lets make them a talking point.
- › I want to feel a sense of pride every time I walk into reception.
- › I want my staff to feel they are working for a forward-looking and dynamic company.
- › If we are to be present at an exhibition our stand needs to shout quality.



**If you value your brand,  
make sure it is woven  
into every area of your  
communications**

# A sign of the times

## **THE ART OF BUSINESS SIGNAGE**

The design and production of your sign is very important – it may be up for a long time so make sure it is of a high quality.

### **SIZE/POSITION**

Most signs are either too big or too small for the space they occupy. The difference can be dramatic so get visuals produced to show how this will look prior to making a final decision.

### **MATERIAL**

There are many different materials available to provide the impact required. It's going to be up for a long time so make sure it is visually striking.

### **GRAPHICS**

If you have invested in a professionally designed corporate identity it is crucial that this is effectively reproduced on your sign. This is not just a case of filling the space allowed, it is worth getting visuals produced and measurements specified for the sign manufacturer to follow.

### **LIGHTING**

The final consideration for any signage project is the way in which the sign is illuminated. If the above actions have been successfully implemented the lighting will be the icing on the cake for creating a very powerful statement about the quality that is woven into every aspect of your business – starting of course with your sign.

# Branding on the move

## **IMPROVING YOUR POSITION**

It can be trains, planes and automobiles but mostly it tends to be vans that are branded to help promote a business.

### **VISUAL IMPACT**

If brand success can be influenced by brand visibility then it's little wonder that designers get excited about the possibilities and opportunities associated with livery design. If a livery design is executed effectively it will pay for itself over and over again as a great advert simply by being seen.

### **CONSISTENCY**

If you have more than one vehicle to be branded it is important to make sure there are a full set of visuals and positional specifications to give to the signage company to follow. Especially if the vehicle types vary.

### **APPLICATION**

There are many methods that a vehicle can be branded so seek advice from your designer or contractor.

# Your brand message – 8 hours a day

## **THE ART OF BUSINESS ENVIRONMENTS**

People look positively upon companies that have invested in bringing their brand into their working environment. It suggests that they are serious about what their brand stands for and portrays a professional, dynamic and forward-looking company. The kind of image that attracts the very best. It is also a constant reminder to everyone about what the company stands for.

### **VISUAL IMPACT**

You will be amazed the difference a professionally designed internal branding exercise can make. People respond more to environmental design than with any other design approach. If a restaurant prepared great food but the interior was wrong then the business would likely fail. You may not be running a restaurant but the same principals apply – people respond to an environment in a very powerful way.

**BRANDING YOUR WORKING ENVIRONMENT WILL HELP YOU RETAIN AND ATTRACT HIGH CALIBRE STAFF**

**Exhibition  
space can be  
expensive so  
make sure  
what you put  
in it accurately  
reflects your  
brand!**

## **THE ART OF EXHIBITION STANDS**

We could fill this book on the do's and don'ts of exhibition design and production but for the purposes of this being an overview we have listed what we would consider as the most important points for consideration.

- › **Think of your stand as a shop window on a very busy street. It needs to fight for attention.**
- › **Never design your stand yourself, employ a professional designer for this important job.**
- › **Less can be more so don't bombard your target audience with too many messages.**
- › **Think of how the best retailers attract attention. They dress their shops in subtle and stylish ways.**
- › **If budget is tight get the designer involved early – (before you book the space). They will work with you to get the best combination of space and content without compromising quality.**
- › **Don't choose your design company on price, choose them on experience and track-record.**
- › **Pop-ups with an effective design can work but be open to other ideas and approaches.**
- › **Lastly, try and avoid setting up the stand yourself, budget for professional help in this area where possible, as you will have enough on your plate.**

There are so many exhibition systems out there, it can be difficult to choose the right one for your brand

## **HELP!?**

There are many routes you can take with stand design and each have their advantages. Be open to ideas and be guided by your design consultancy.

### **CUSTOM-BUILT STAND**

If you are serious about making an impact, custom built stands will always make a statement. Such an approach needs the appropriate investment and a design company/contractor combination. The design agency should understand all aspects of your brand communications and should be well-versed in the management of a contractor for the build.

### **OFF-THE-SHELF STAND**

There are many off-the-shelf stand solutions that can be configured to suit your space and reworked for future events. You should still rely on a design company and contractor to take care of all logistics.

### **PORTABLE STAND**

Portable solutions such as pop-ups and sail banners should really only be used on very small stands (3x3), events that do not have designated stand areas, (hotel halls etc) and also for brand workshops and seminars. These should be professionally designed but you can set-up/dismantle such stands yourself.

### **ALL THREE**

There are times when you can have a combination of all the above. This would usually comprise of a modular system with custom-built features.

# Planning your stand?

## **CONSIDER THESE IMPORTANT POINTS BEFORE YOU START**

If working with a reputable design company with experience in stand design they should offer all the support you need to help you reach your business objectives with your stand.

- › **Talk to your design company before booking any exhibition space.**
- › **Discuss the stand positions available.**
- › **Set a budget for the designer/contractor.**
- › **Establish how you will measure success.**
- › **What lessons were learnt from your last stand?**
- › **Will you be using the stand again?**
- › **If yes, how often and for how many years?**
- › **Are products to be shown?**
- › **How many people will be on the stand?**
- › **Do you place an importance on hospitality?**
- › **Do you require a private area for meetings?**
- › **Do you have digital communications to use?  
(see our digital book)**
- › **Do you have literature to showcase?  
(see our print book)**

# How much should I spend on my stand?

## **A GOOD INVESTMENT COULD LAST YOU FOR YEARS**

Like most areas of business expenditure how much to spend boils down to what the objectives are. If your I.T. system is on its last legs then a major investment may be what is required to see you through the next 5 years. If however it is a case of adding to an established and robust system then the cost is obviously far less.

It's the same with your stand design. If starting from scratch the initial investment may need to reflect the ambitions you have for the stand. (i.e to attract high value customers and to promote your brand, products and services to a wider market) in the following years it may be that you are simply making small adjustments to an established stand design.

**Your investment in your stand should be governed by the value you place in securing a new client or retaining existing clients**



## INTERESTED?

This book is one in a series of four that we have written and produced to help our clients arrive at the best approach for their marketing initiatives. We hope you found it informative and welcome any feedback.

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