

Saffron for A1

Environment design

Design development


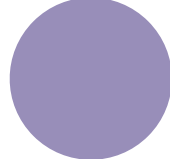
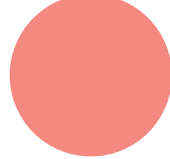

SAFFRON

18th April 2023



Space categories

Space category

-  Large common spaces / Entrance halls
-  Focus / Learning spaces
-  Team working / Social spaces
-  Small corridors / Narrow spaces

Design Proposals

Large common spaces / Entrance halls

 Large common spaces / Entrance halls

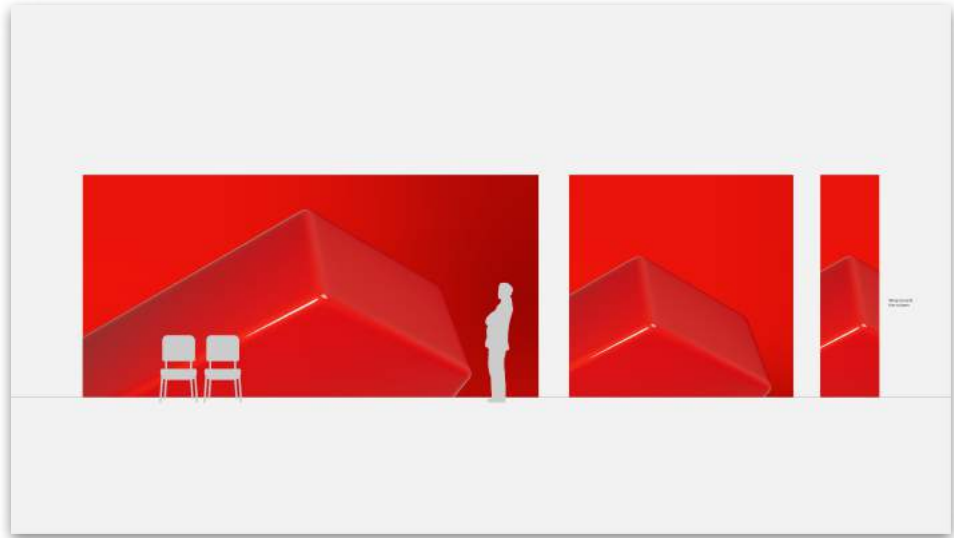
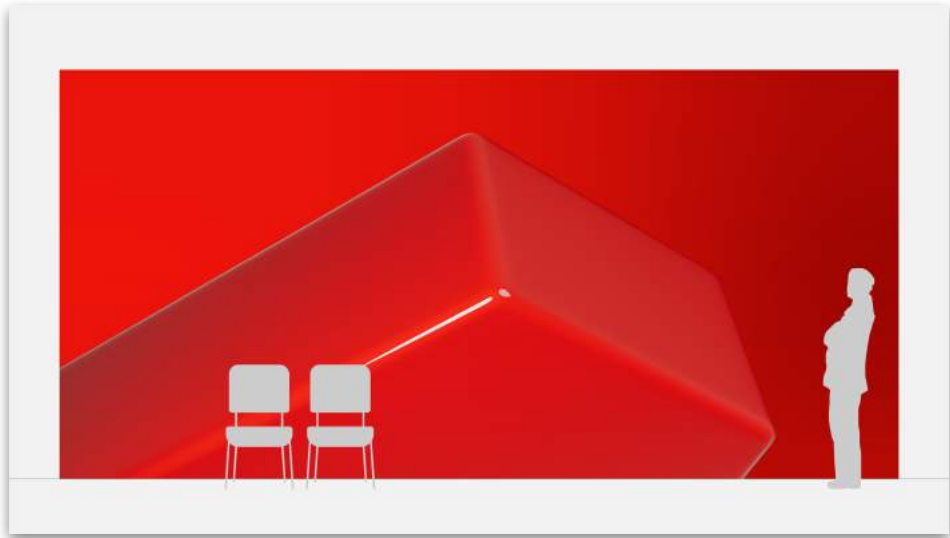
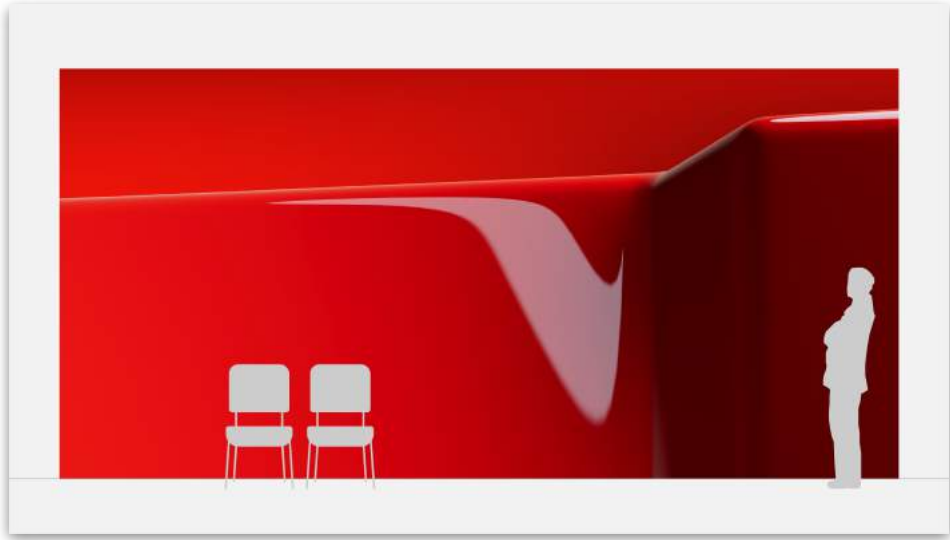
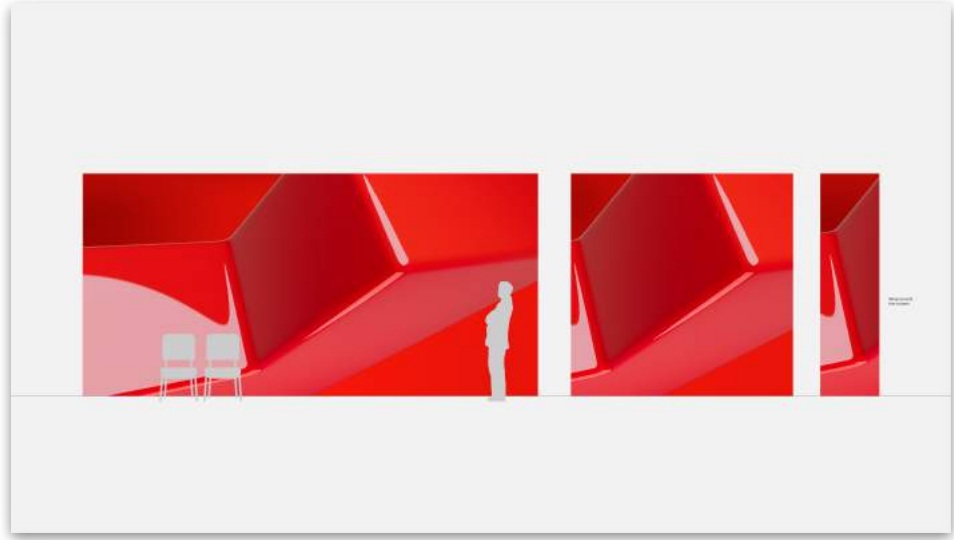
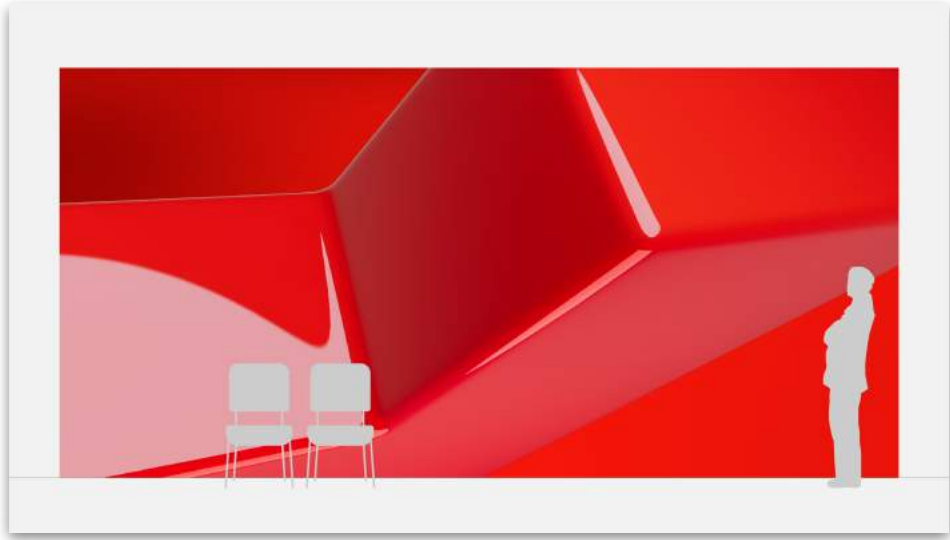
 Focus / Learning spaces

 Team working / Social spaces

 Small corridors / Narrow spaces

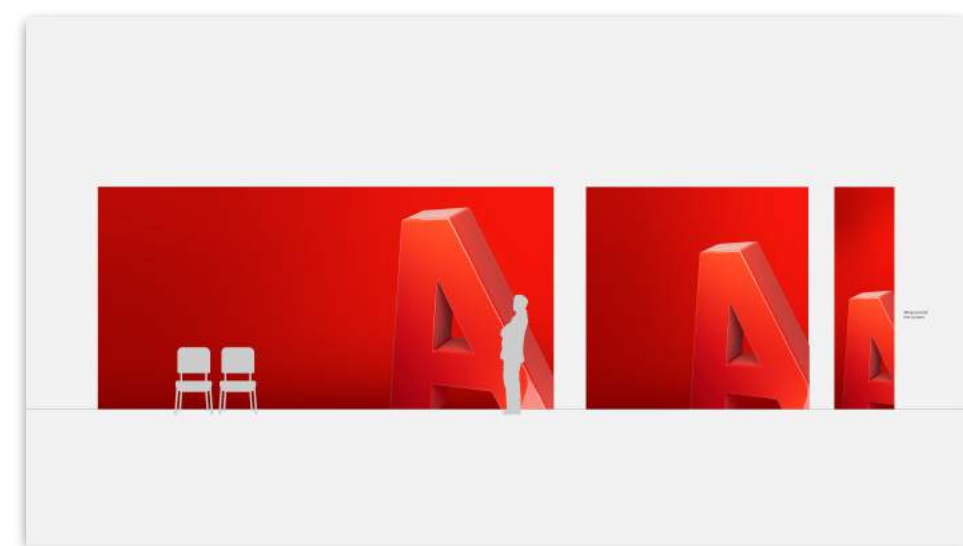
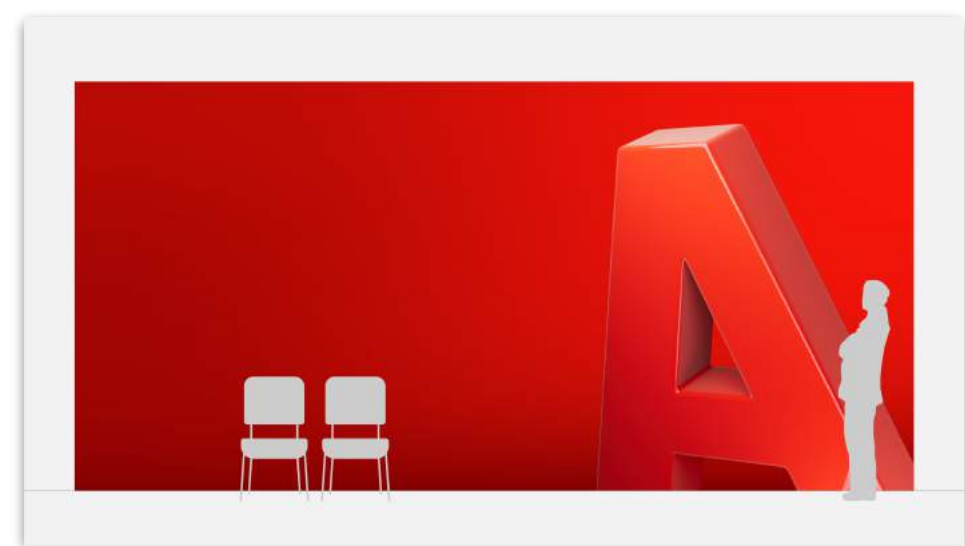
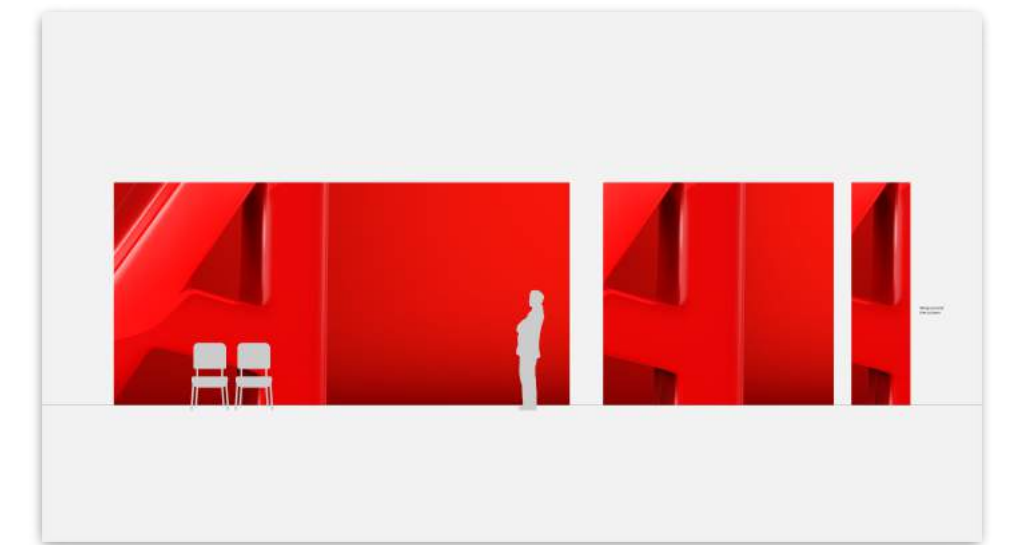
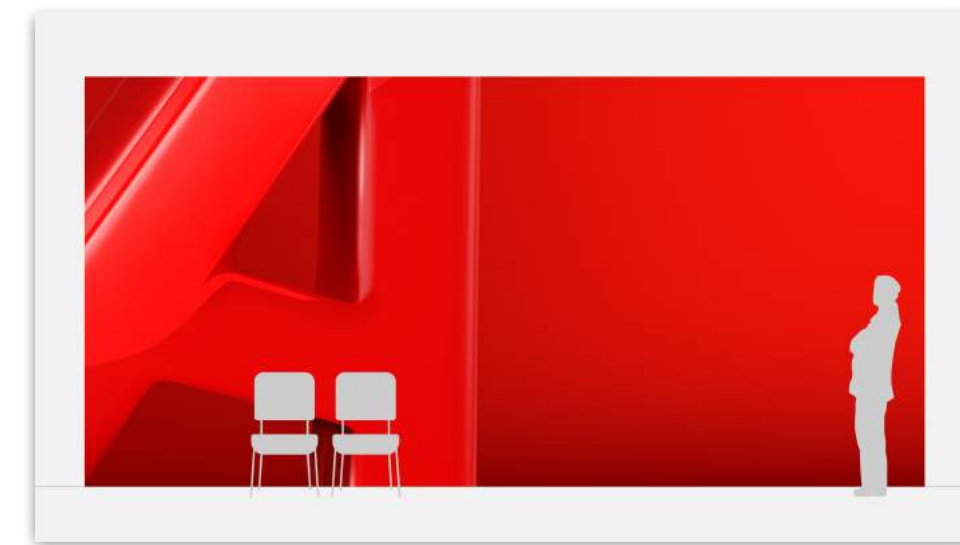
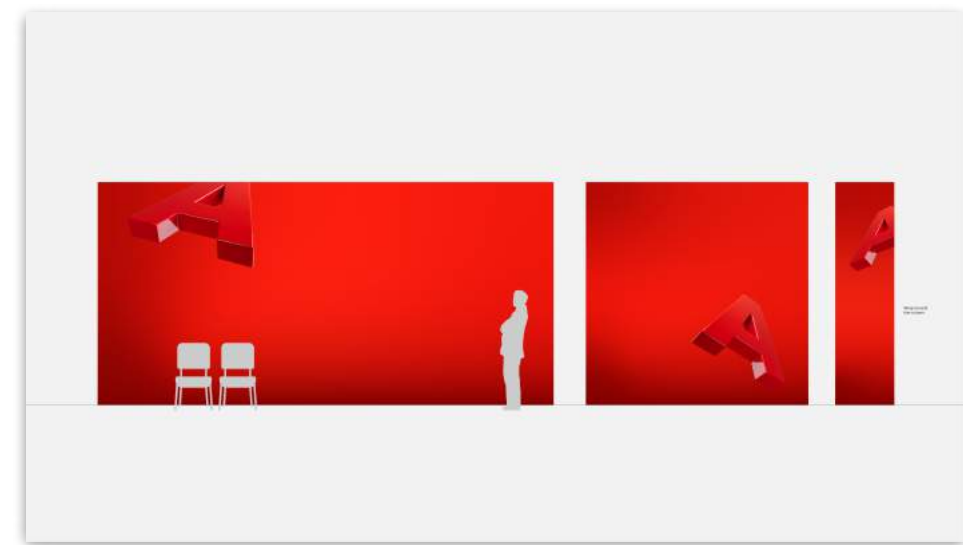
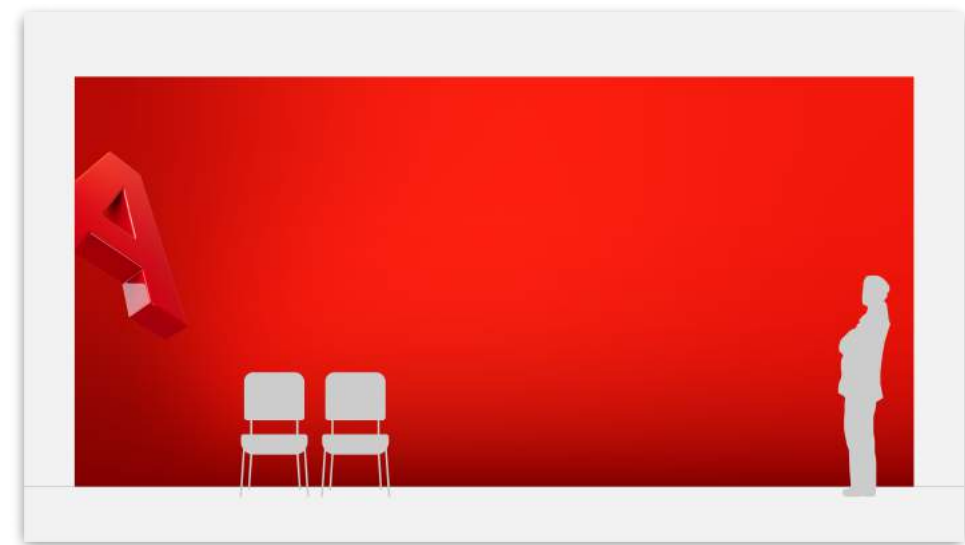
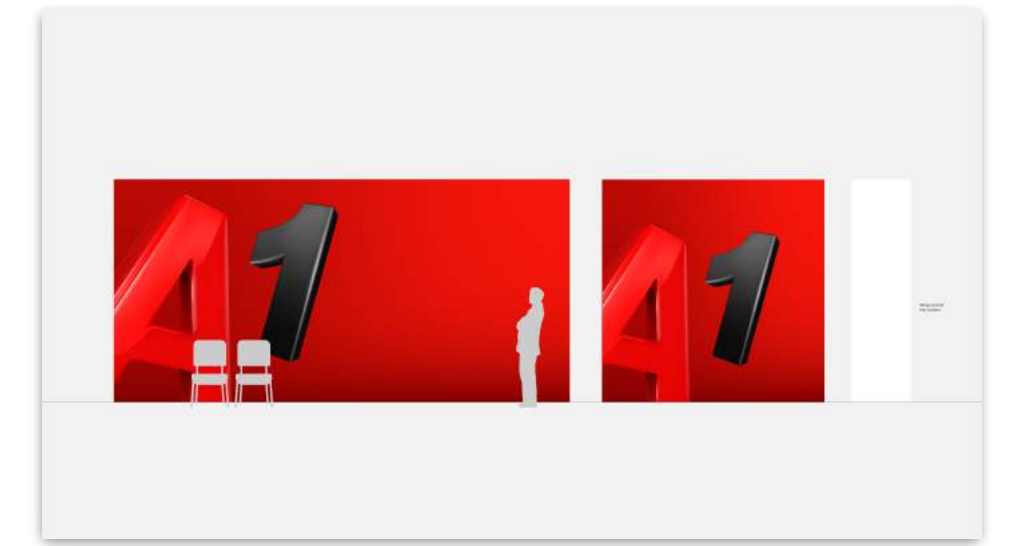
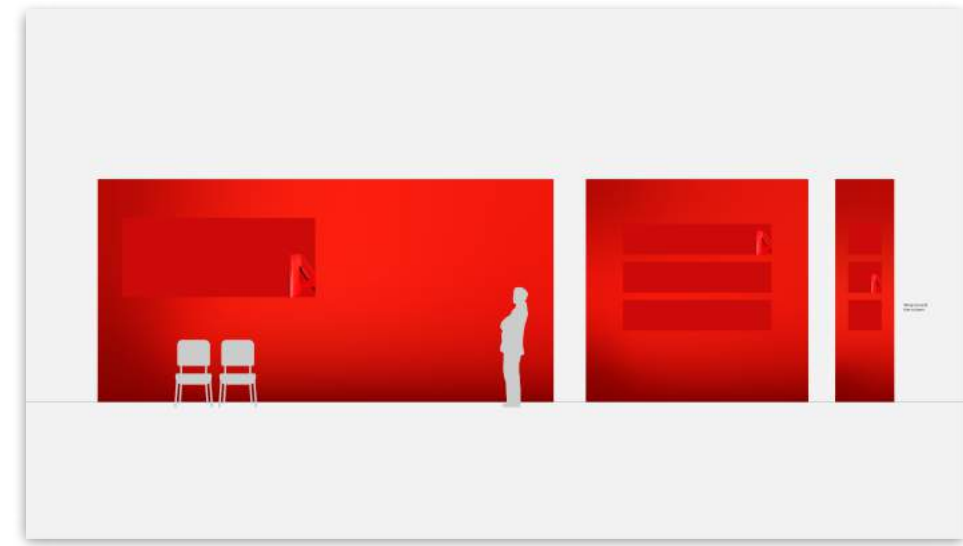
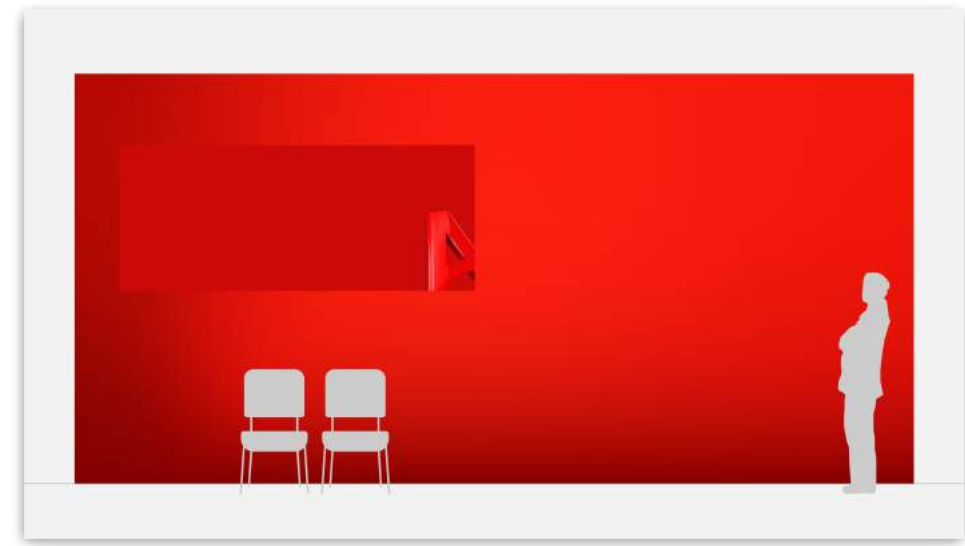
Option 1 Logo Landscapes_Cropped A

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



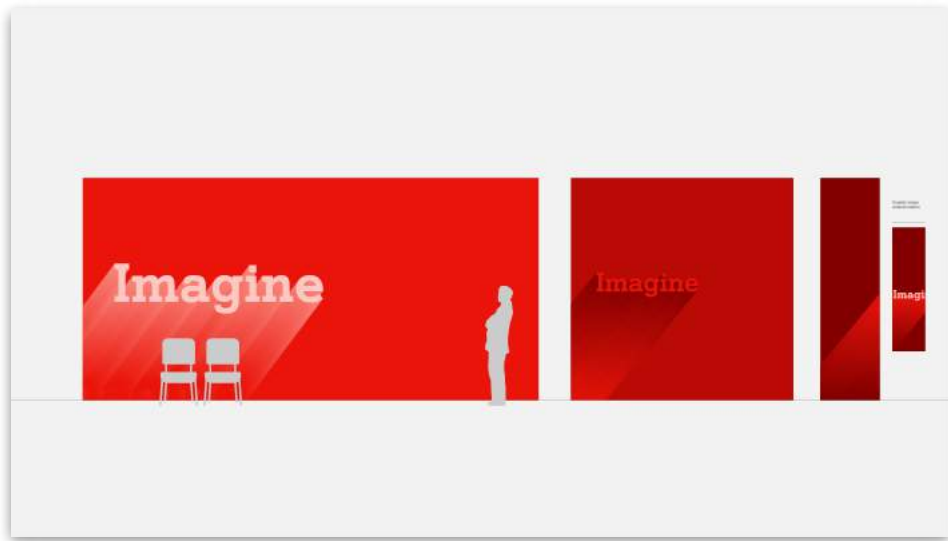
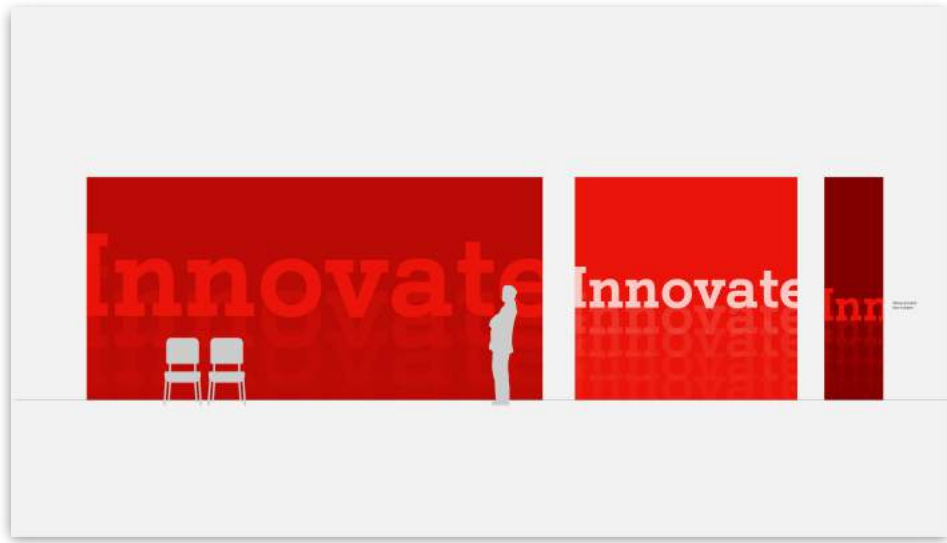
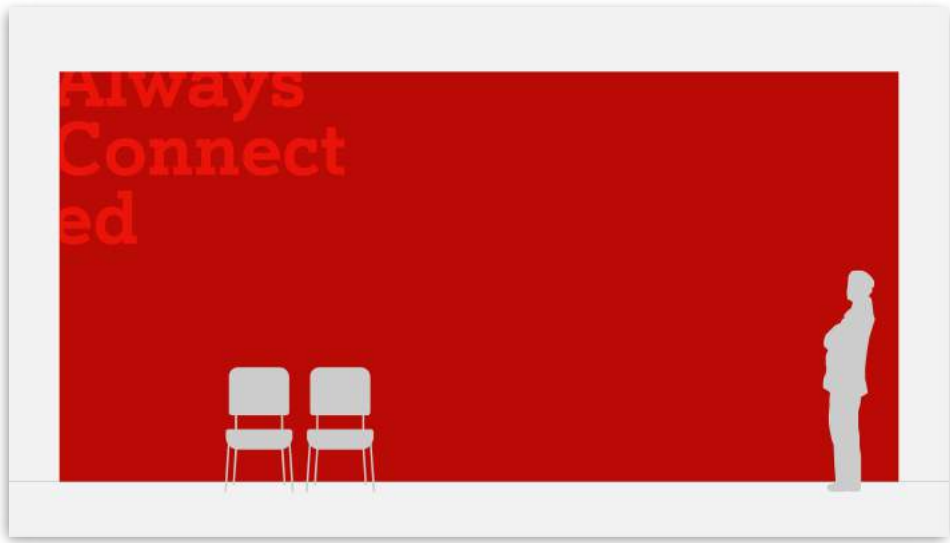
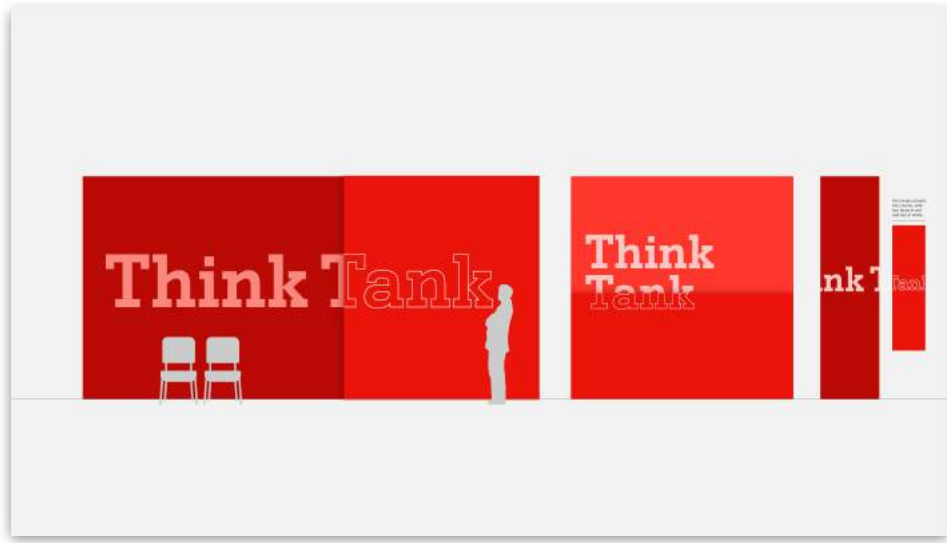
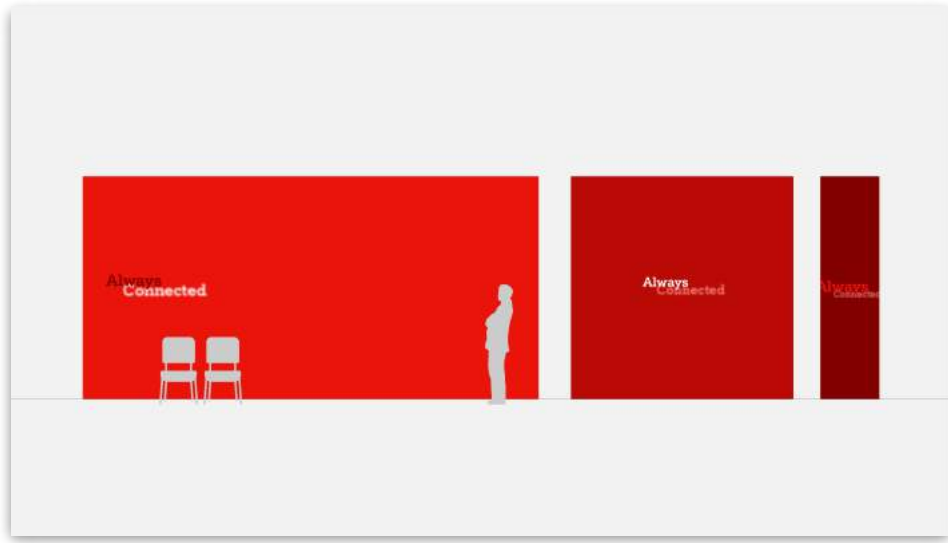
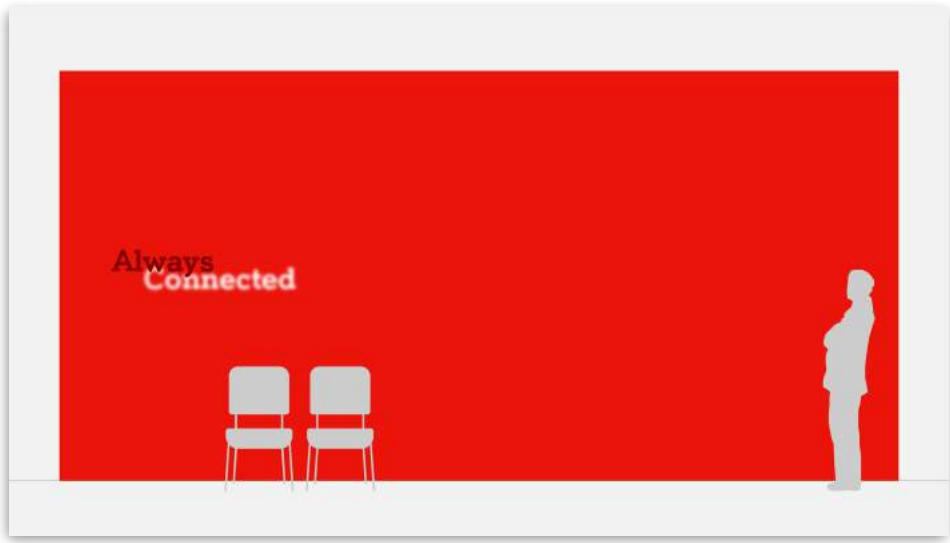
Option 2 Logo Landscapes

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Option 3 Typographic

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Copy should :
 → Talks about AI
 → Brand strategy related
 → Short & Impactful

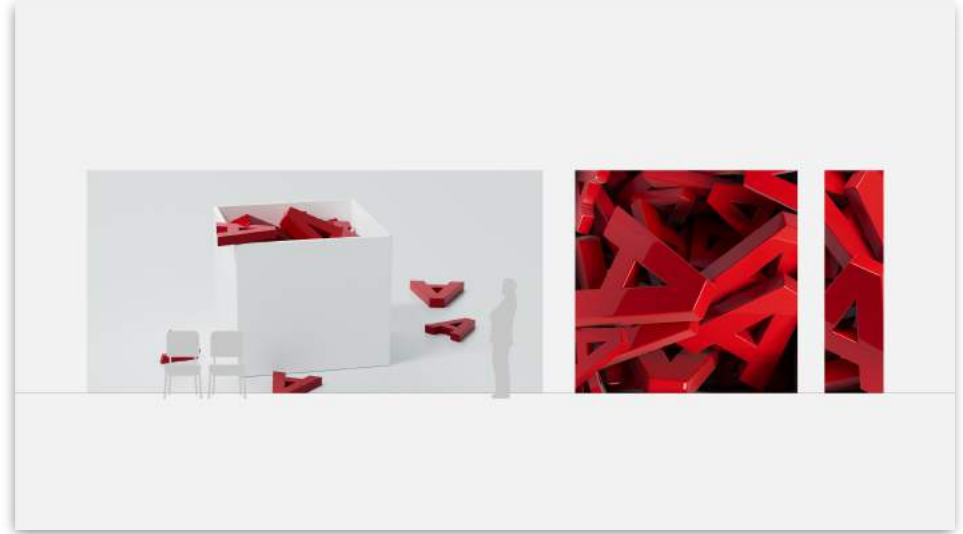
Option 4 Plain Colour, Gradients & Pattern

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces


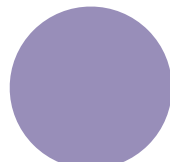
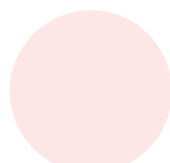



Option 5 Illustration

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces

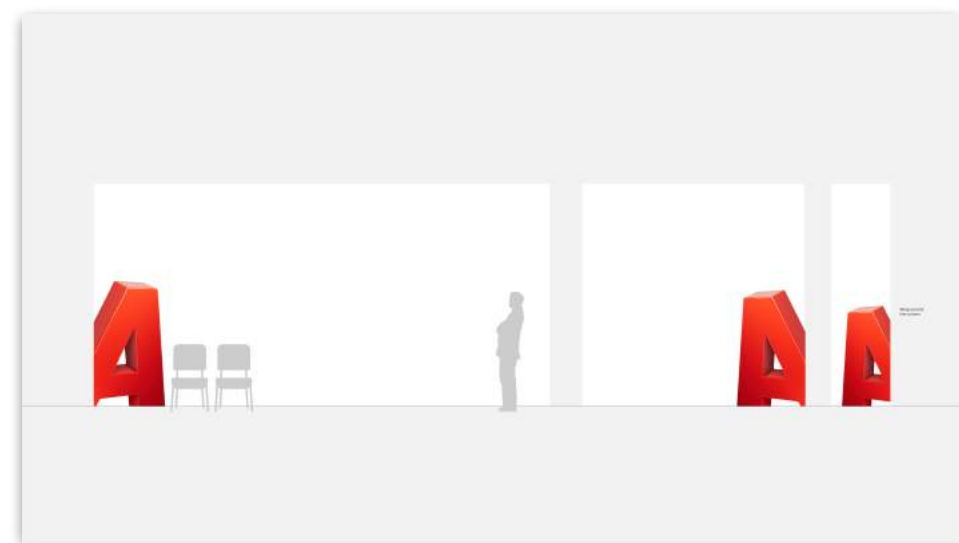
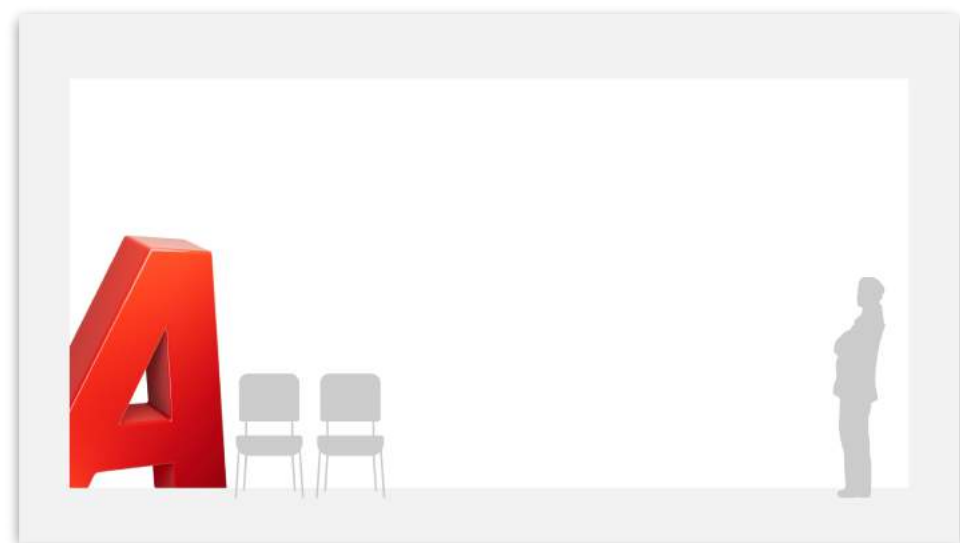
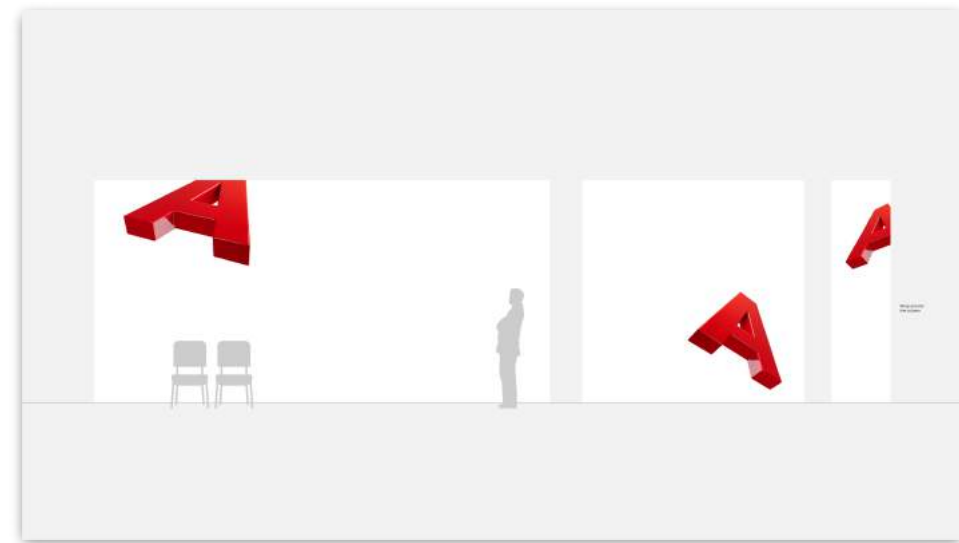
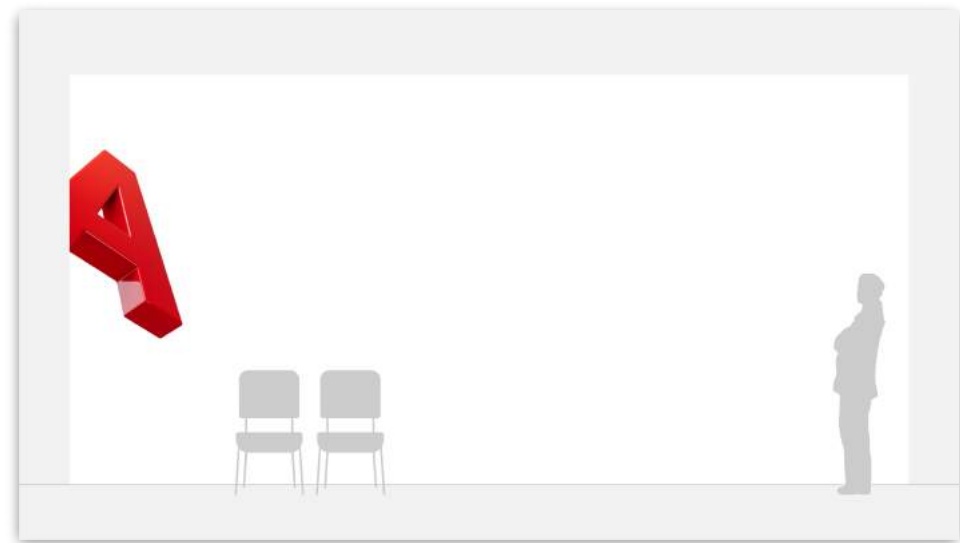
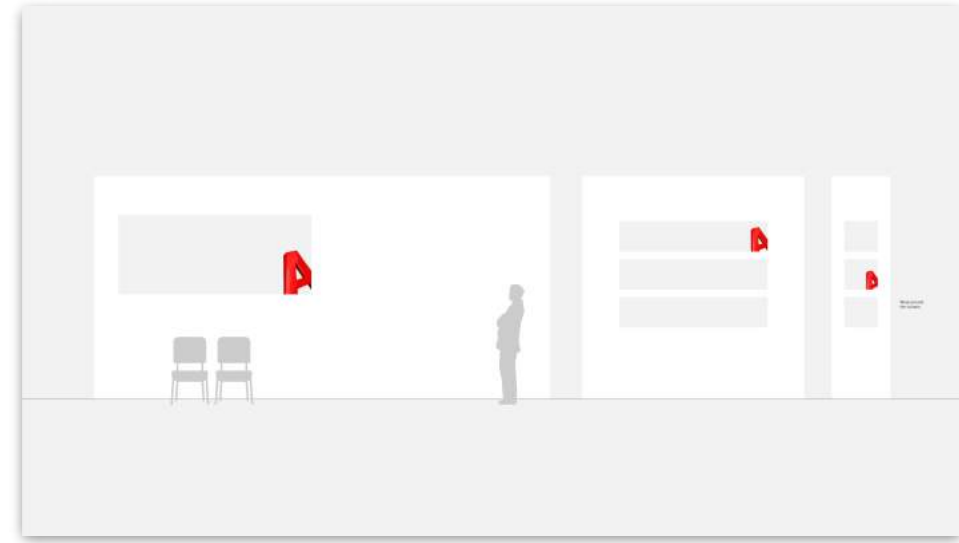
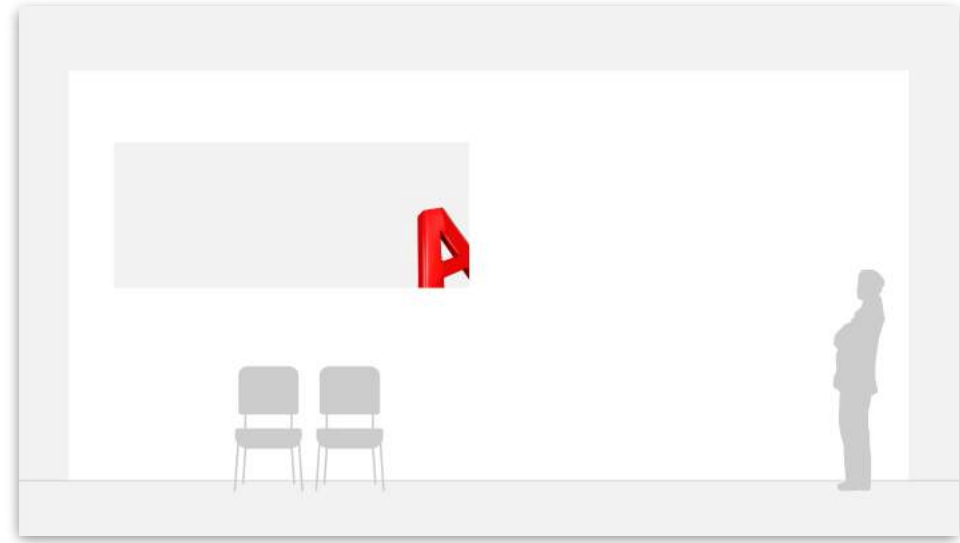


Focus / Learning spaces

-  Large common spaces / Entrance halls
-  **Focus / Learning spaces**
-  Team working / Social spaces
-  Small corridors / Narrow spaces

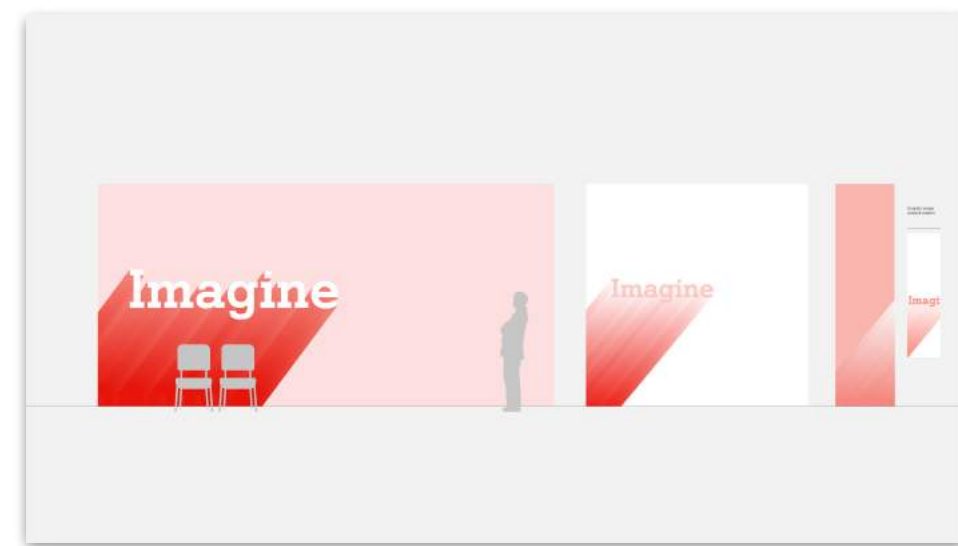
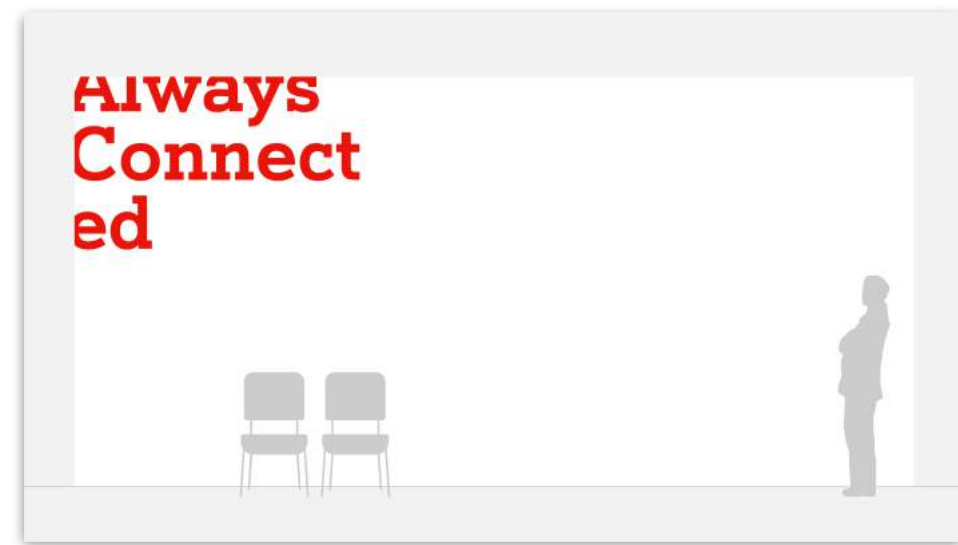
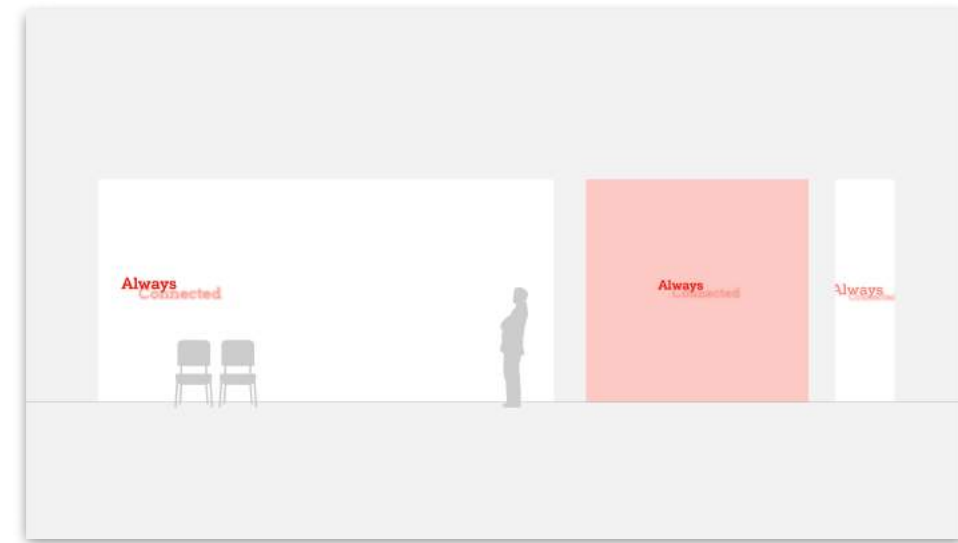
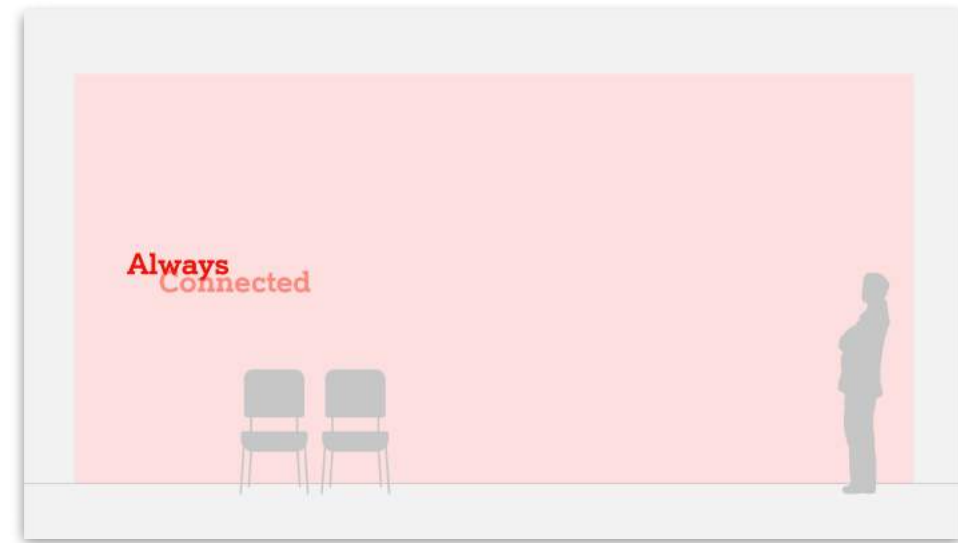
Option 1 Logo Landscapes

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Option 3 Typographic

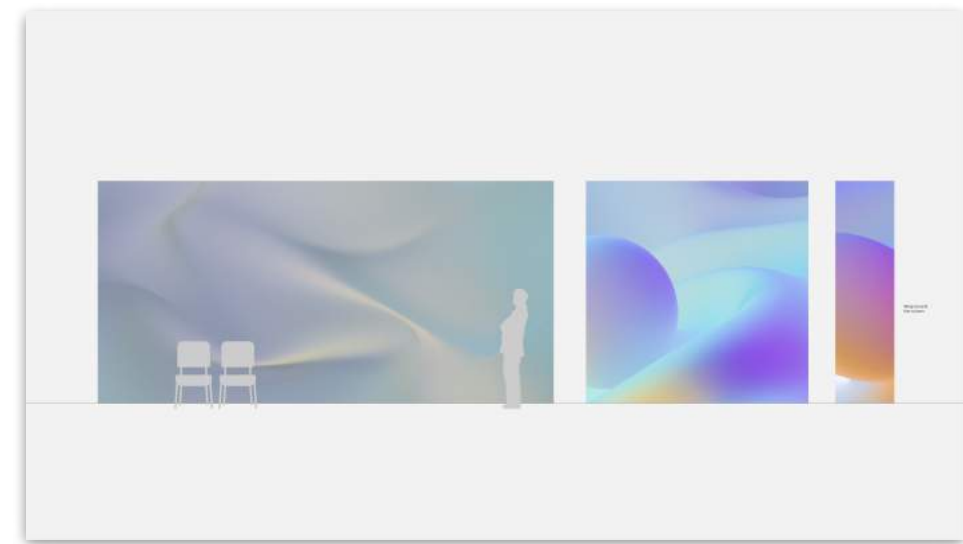
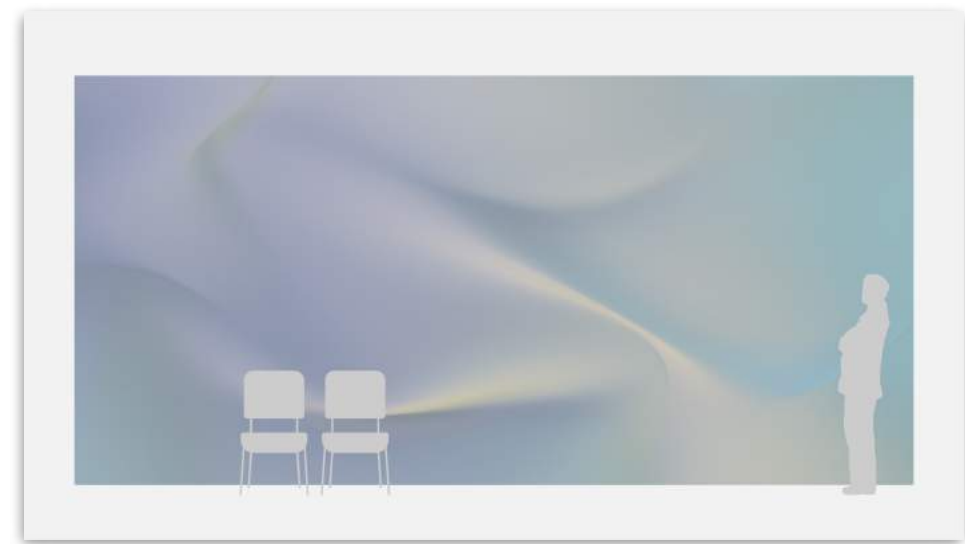
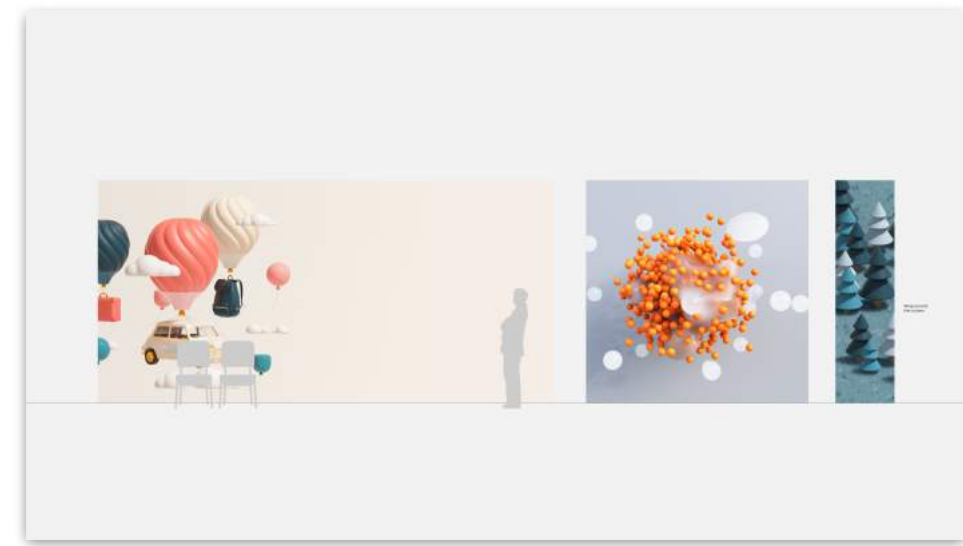
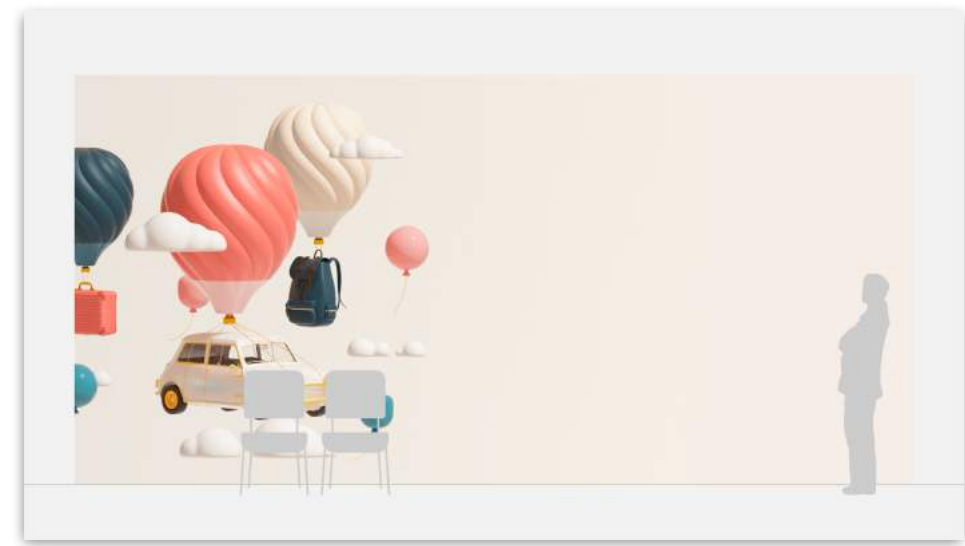
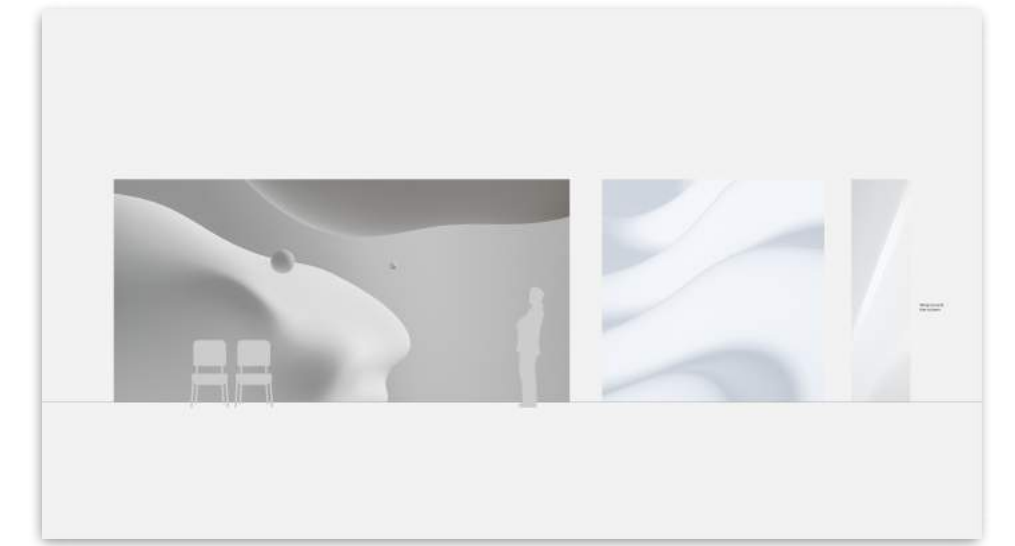
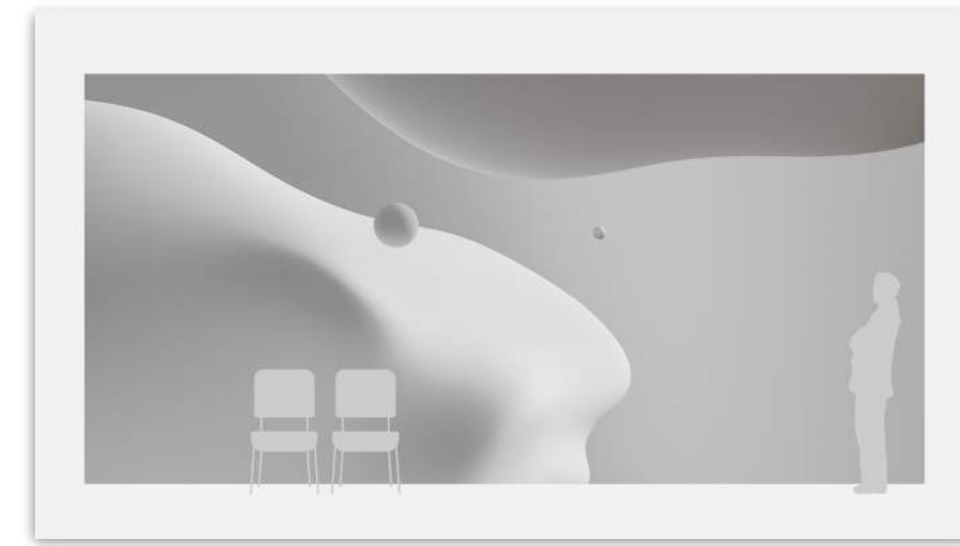
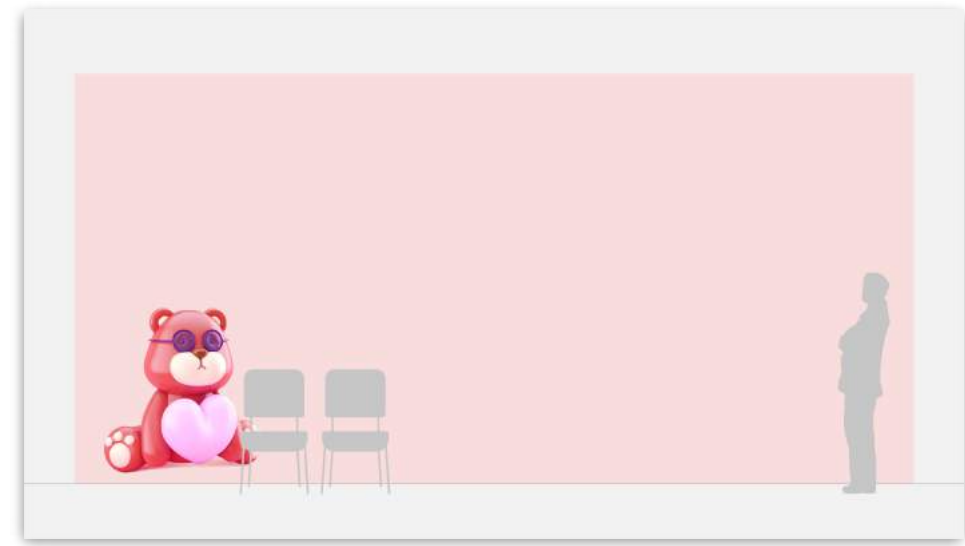
- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Copy should be:
→ Motivational
→ Useful

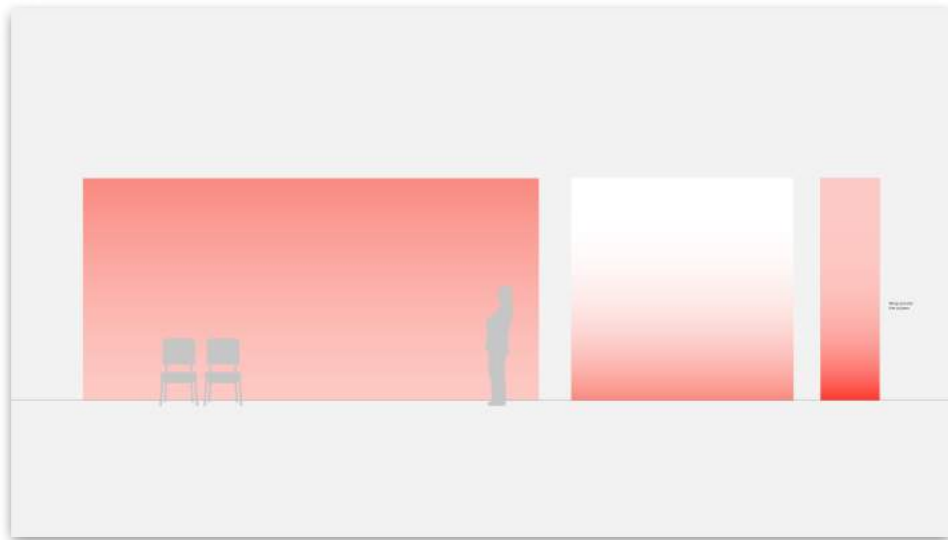
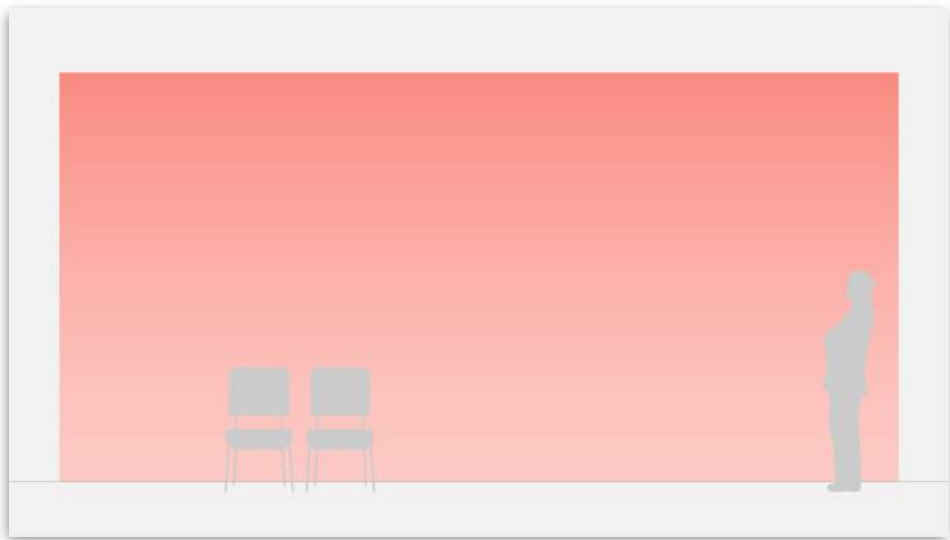
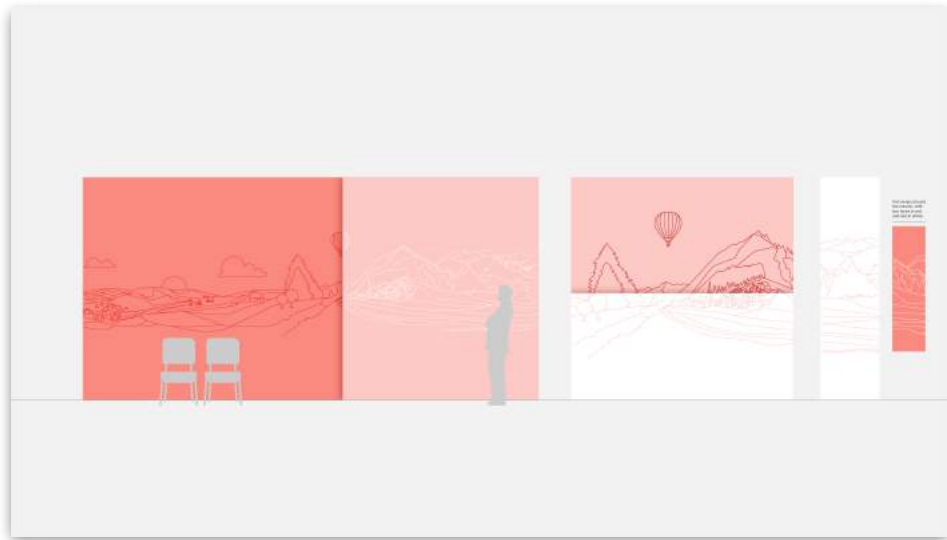
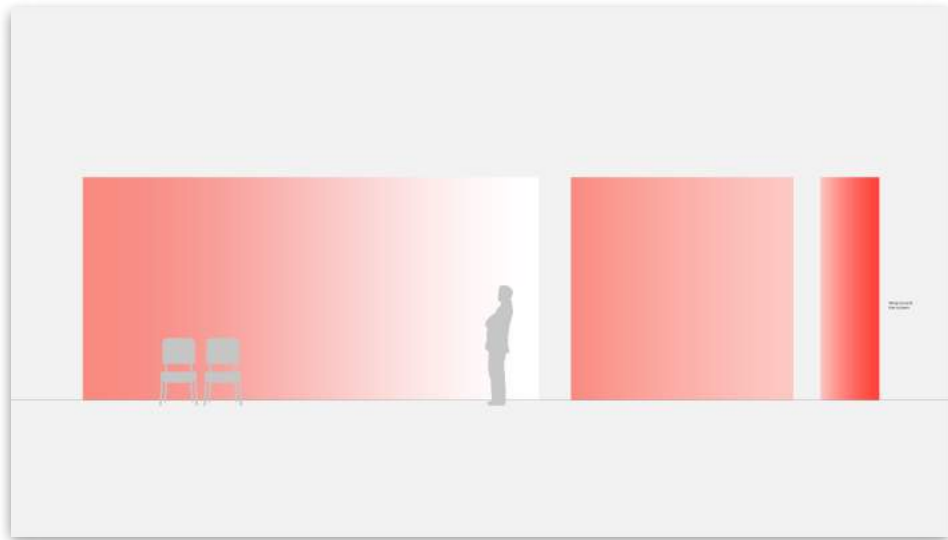
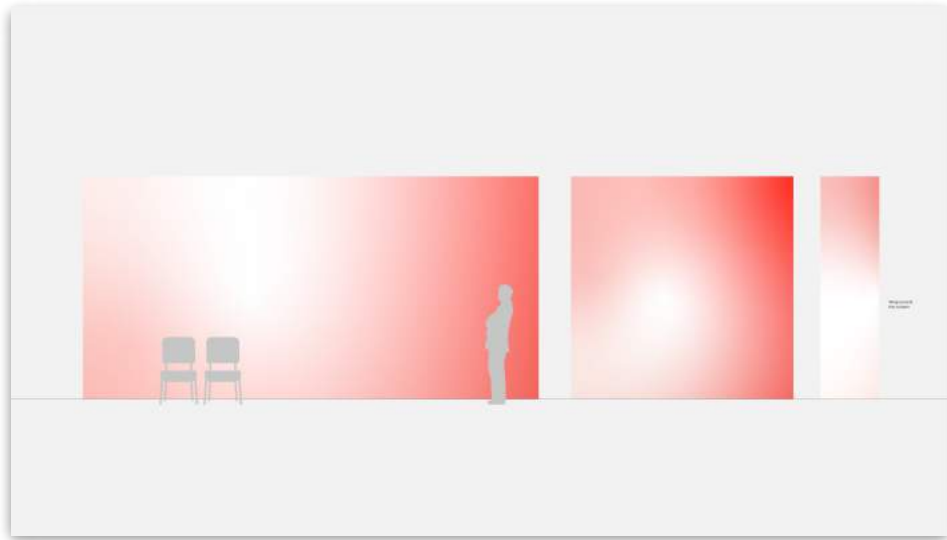
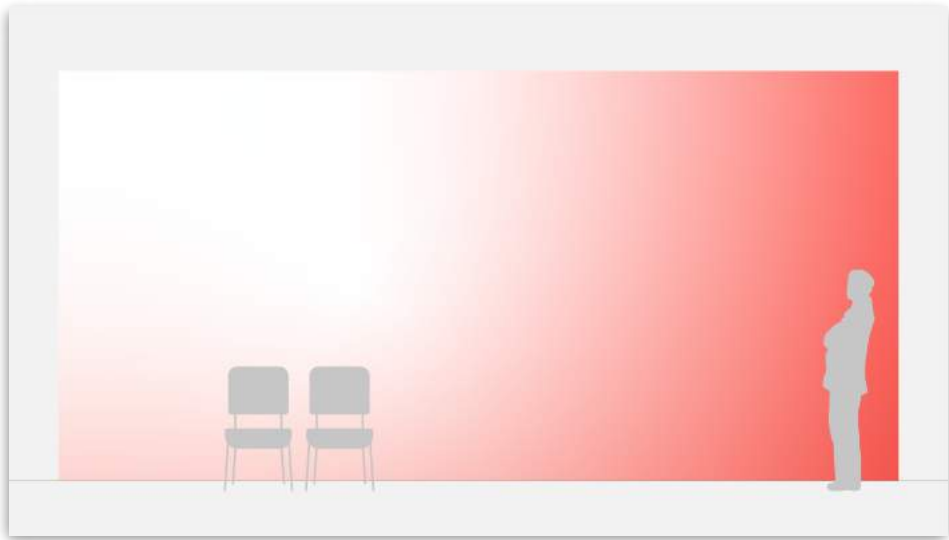
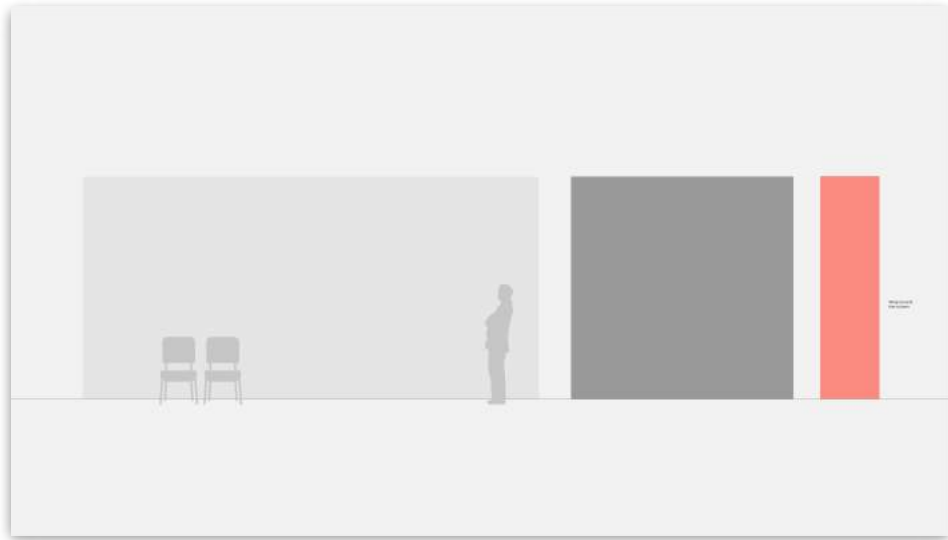
Option 3 Illustration & Textured Photography

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Option 4 Plain Colour, Gradients & Pattern

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Team working / Social spaces

 Large common spaces / Entrance halls

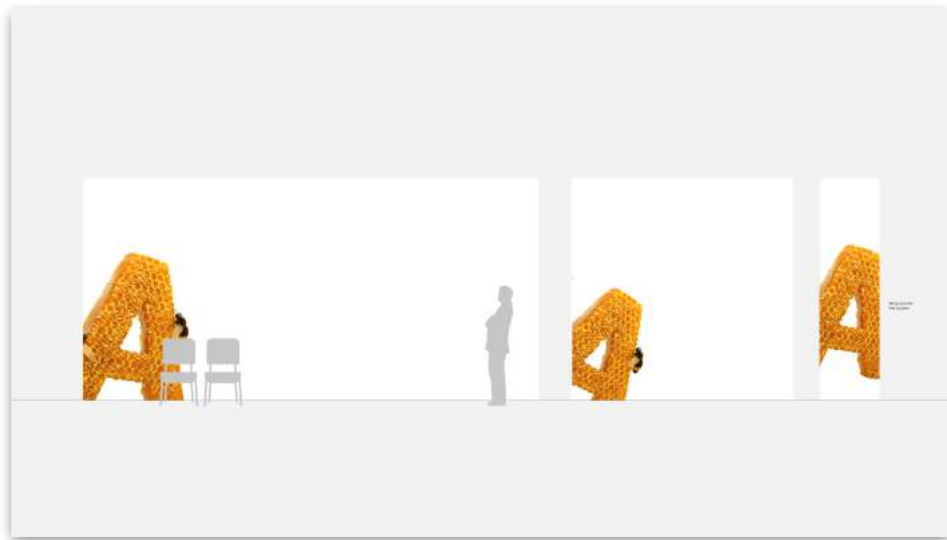
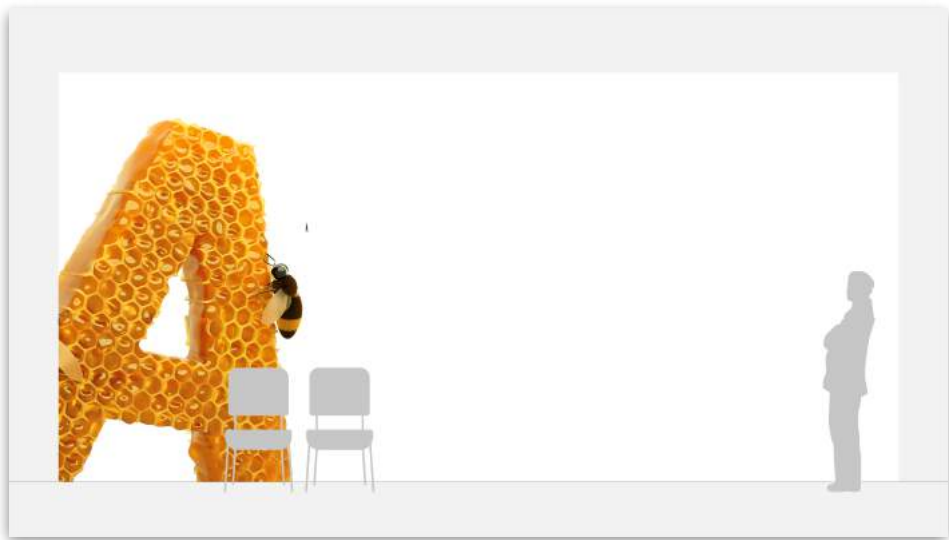
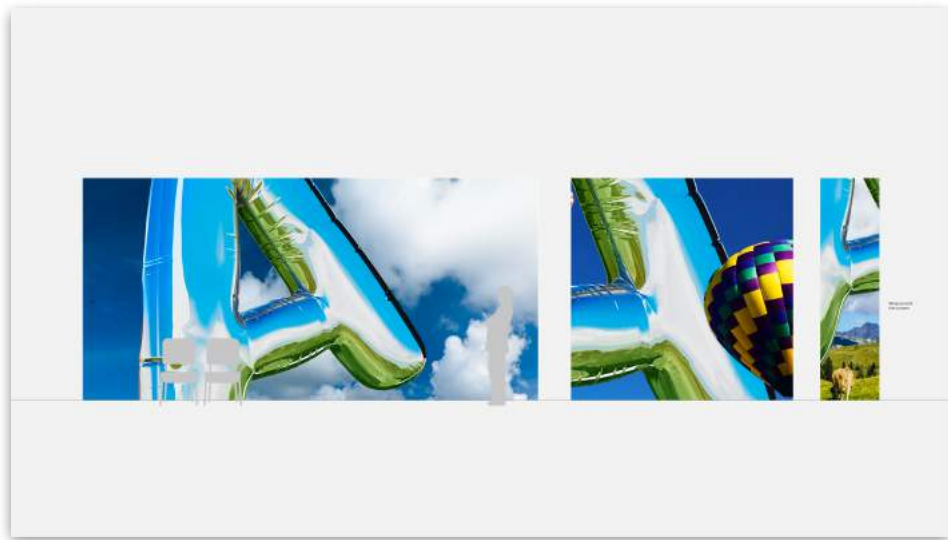
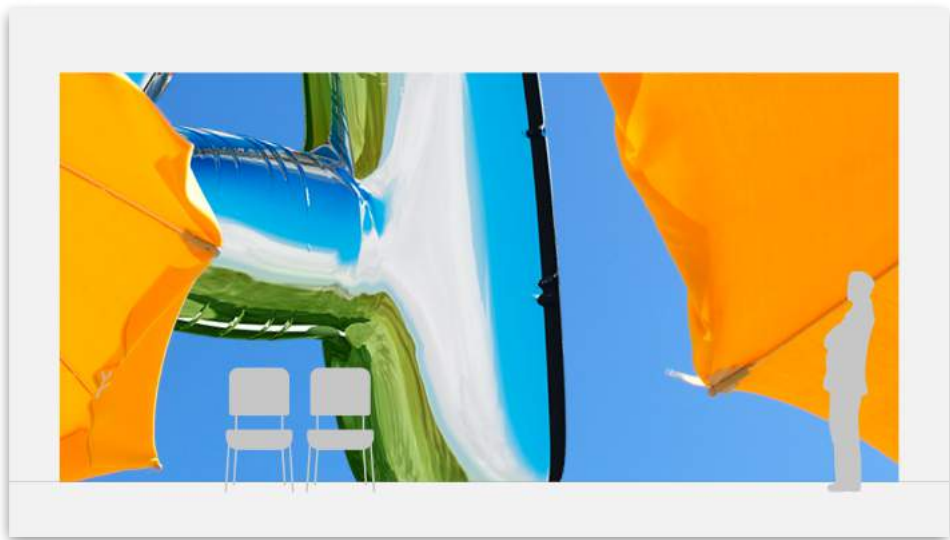
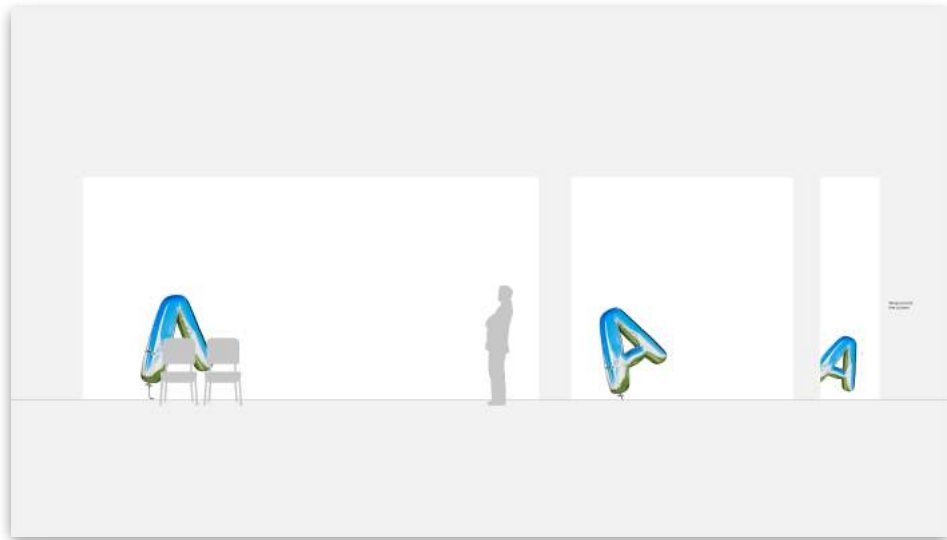
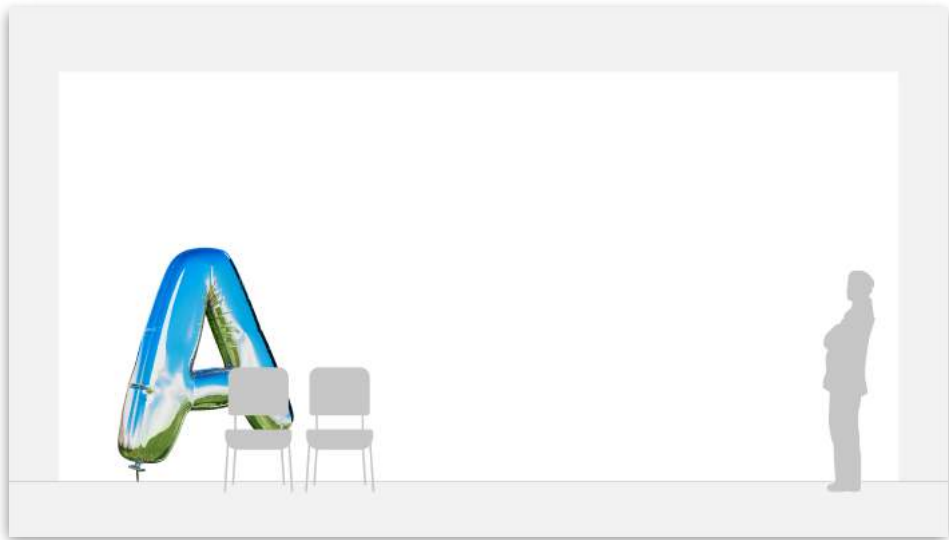
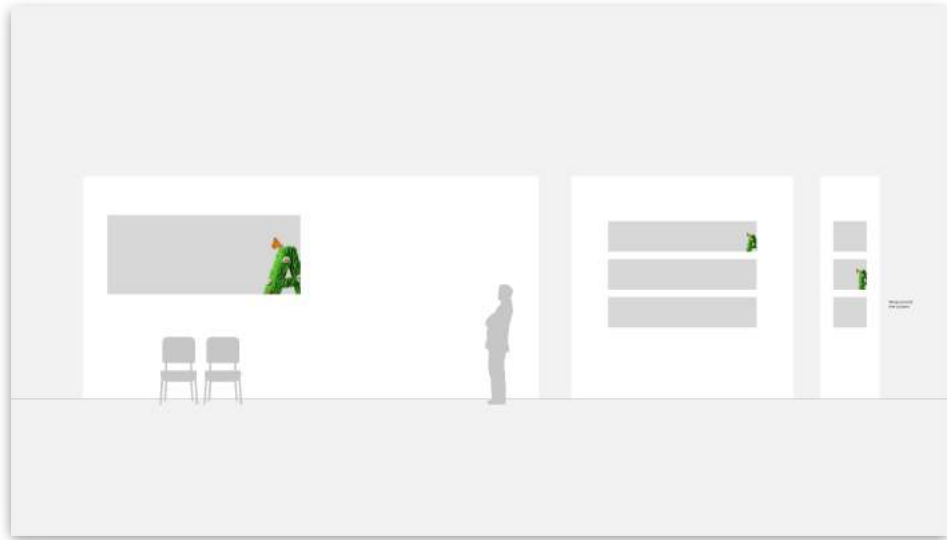
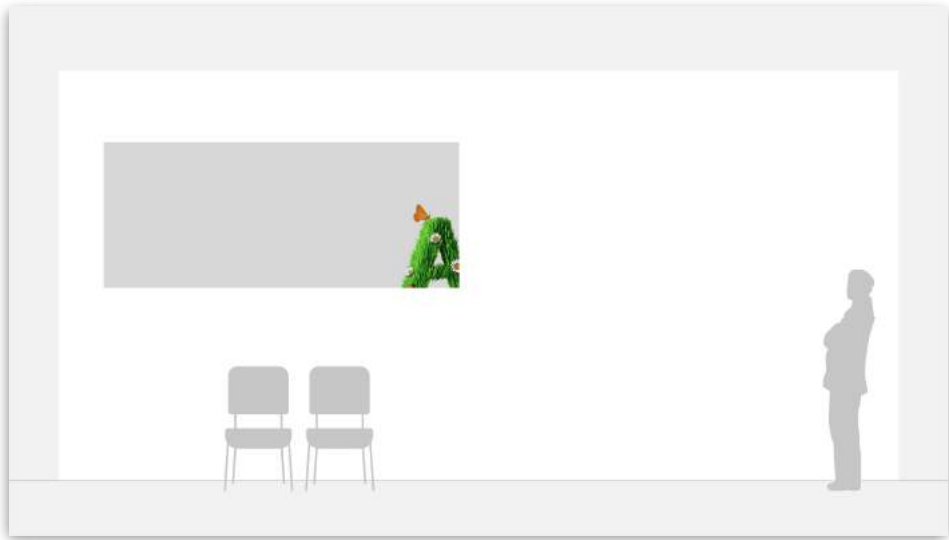
 Focus / Learning spaces

 **Team working / Social spaces**

 Small corridors / Narrow spaces

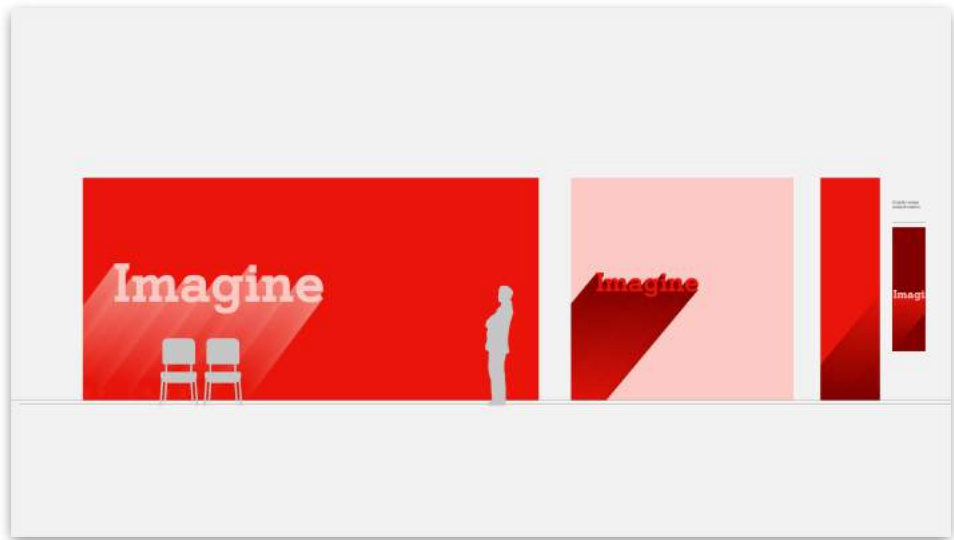
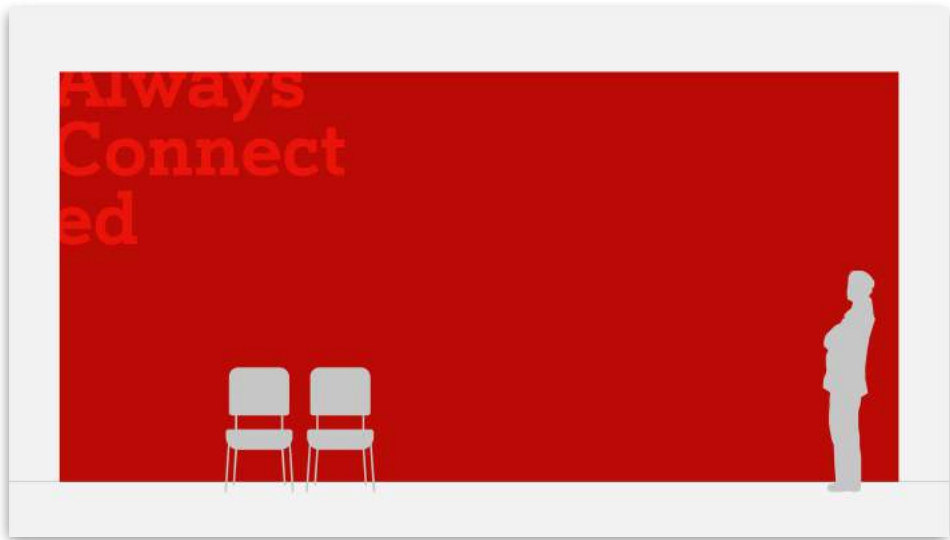
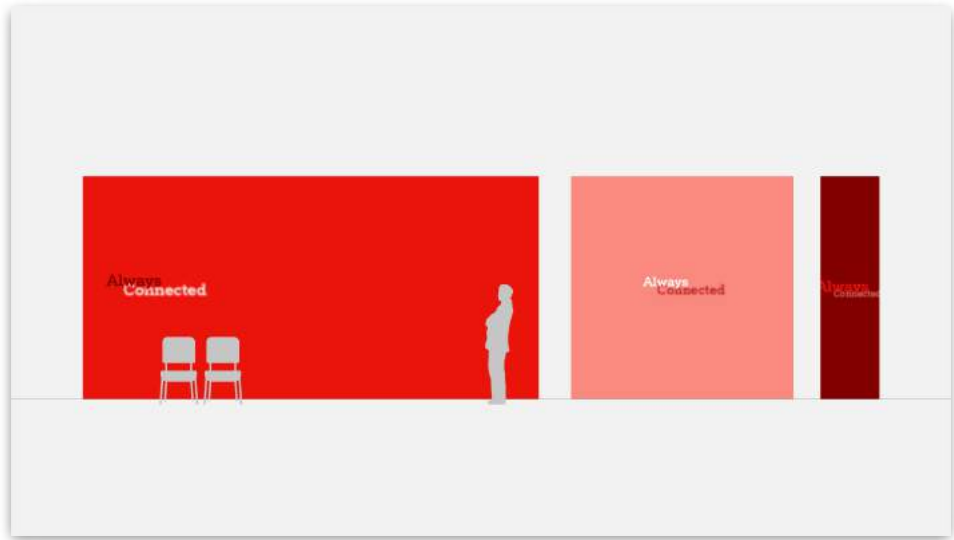
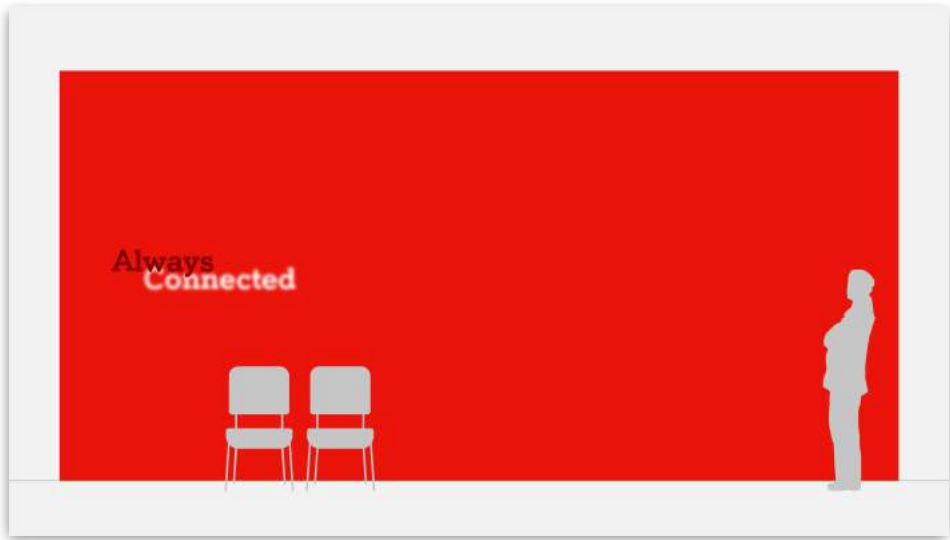
Option 1 Logo Landscapes

- Large common spaces / Entrance halls
- Focus / Learning spaces
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- Small corridors / Narrow spaces



Option 3 Typographic

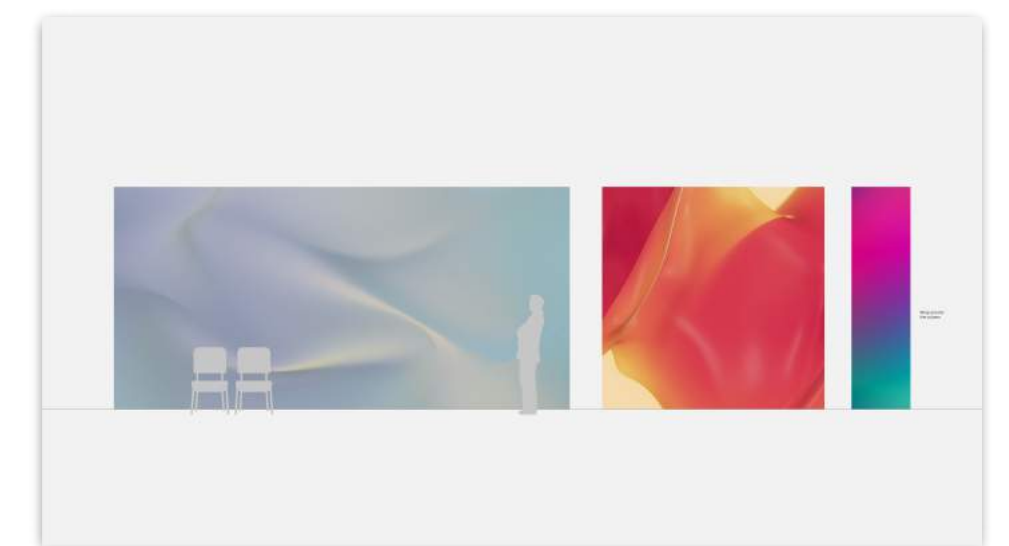
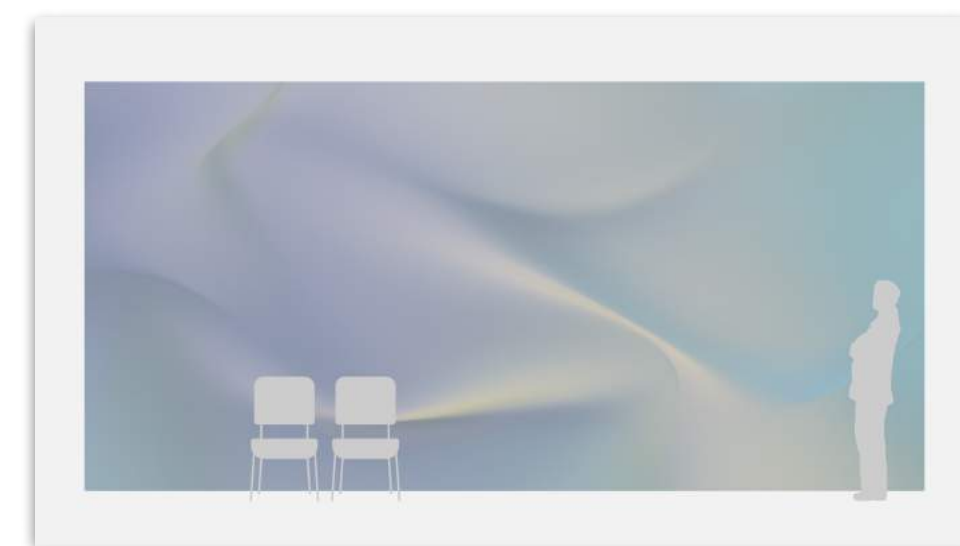
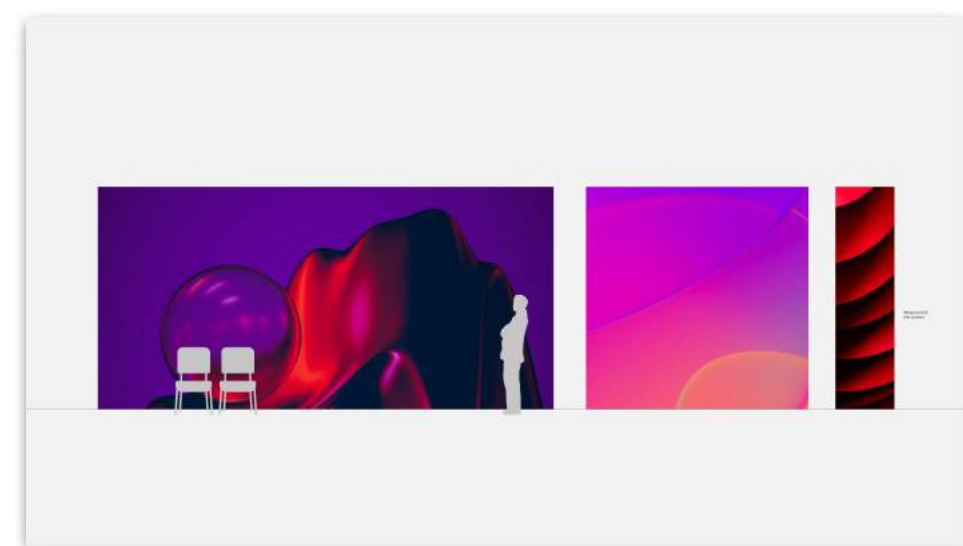
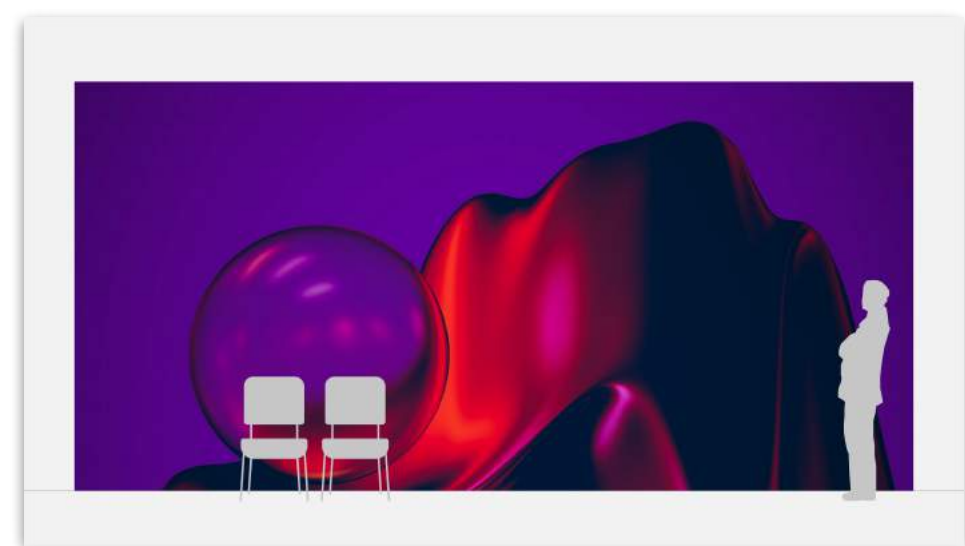
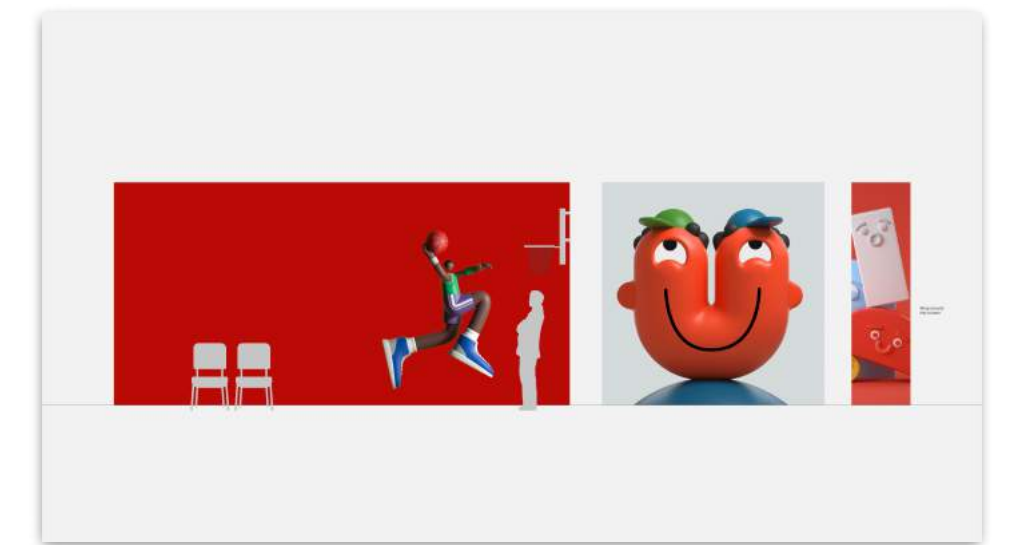
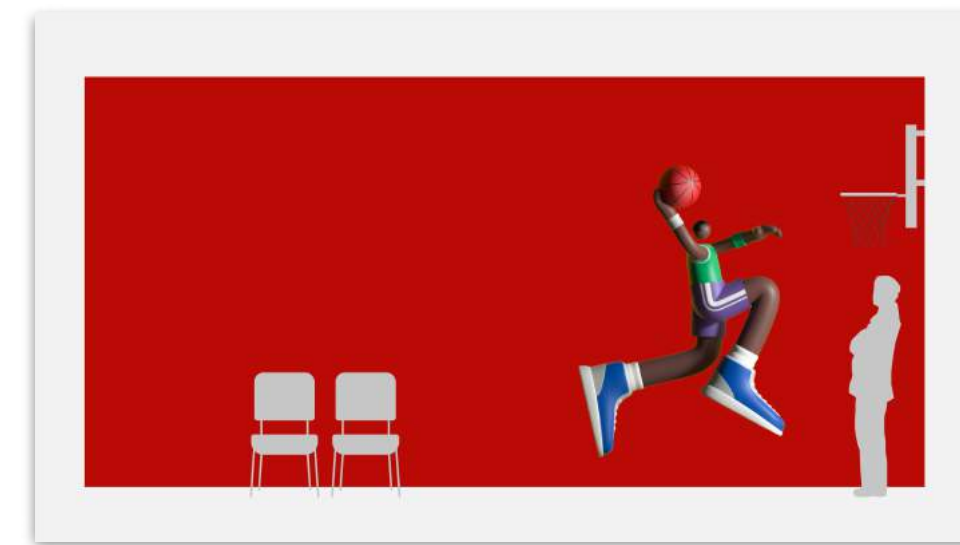
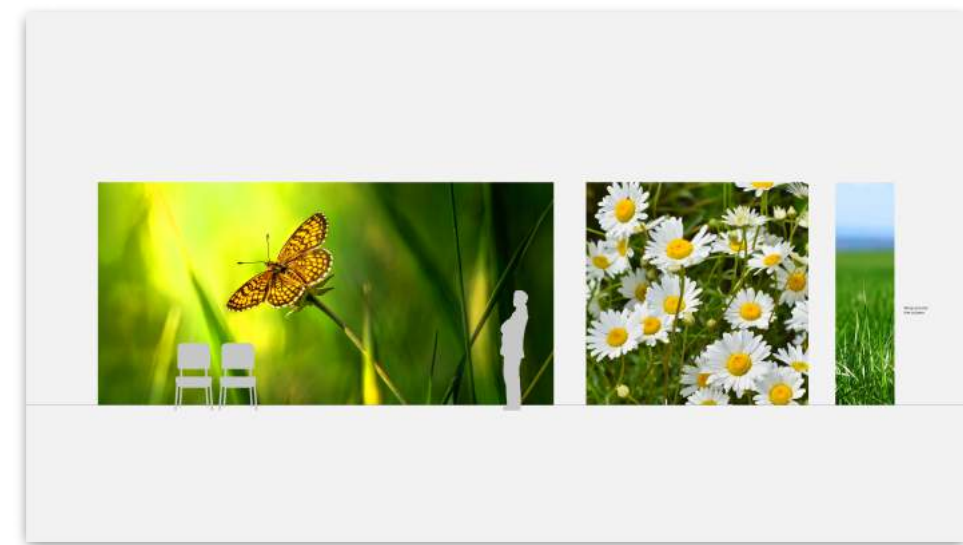
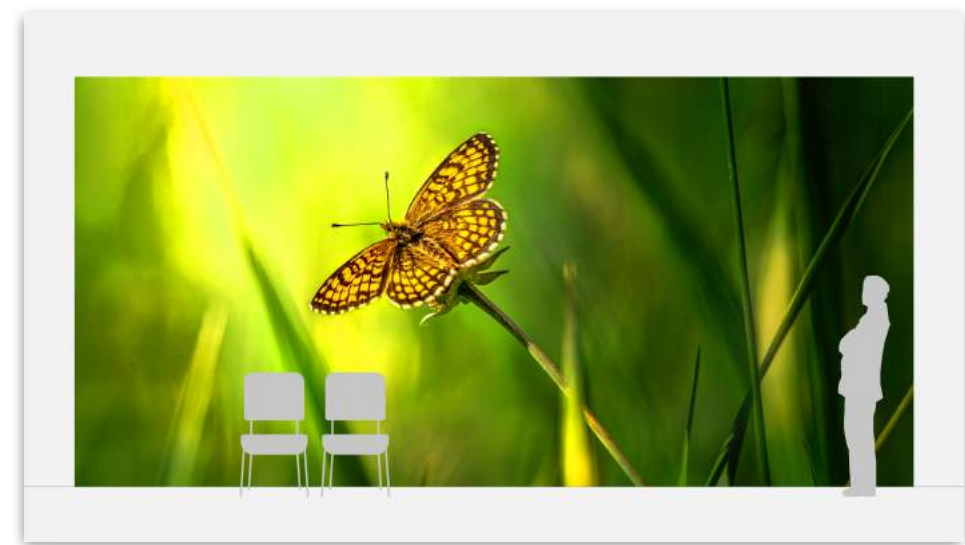
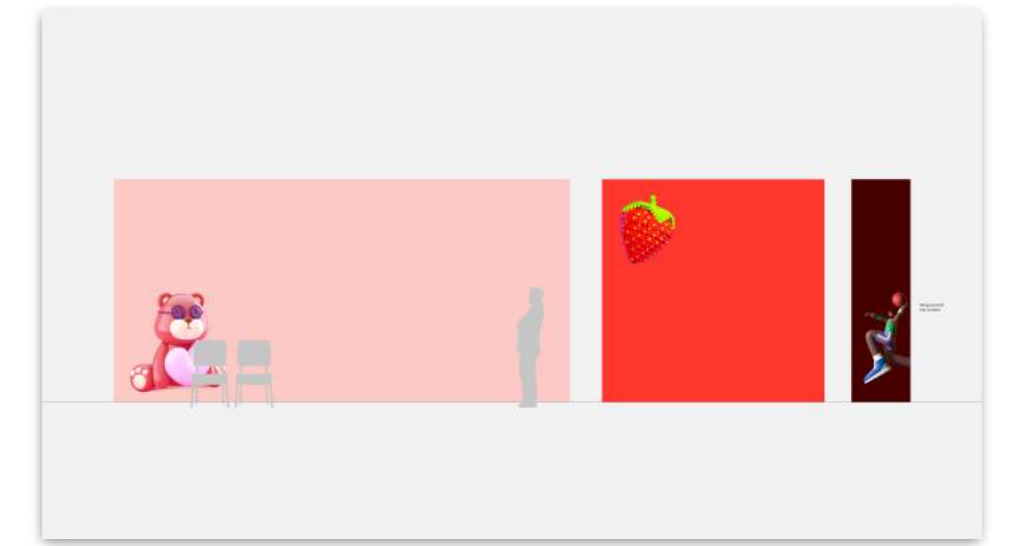
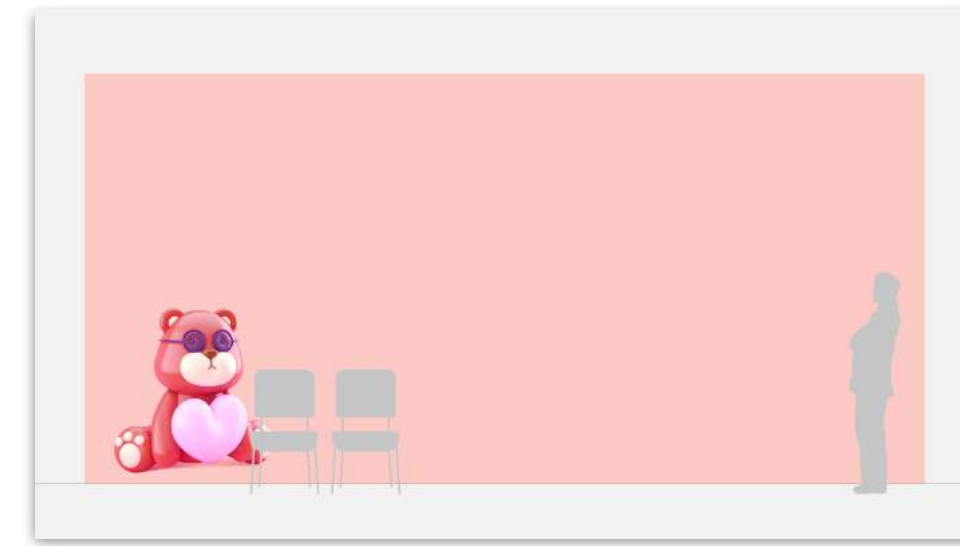
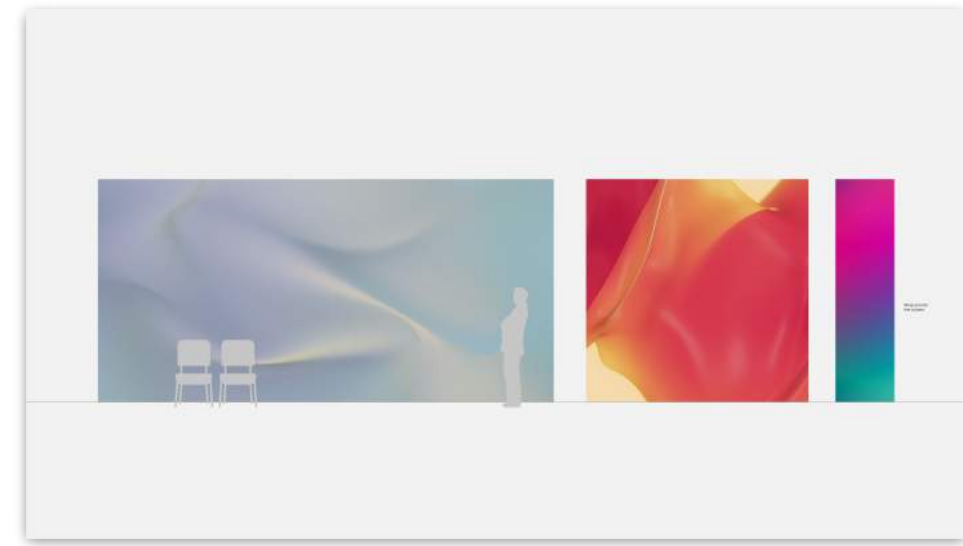
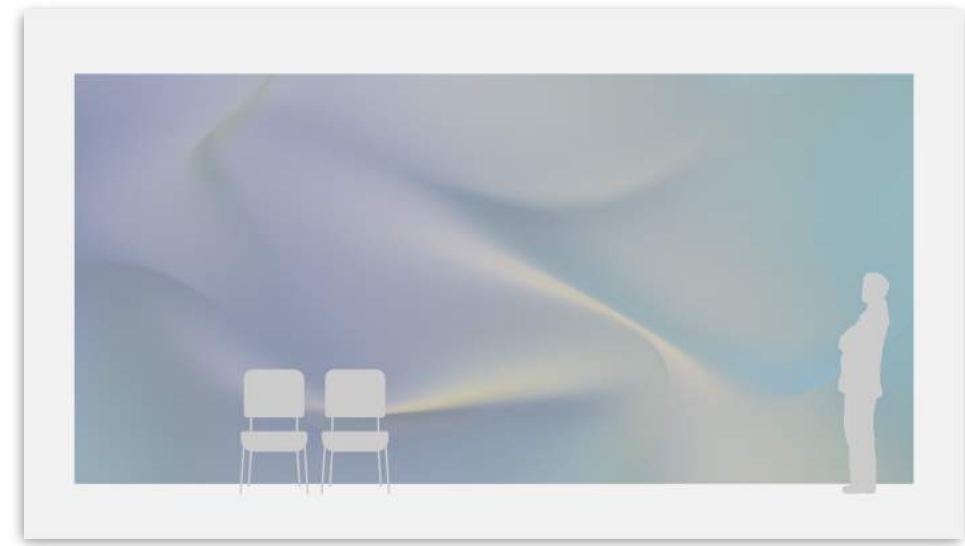
- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Copy should be:
 → Inspiring
 → Fun
 → Exciting

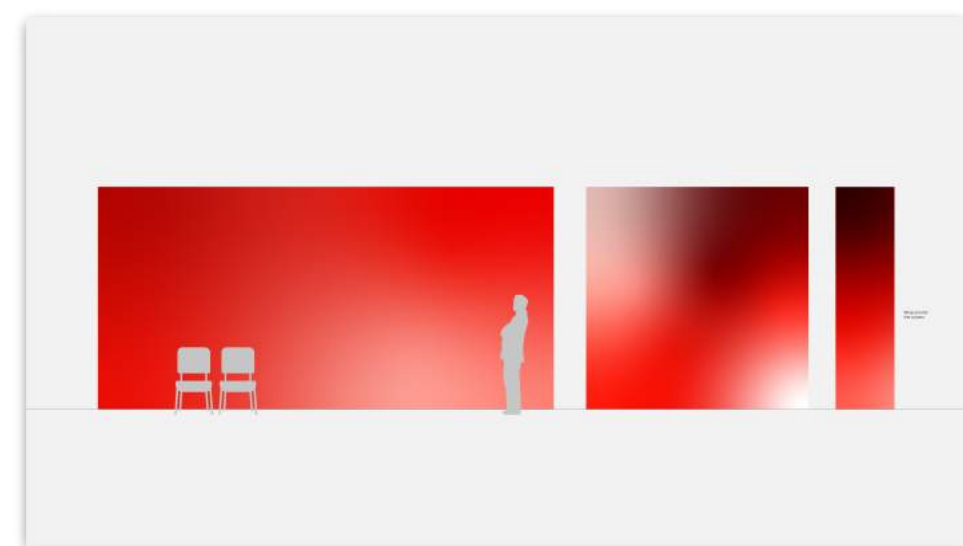
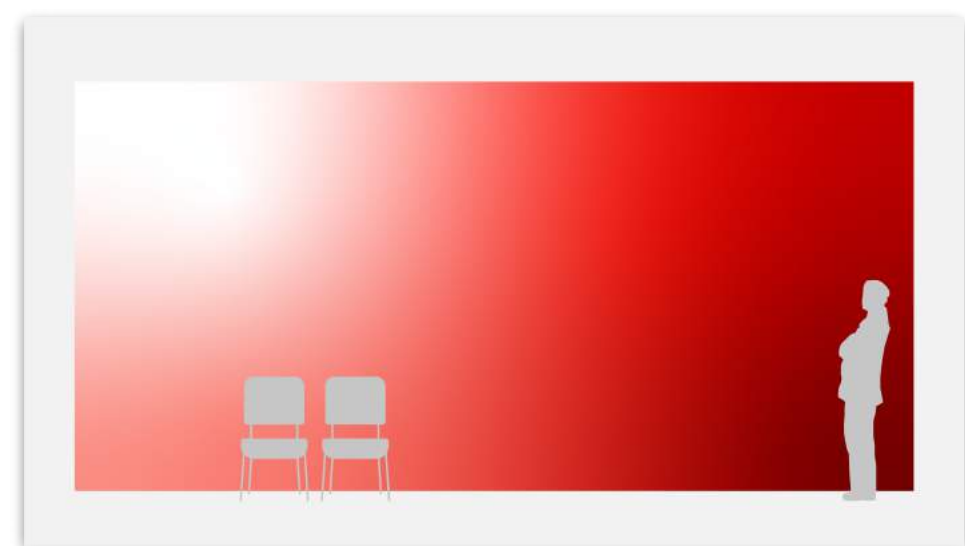
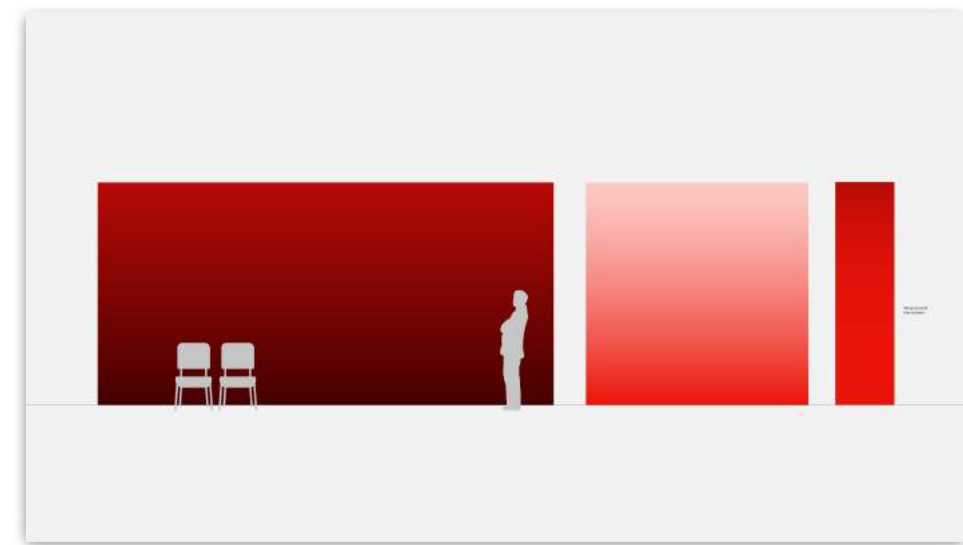
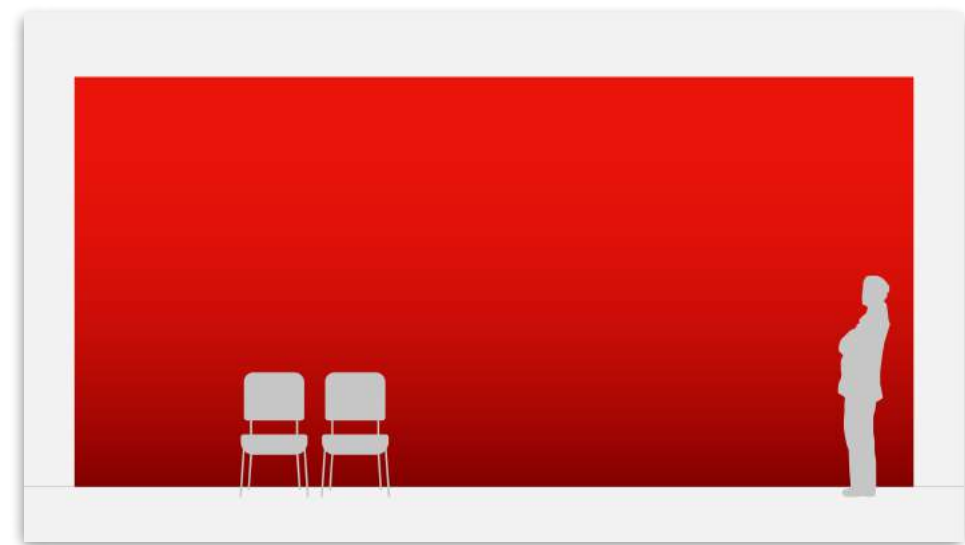
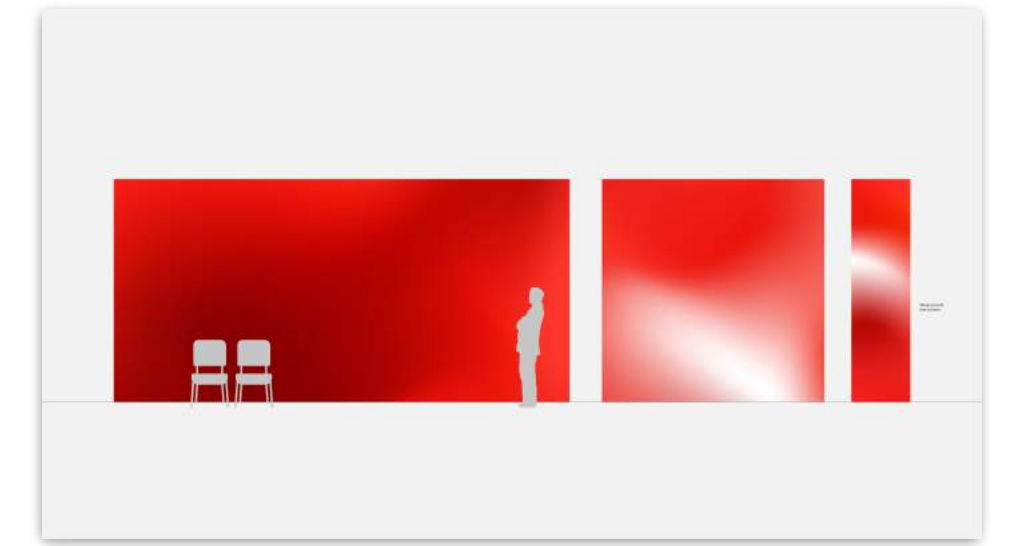
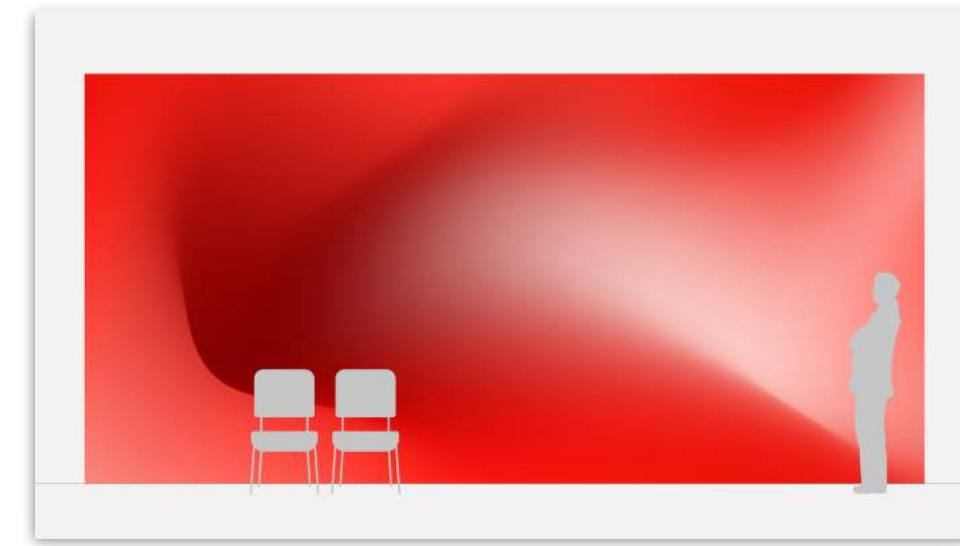
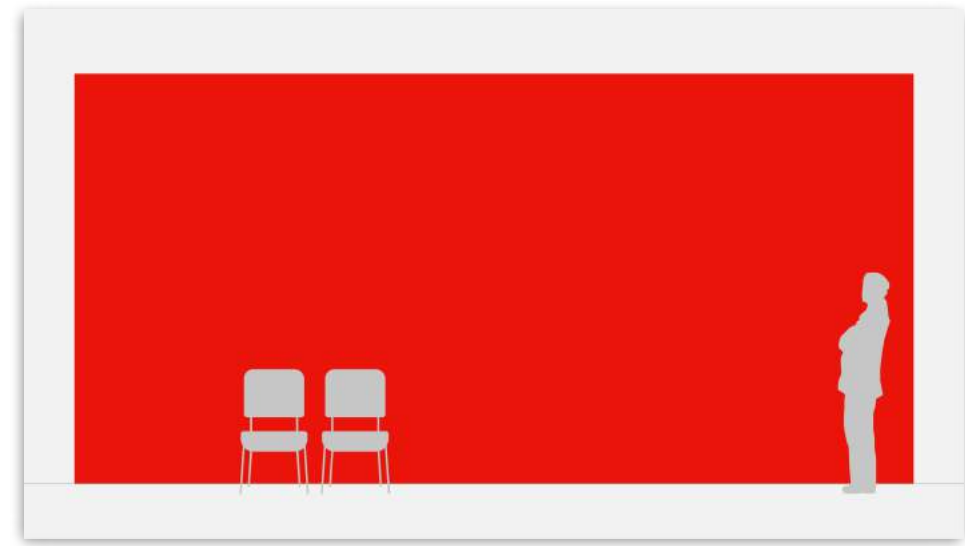
Option 4 Photography & Illustration

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Option 4 Plain Colour & Gradients

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Small corridors / Narrow spaces

 Large common spaces / Entrance halls

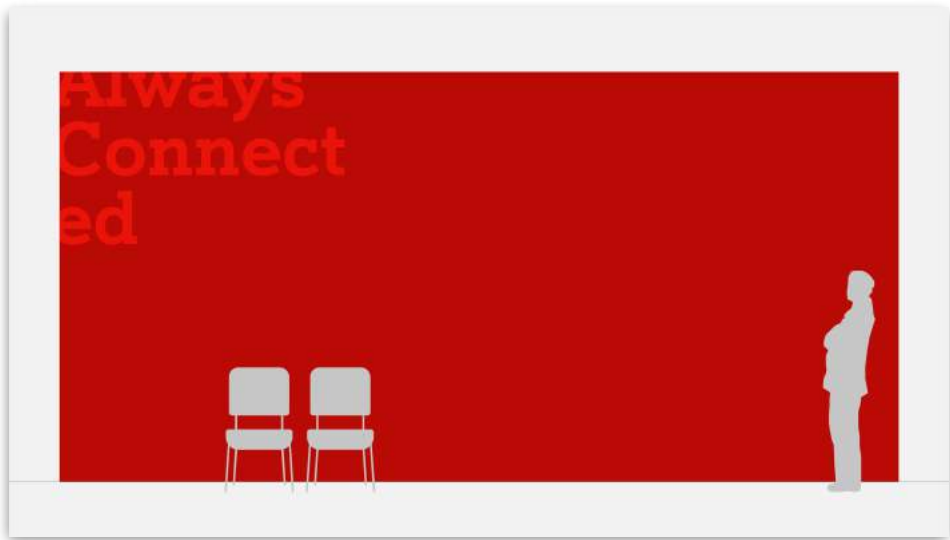
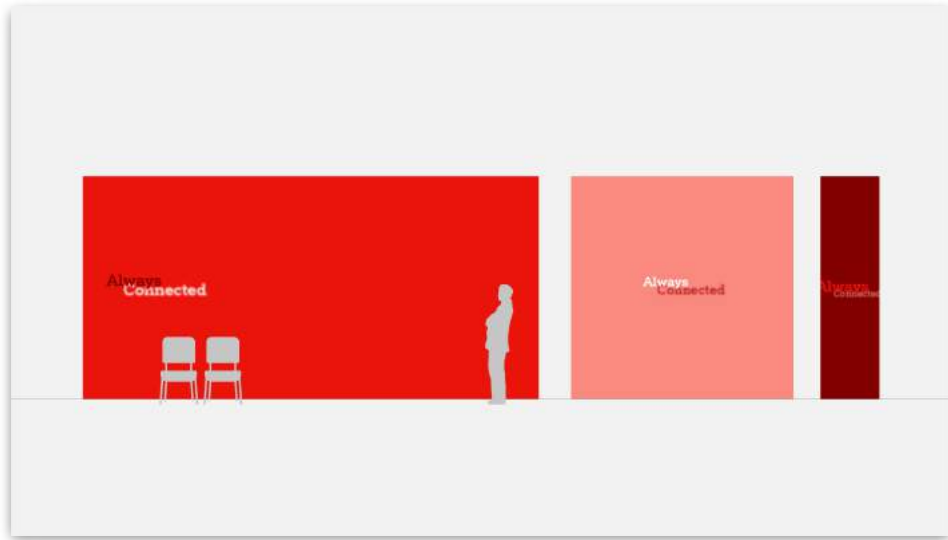
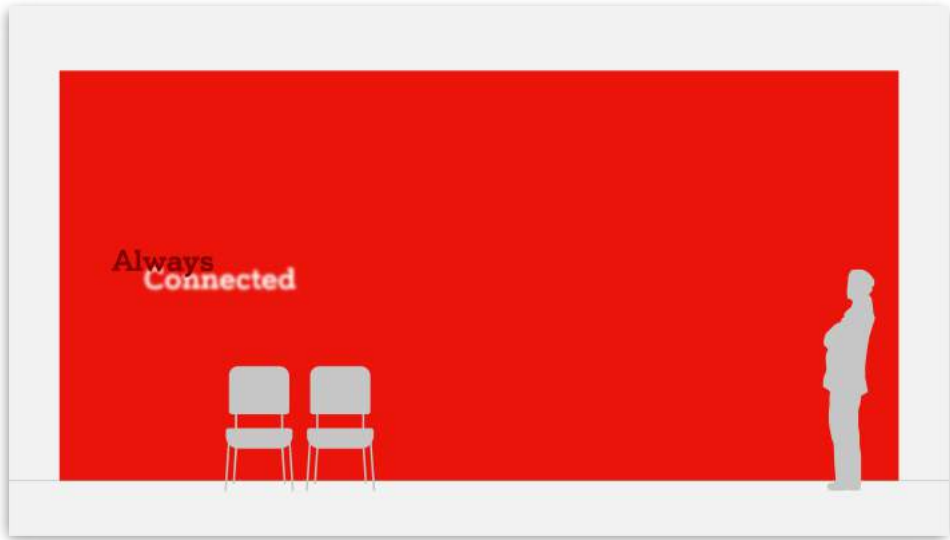
 Focus / Learning spaces

 Team working / Social spaces

 Small corridors / Narrow spaces

Option 1 Typographic

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces

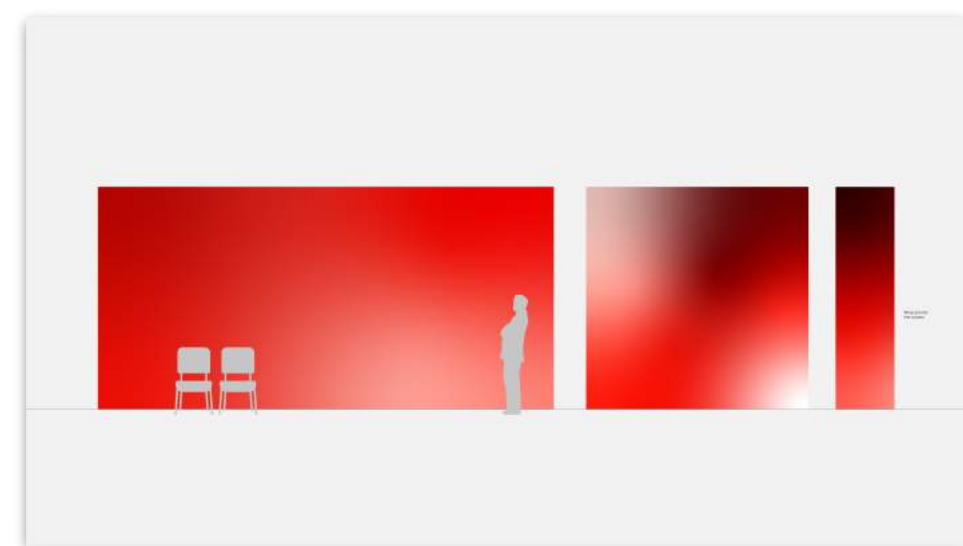
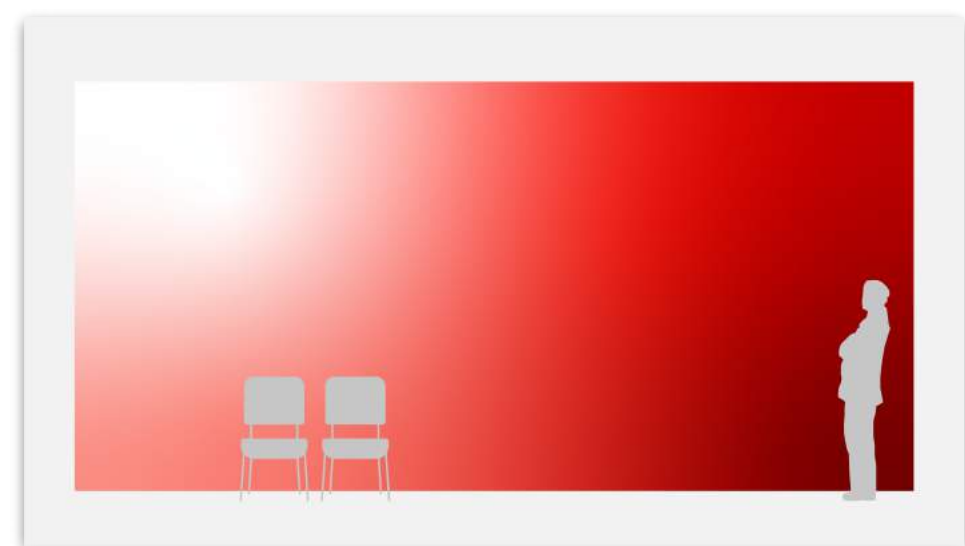
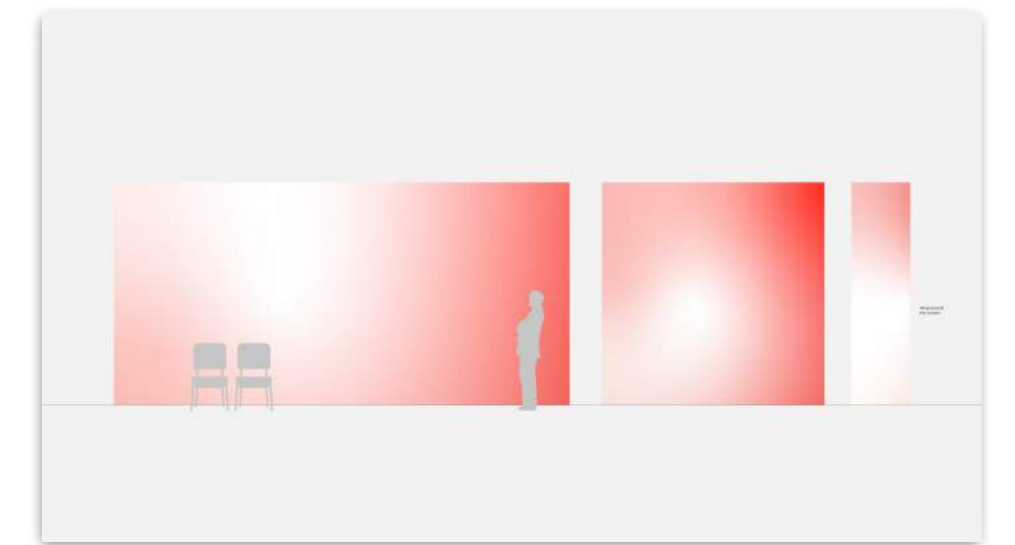
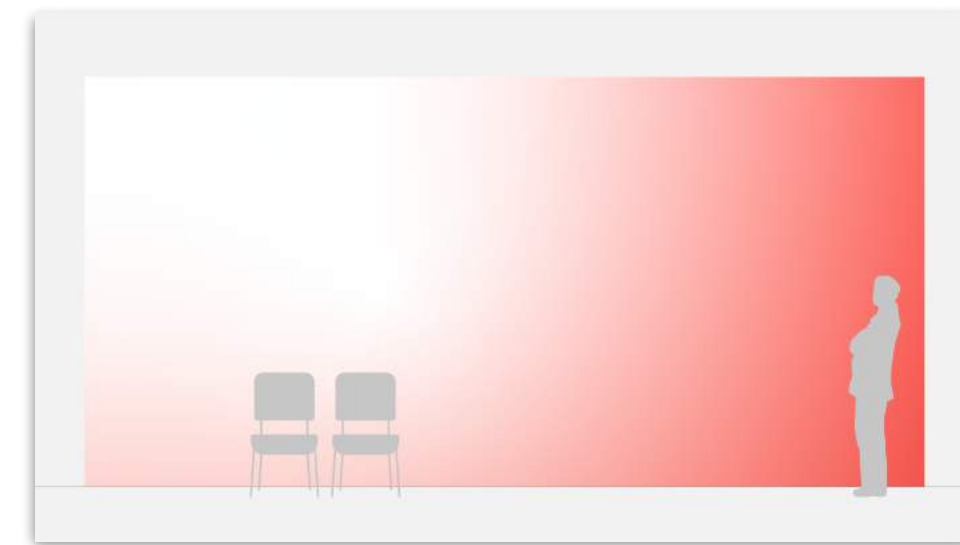
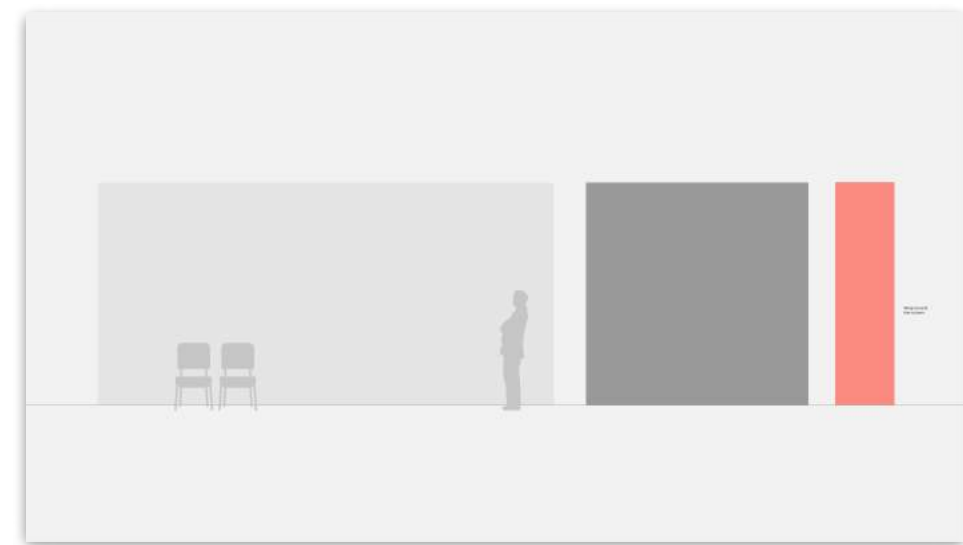
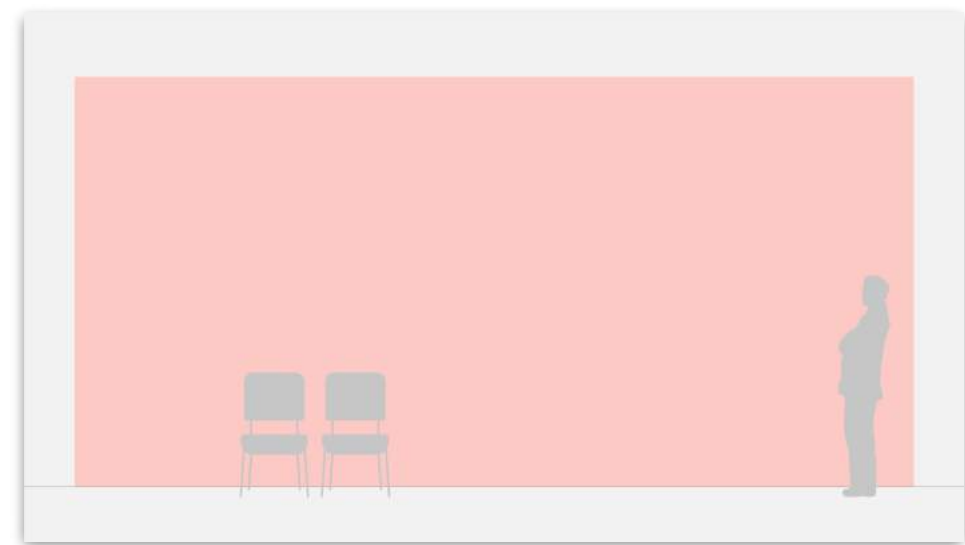
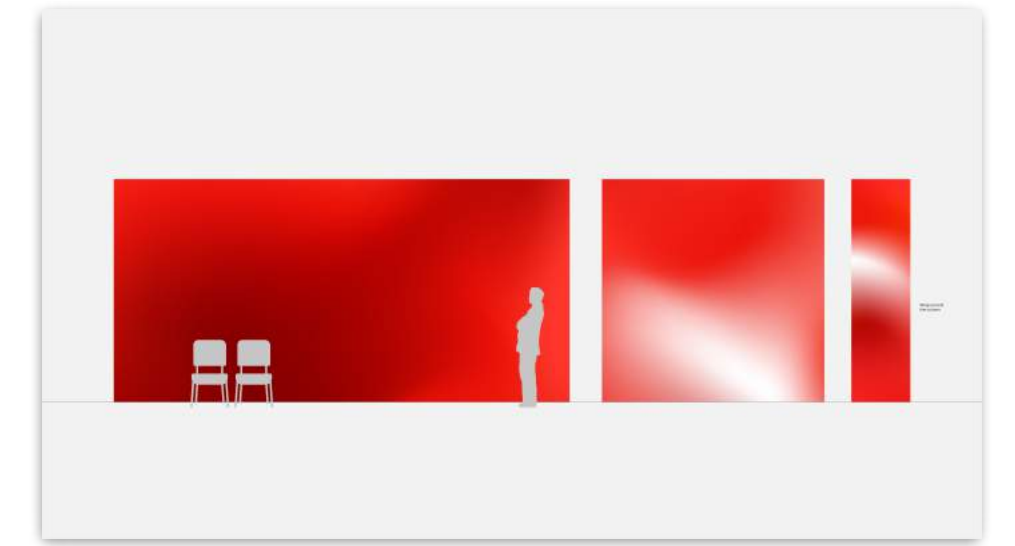
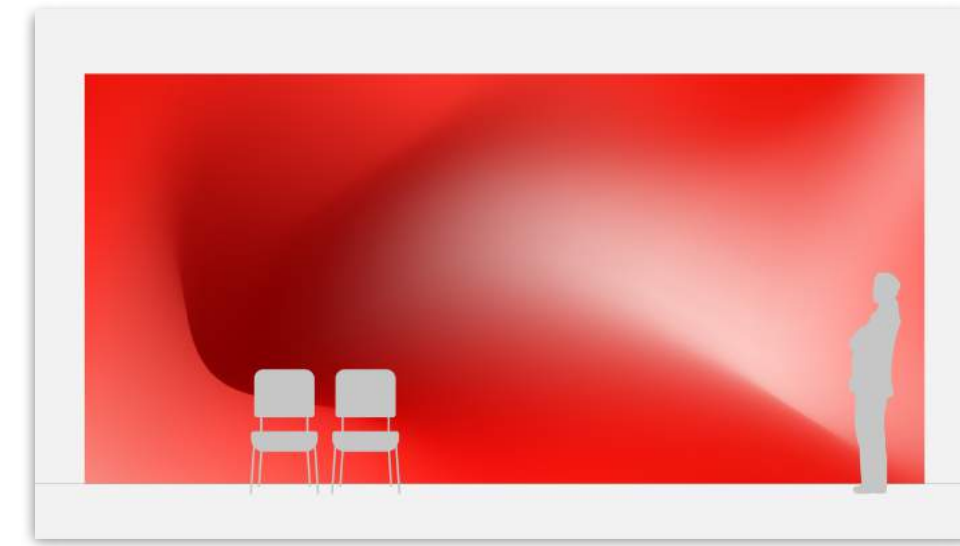
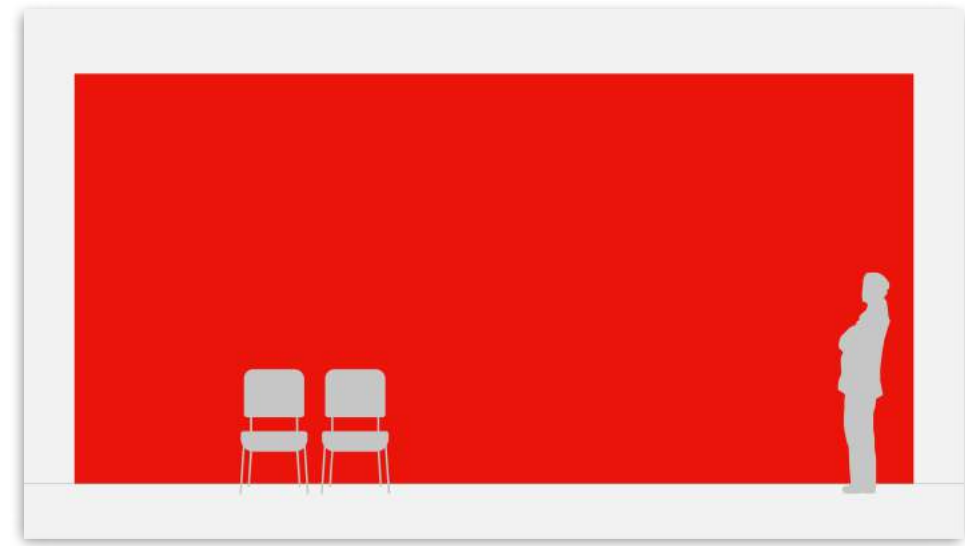


Copy should be:
 → Motivational
 → Directional or Indicative



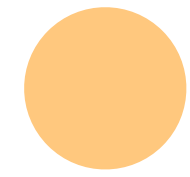
Option 2 Colour & Gradients

- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces

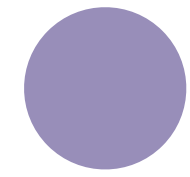


Summary

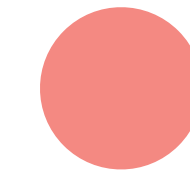
Summary



Large common areas / Entrance halls

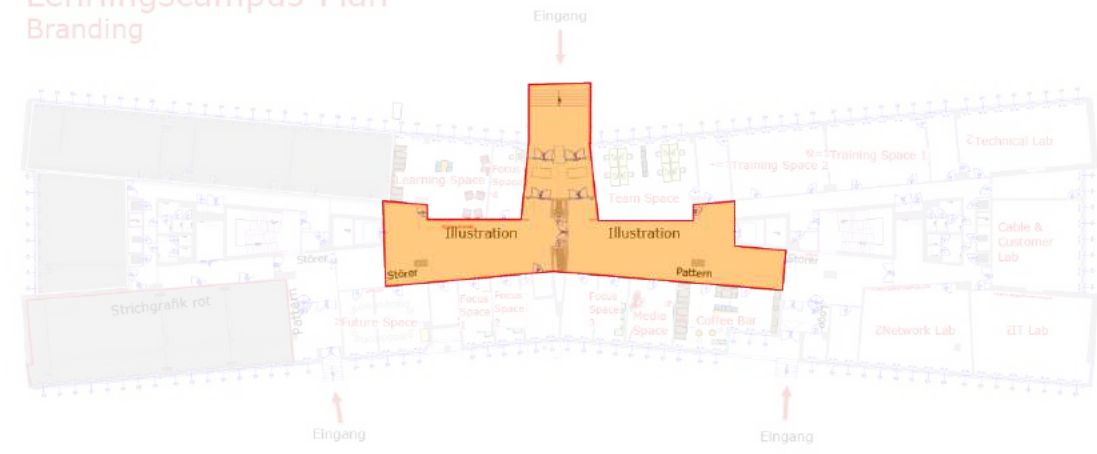


Focus / Learning areas

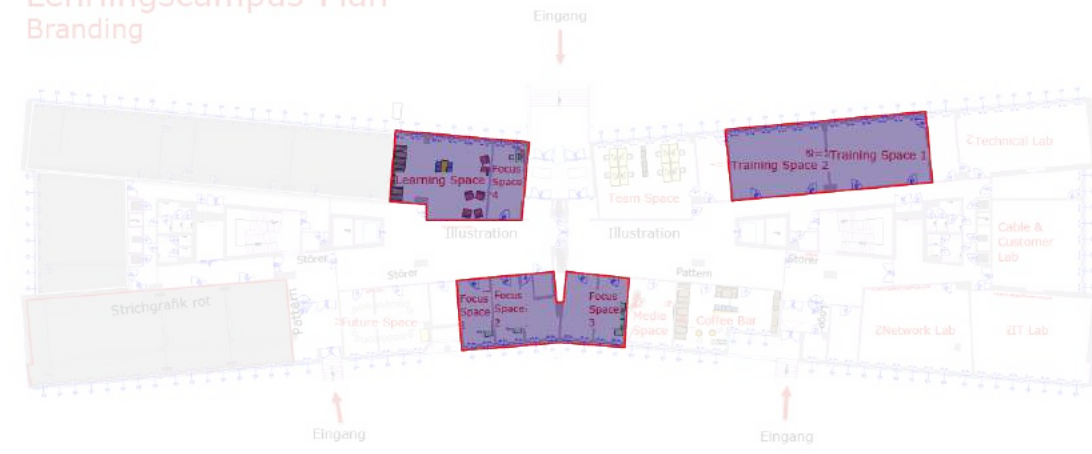


Team working / Social areas

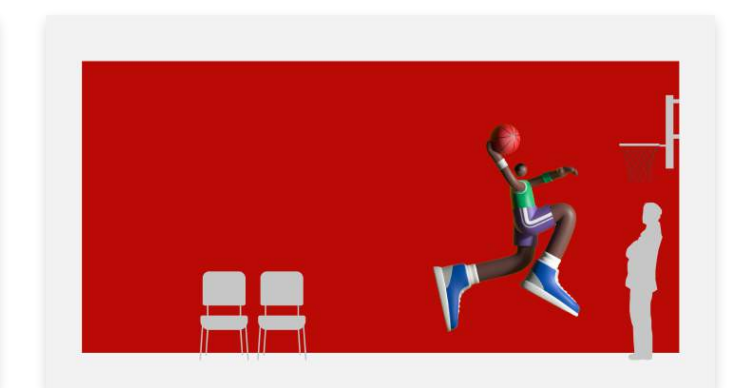
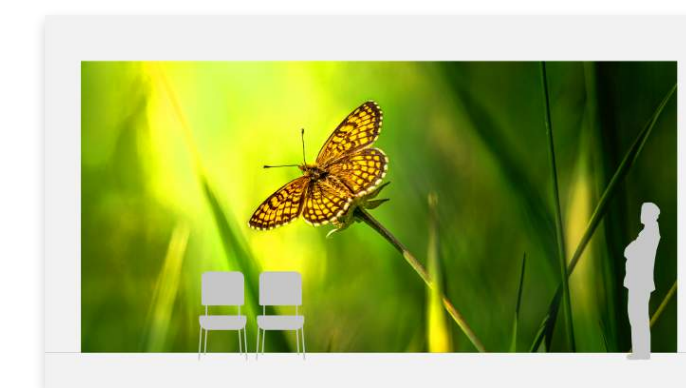
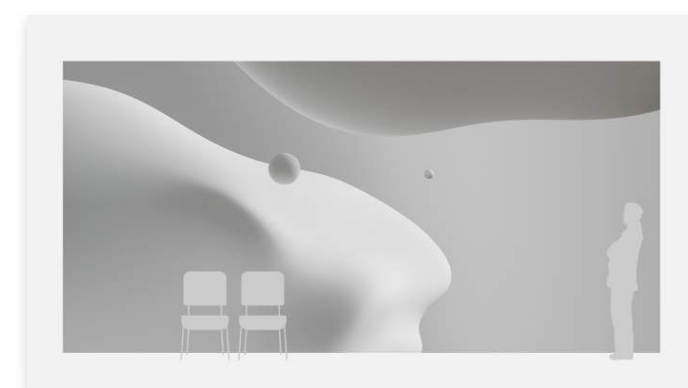
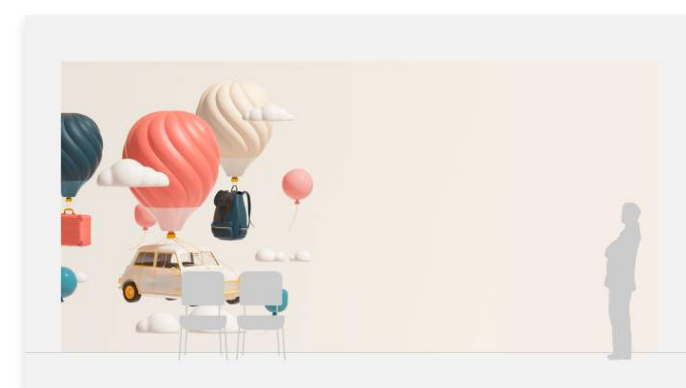
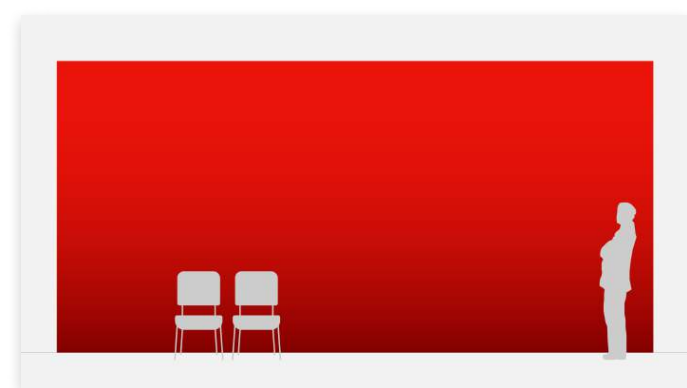
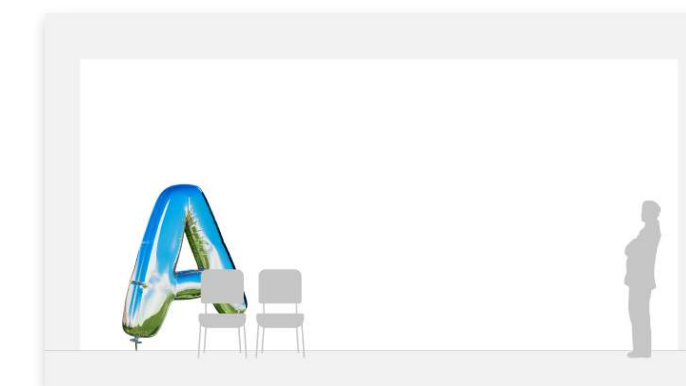
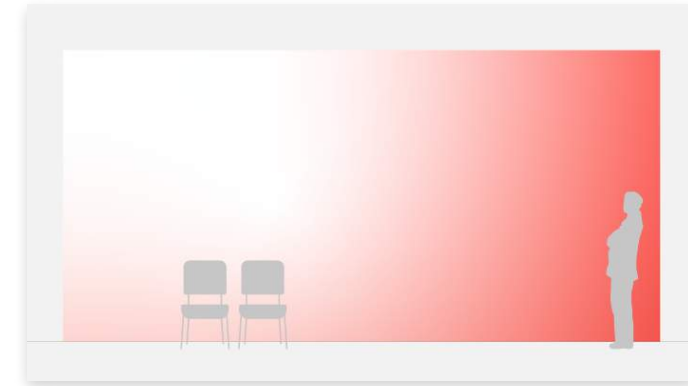
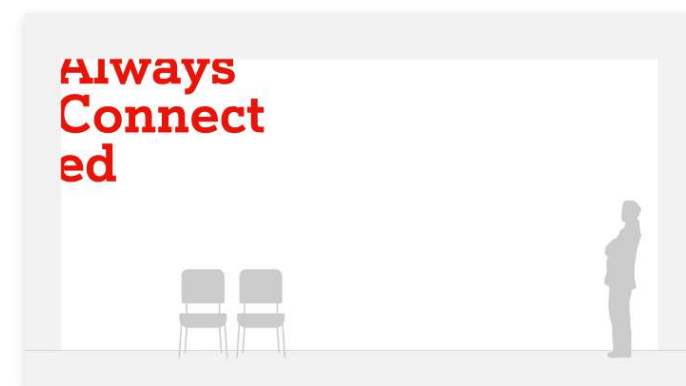
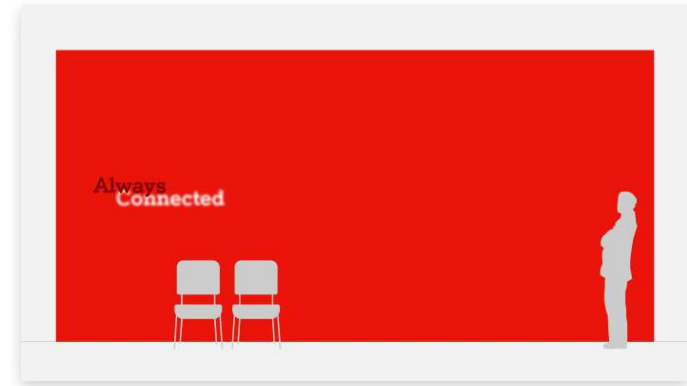
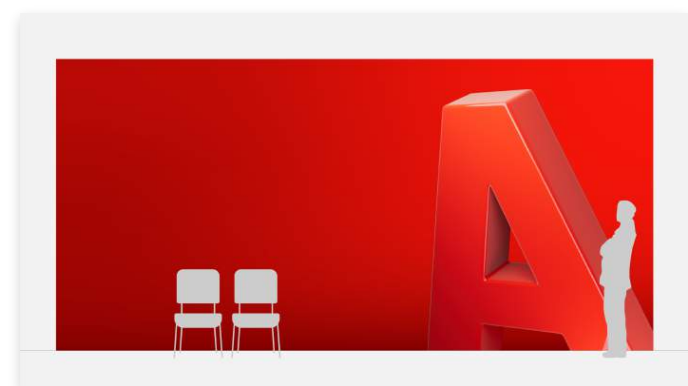
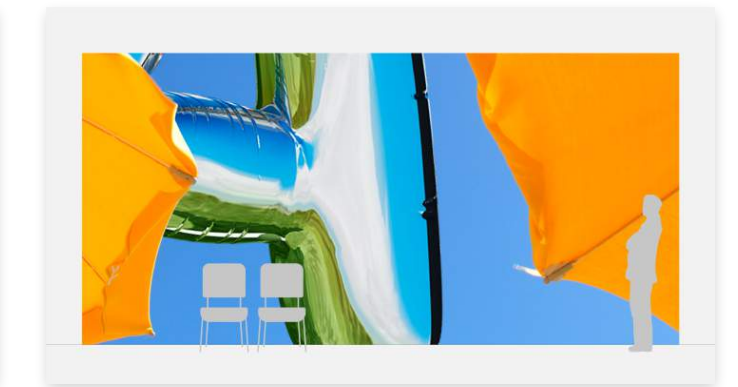
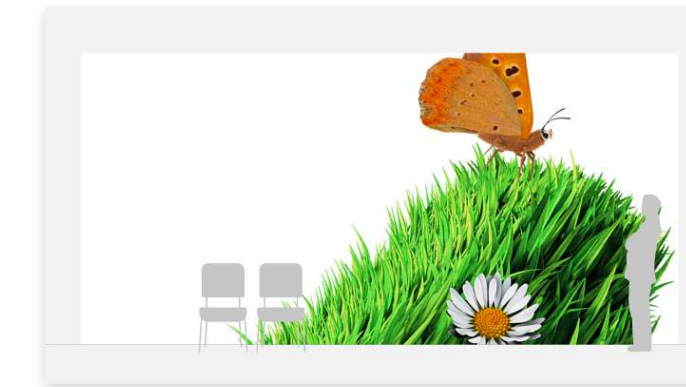
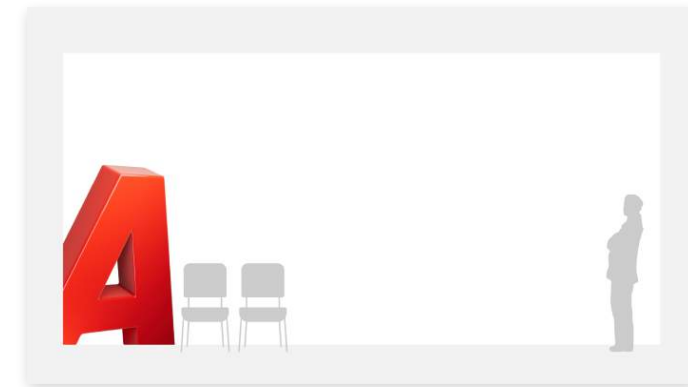
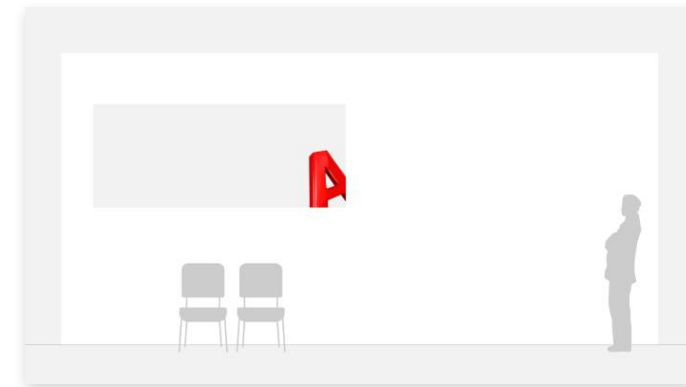
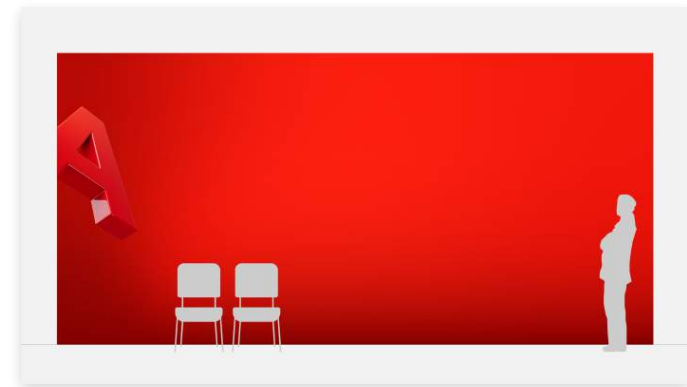
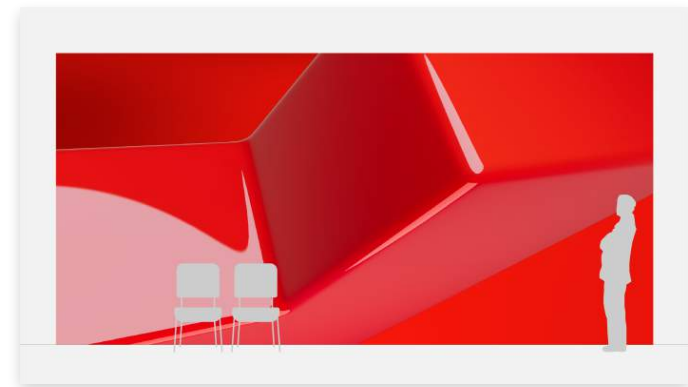
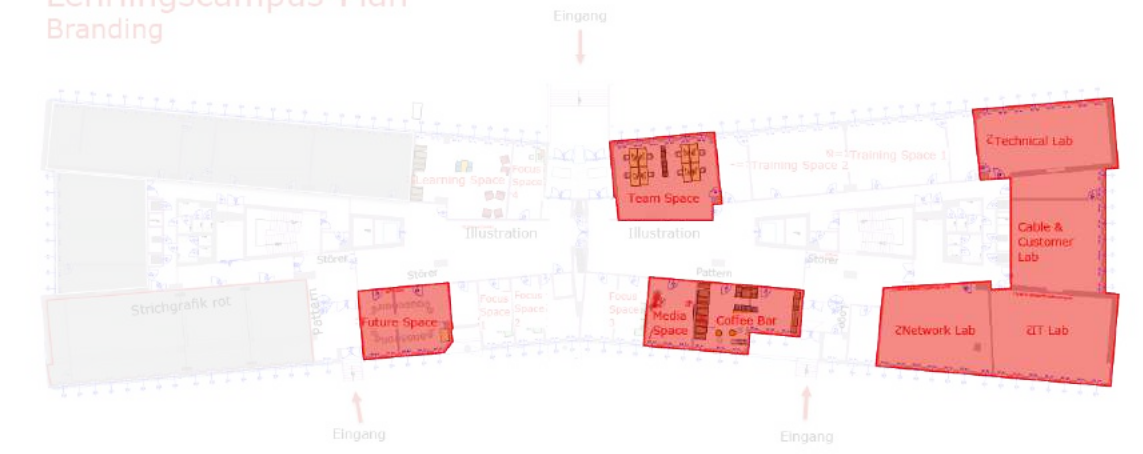
Lehrlingscampus-Plan Branding



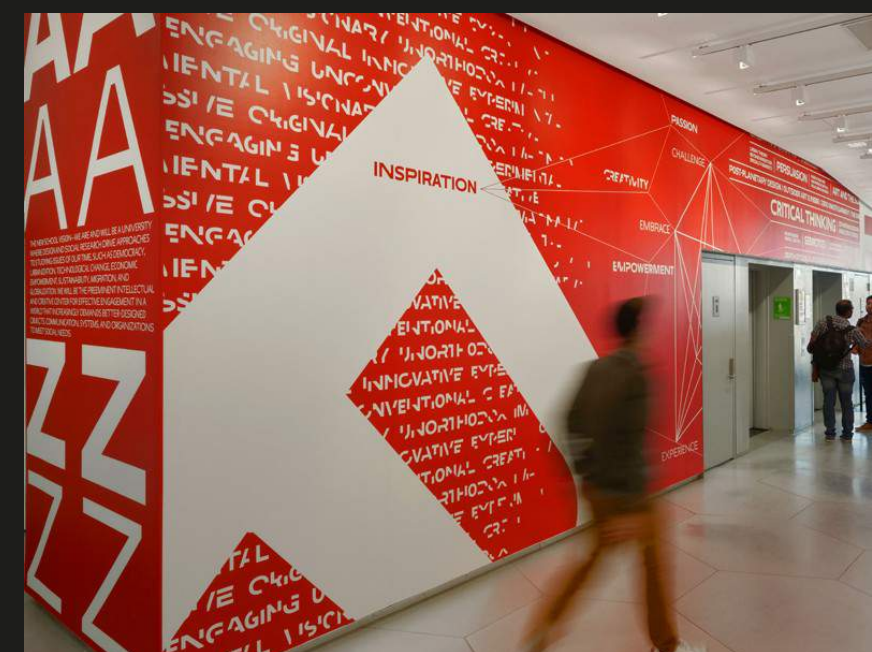
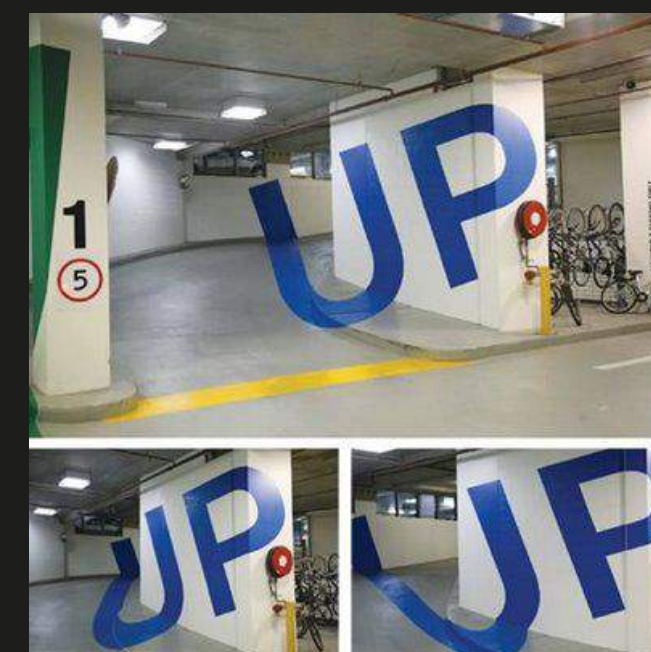
Lehrlingscampus-Plan Branding



Lehrlingscampus-Plan Branding



References



Saffron for A1

Thank you