

Branding for Interior Architecture

From Branding to Design Concept

Content

- What is Branding
- Branding for Interior Architecture
- Design Concept for Interior Architecture



What is Branding

Which one do you prefer?



UNBRANDED
\$550



WALMART
\$81

What is branding?

- Branding is not a logo
- Branding is not a product
- Branding is not a promise



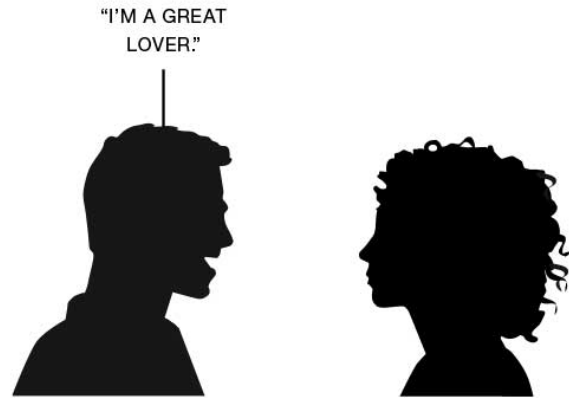
impressions

“A customer gut feeling about a product, service or company.”

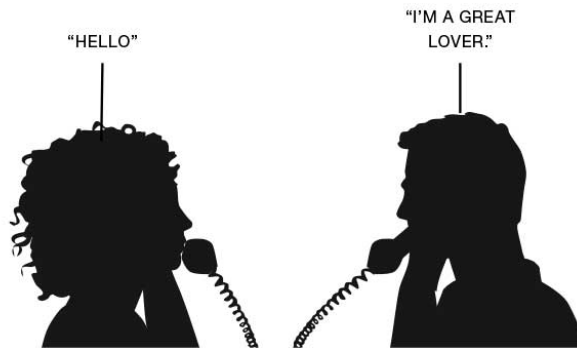


Marty Neumeier

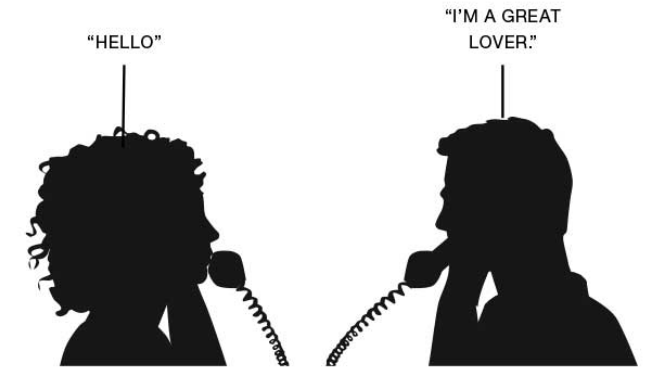
What is branding?



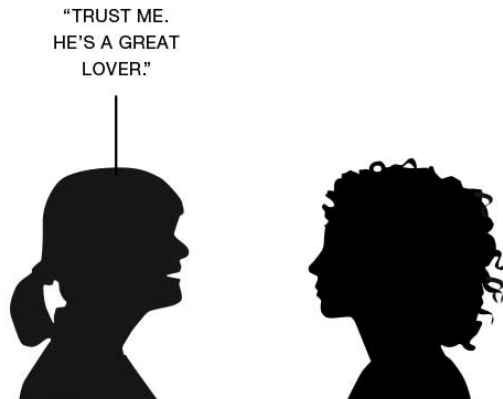
1. MARKETING



2. TELEMARKETING



2. TELEMARKETING



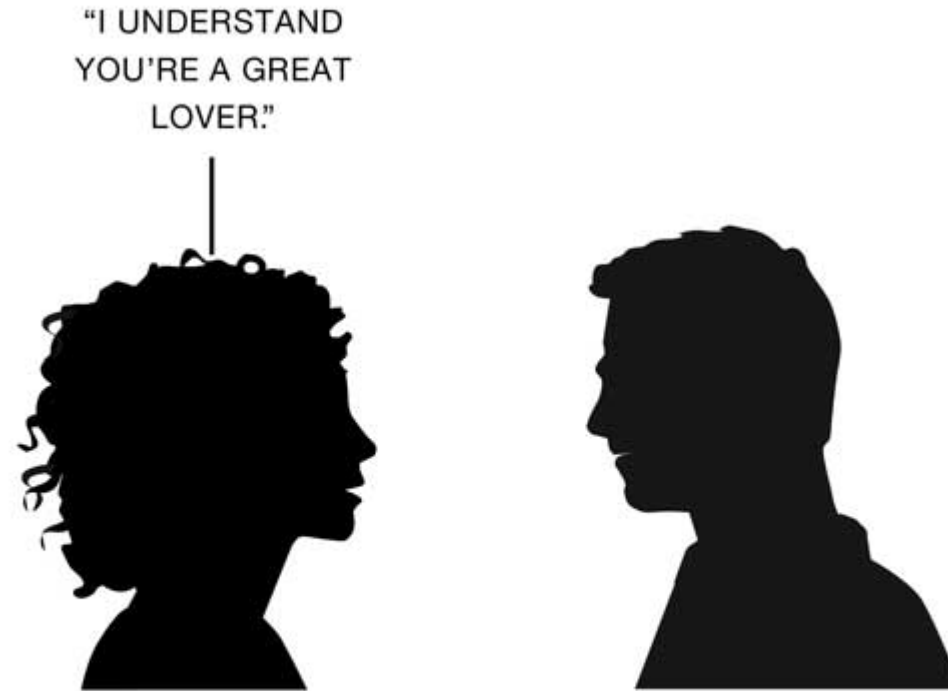
3. PUBLIC RELATIONS



4. ADVERTISING



5. DESIGN



6. BRANDING

A brand is your reputation. It is - what is in the head and hearts of customers.





Branding for Interior Architecture

What you need to know and why you need it

BRANDING THROUGH INTERIOR DESIGN

- Branding through interior design is the process of **transforming an environment into a three-dimensional embodiment of a brand.**
- To reinforce and communicate a brand/store's:
 - **Position**
 - **Identity**
 - **Culture** (unification)
 - **Brand experience** (deliver to customers)

BRANDING THROUGH INTERIOR DESIGN

By **integrating** your **brand** strategy into the interior **design process**, you can create a store **environment** that helps customers, employees, and business associates better understand your store:

- Mission
- Vision
- Values

Branded Environment

Components such as:

- Architecture
- Layouts
- Finishing materials
- Lighting
- Environmental graphics
- Way-finding devices
- Signage
- And décor elements



All the components reflect, reinforce, and create:

- **The personality of a brand**
- **Physical and sensory experience with customers**

When implemented correctly **the interior design communicates your brand's message** and it lets people touch, explore, and engage with your brand in the physical space.



S E R V I C E S

In response to significant growth in luxury menswear, brands are creating personal shopping services that include an emotional connection to products based on services. Lounge salons cater to clientele with styling, tailoring and grooming services.



Selfridges Men's Personal Shopping Service - London



PHYSICAL EXPRESSION

Pop-up innovative retail concept that supports a combination of digital online shopping with temporary product exhibition. The pop-up project is supported by interactive touch points that allow the visitors to connect with the shoe types. They can have their feet measured at foot scanner that matches the correct shoe model with the visitors. The retail exhibition space also provides large touch screens to access the full line of products.



Camper & Vitra Pop-up Project-Germany

Brand Components

Branding can be divided into two components

- **Visual branding**
- **Brand experience**

Brand Components

Visual branding

- Visual identity: logo design, font choices, consistent colors, and voice
- It says who you are as a company.



Brand vs Brand-guidelines

A Brand is an impression:

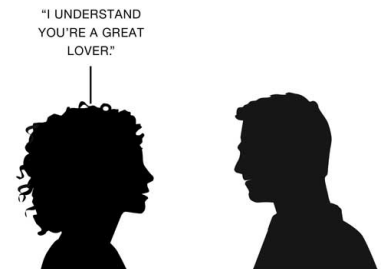
- not a logo
- not a product
- not a promise

It is a collection of elements that create a feeling in consumers to drive behavior.



Brand Components

- **Brand experience** according to hub-spot:
- Brand experience is the **lasting impression customers have** of your brand.
- It includes thoughts, feelings, perceptions, and reactions to everything from direct marketing efforts to large-scale ad campaigns and specific product launches.
- It describes the **tangible and emotional experience** consumers have while interacting with your brand.







What is brand experience?





1. Who is your target client?

- Owners
- Users
- Consumers

LITTLE HAITI

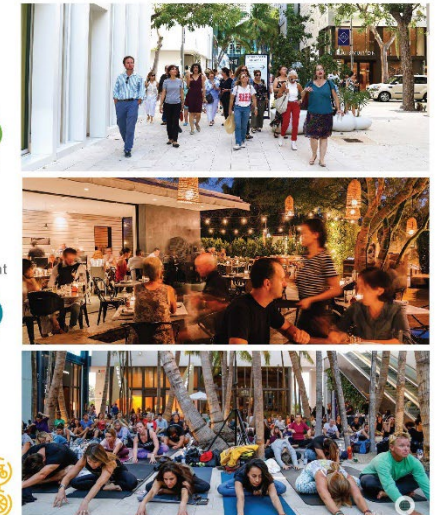
| | | | |
|---|---|---|--|
| <i>food</i> | <i>retail</i> | <i>art</i> | <i>demographics</i> |
|  |  |  |  |
| Traditional Haitian & Caribbean cuisine | Small business Markets Handmade crafts & fresh produce | Colorful murals subjects: Haitian values & lifestyle. | Predominant: Black community -75% Older people - 30% Single mom families 78% Yearly income - \$24K |

DESIGN DISTRICT

| | | | |
|---|---|---|---|
| <i>food</i> | <i>retail</i> | <i>art</i> | <i>demographics</i> |
|  |  |  |  |
| Organic & healthy food restaurants Italian, Greek, Asian, etc. | Luxury stores Shopping experience - for high economic status | Color is greatly used Murals & sculptures Subjects: contemporary art | Hispanic community 56% Young people - 60% Couples - 30% Income - \$75-500K |

CLIENT PROFILE

- Tourists:**
 People who just likes to visit new places
 Food consumers
 Wealthy families
 Couples
 Young segment
- Locals:**
 People who like to go out for a stroll
 Food consumers
 Organic food consumers
 Medium/high socioeconomic status-wealthy segment
 Highschool students
 Young & older couples
- Activities related:**
 Reading clubs
 Concerts
 Health / exercise
 Food / wine tastings
 Special events



Student Example

What is brand experience?

2. What is the Brand Identity?

- Brand concept/goals/believes
- Brand image components (logo, colors, materials)
- Inspiration/Impact



SPACE



LOOP LAYOUT

clear, wayfinding program
freedom when circulating

CIRCULATION

revolves around the market
main focal point of design



PUBLIC AREAS

1st floor
most transitable areas



PRIVATE AREAS

2nd floor
hidden from direct view

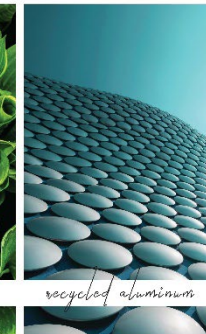
MATERIALS

Reinforce the name Plaza
Late = earth in Haitian
Creole

Use of local & regional
materials for finishes
reduce global footprint



plants



recycled aluminum



walnut

Student Example

What is brand experience?

3. How the Brand and your store are different from others?

- Analyze the Existing Stores
- What you can keep?
- What you can improve?
- Who are your direct Competitors?

DESIGN PROPOSAL



WHY A MARKET?

Have always been an important aspect of the Haitian culture

This system helped Haitians survive disasters

The products sold were locally produced and inexpensive



Most Haitians used to live on small farms

Microclimates allowed for the evolution of trading

Household producers would sell to traders who moved produce to local and larger markets

Markets considered a chain

Heavily orientated towards the open air market system

Buying and selling was dominated entirely by women

During periods of scarcity: families used money earned by selling/trading OR others would sell what they have previously bought

Product Line



The Product Mix makes up all of the products provided by the brand.

Product Mix

The total composition of products offered by a brand.

Product Line

Products that share similar attributes and are often grouped together.

Product Hierarchy

Organization of products in order of importance

Product /services chart

A Product/Service Chart helps the brand understand how much of each product/service should be sold.

These information will then be used to determine the stock for a particular store.

This chart is organized by product line.

The total composition of products offered by a brand.



Fresh Market Cafe Apparel Beauty Art Jewelry Educational Vocational

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7 Major Retail Product Groups



FASHION

- Accessories
- Apparel
- Shoes



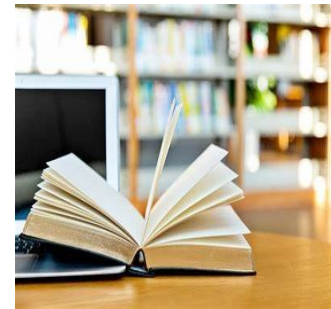
BEAUTY

- Cosmetics
- Hair
- Perfumes



PROPERTY/HOME

- Furniture & Decor
- Kitchen & Bath



SERVICE/ EDUCATIONAL

- Vocational
- Café
- Gallery/Art/Music
- Beauty Salon
- Health/pharmacy
/Holistic products



FOOD + BEVERAGE

- Fresh market food
- Typical beverages
- Candies & Cookies
- Chocolates
- Any other
- Delicatessen



JEWELRY

- Costume
- Watches



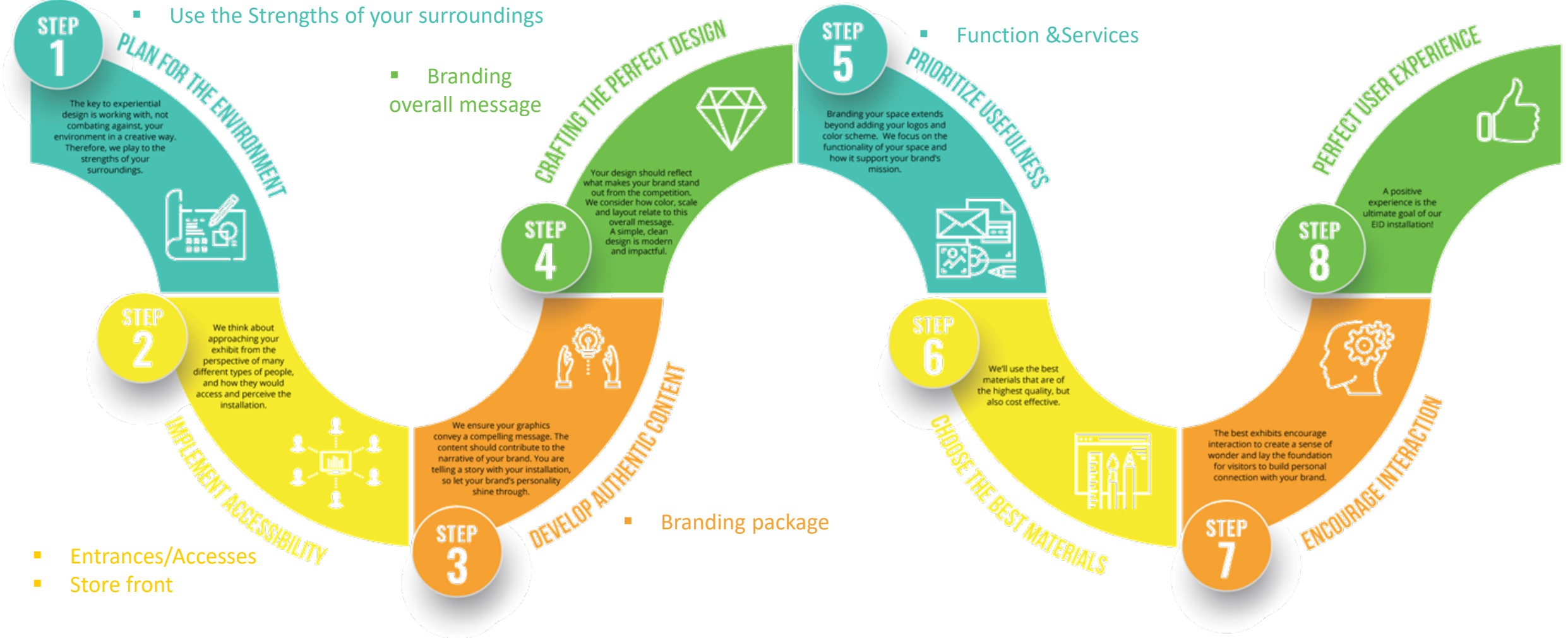
EYEWEAR

- Prescription
- Sunglasses

General Retail Store Classification

- Apparel, Footwear & Accessories
- Books & Magazines
- Fine Jewelry
- Food & Beverages (wine, candies, chocolates, cookies, spices)
- Glasses (sun & prescription)
- Home/Decoration, Furnishings
- Auto- Cars & Accessories
- Perfumes, Cosmetics & Beauty
- Health-Pharmacies
- Sports
- Technology
- Toys

Brand Experience



- Use the Strengths of your surroundings
- Branding overall message

- Function & Services

- Entrances/Accesses
- Store front

- Branding package

“Design is the silent ambassador of your brand.”

~Paul Rand



Design Concept for Interior Architecture

DESIGN CONCEPT

- Site
- Culture
- Narrative
- Design Styles
- Client Brief



unity in variety *both communities intertwined* *earth = organic* *curves = organic shapes*



CONCEPT STATEMENT

Incorporate an ecological plaza that will stand out by bringing an atmosphere of inclusivity that will unite Little Haiti's culture with the Design District community in an effort to celebrate the cultural diversities.

STRATEGIES

Plaza Laté will be filled with creativity, where some movement of curvilinear elements will create spaces full of joy and reinforce the idea of inclusivity. The spatial design receives the client into a double height space where their senses of smell, sound, and ambient conditions change their perception of reality.

COLORS



gray & turquoise
Sober tones bring peace



yellow & green
Modern-urban lifestyle fusion of cultural & artistic elements between Design District & Haiti



brown & green
Bring the organic, natural feel



Design to create moments and experiences