

# The need to embrace environmental branding

3 years ago



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Simply having your sign out front won't cut it anymore. In today's competitive landscape, branding takes on a much more comprehensive approach.

Meet environmental branding. This immersive approach to branding is built upon telling a compelling story and enthralling your customers with what your company is about.

## The secret behind environmental branding

Environmental branding fuses a number of design features, from graphics to interior design to signage, to create an immersive brand experience.

All the design elements have a visual and emotive impact, and they work in synchronicity to imprint the brand's unique signature onto the physical space.

While the elements work cohesively to create the branding experience, each individual feature helps enhance customer service, wayfinding, and the overall customer journey.

## How can your company benefit from environmental

## branding?

First of all, it can have a great impact on the customers' journey and decision-making process. Having a memorable experience starts from first impressions to the moment they leave through the door, and this can make or break a deal.

Having a pleasant physical space isn't enough anymore. Customers are looking for a one-of-a-kind branding experience in a highly competitive market. Your aim is to attract them, win them, and convert them into loyal customers.

Effective experiential branding also impacts your staff and their productivity. Having a well-designed workspace is key to staff well-being, performance, and collaboration.

## Embracing environmental branding

The way we approach designing a commercial space based on environmental branding is vertical and horizontal. It takes into account both the direct and indirect touchpoints in your space while keeping in mind the relationship every space has with the rest.

After applying this 'whole body' approach, you are presented with a map for designing a commercial environment that is both cohesive and effective.

Some of the key elements of environmental branding are:

- Eye-catching external signs that speak your brand are a great first impression.
- Matched internal graphics and design.
- Custom wall art that can bring forward a specific theme.
- Wayfinders which are great for guiding the customer journey.

## Environmental branding and sustainability

Implementing environmental branding into your commercial space design can be done in a very thoughtful, effective, and budget-friendly way.

You can do that by using design features with a longer life span. 3D emulations, for example, can add up to 10 years. You can easily replace a damaged patch without having to start from scratch. 3D emulations are a cheaper and more sustainable alternative to buying new furniture. They have a wide range of uses too, from furniture in the hospitality industry to in-store checkout points and stall refurbishments.

To take your sustainability game further, consider using digital signs as an innovative way to communicate your brand message and showcase your products and services.

Another way to incorporate sustainability is by donating any old items you're disposing of during the refresh process to give them a second life elsewhere.

As the face of your brand, your physical space needs to translate your brand's identity and values. Environmental branding can help you achieve a cohesive and immersive brand experience and position



you way ahead of your competitors, so why not give it a try?