

Saffron for A1

Environment design

Design development

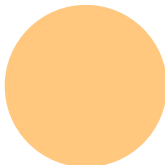
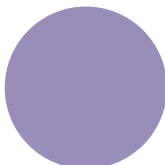
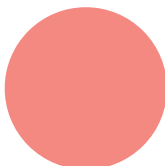

SAFFRON

November 2022



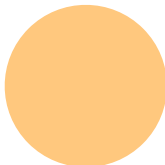
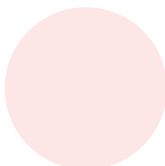

Space categories

Space categories

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

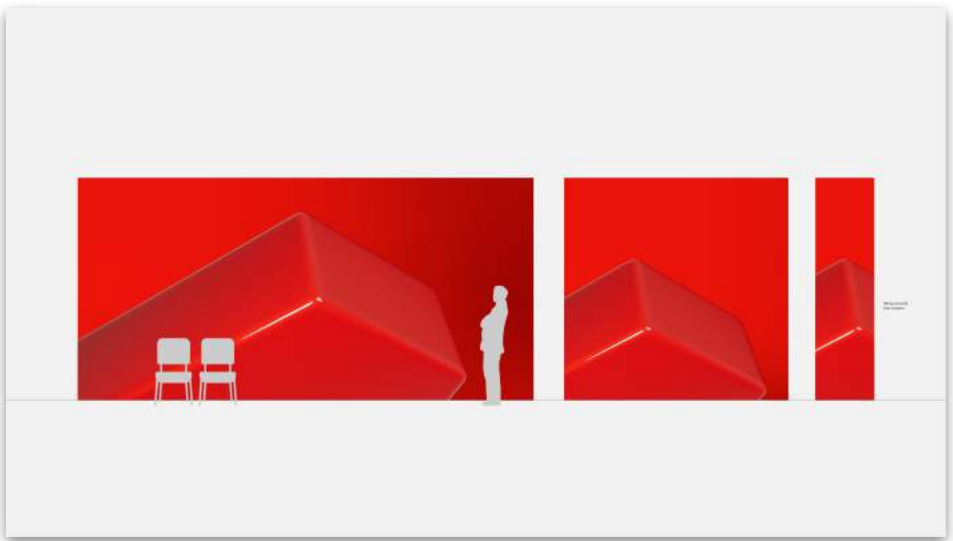
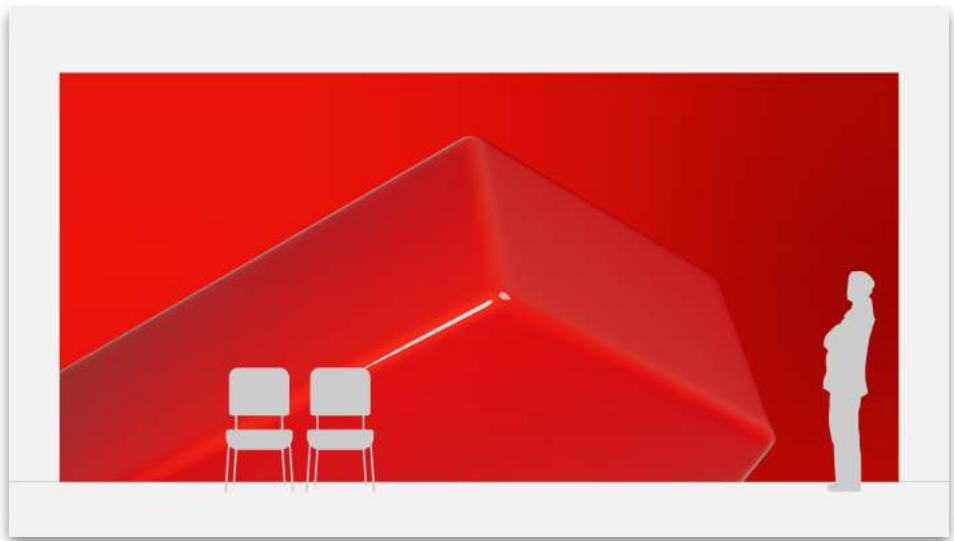
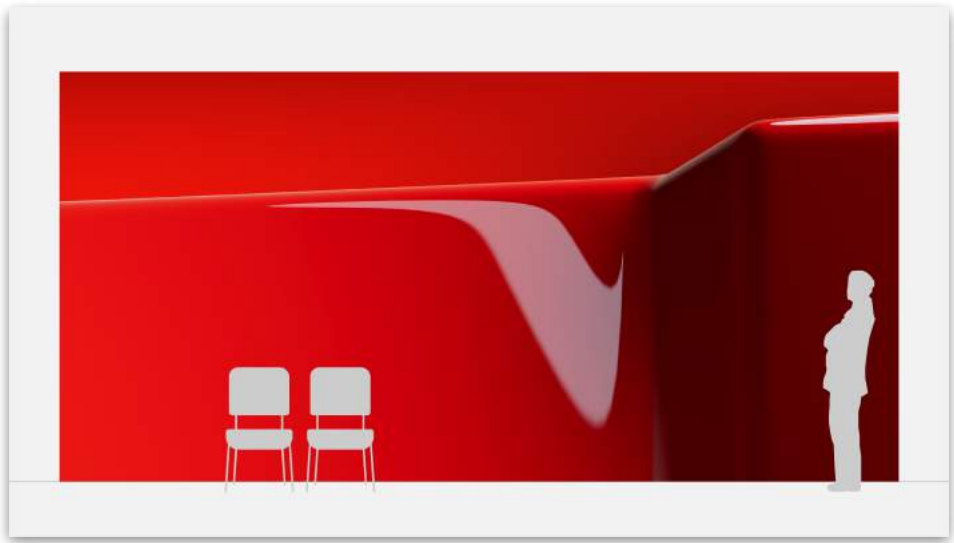
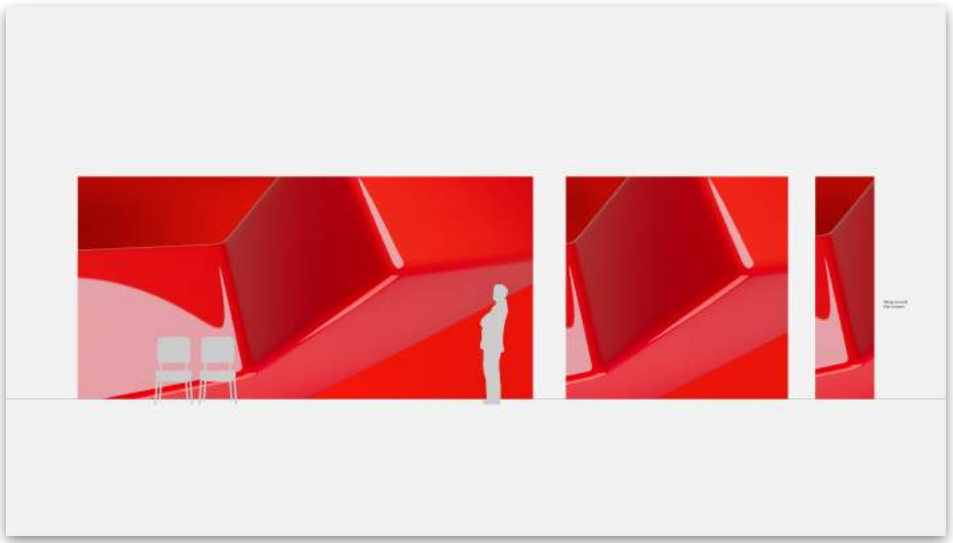
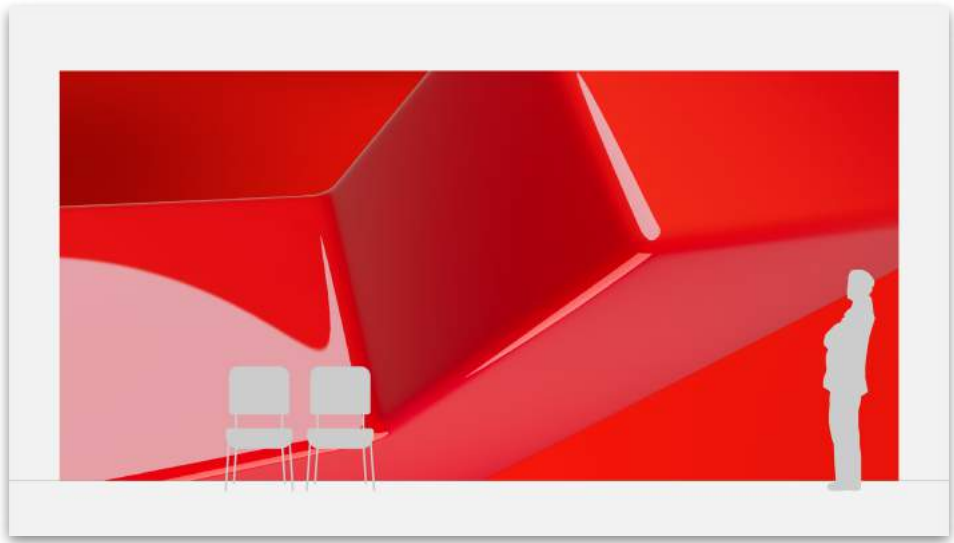
Design proposals

Large common spaces / Entrance halls

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

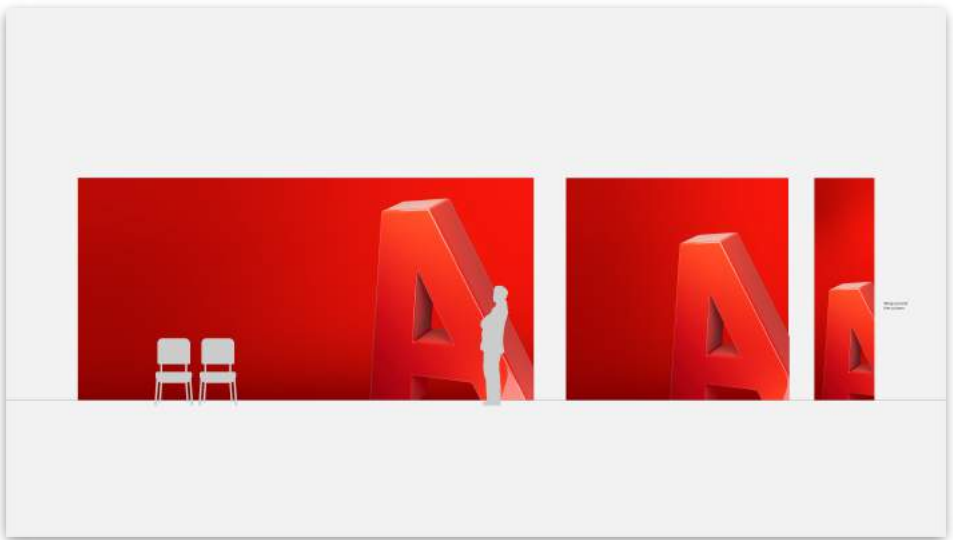
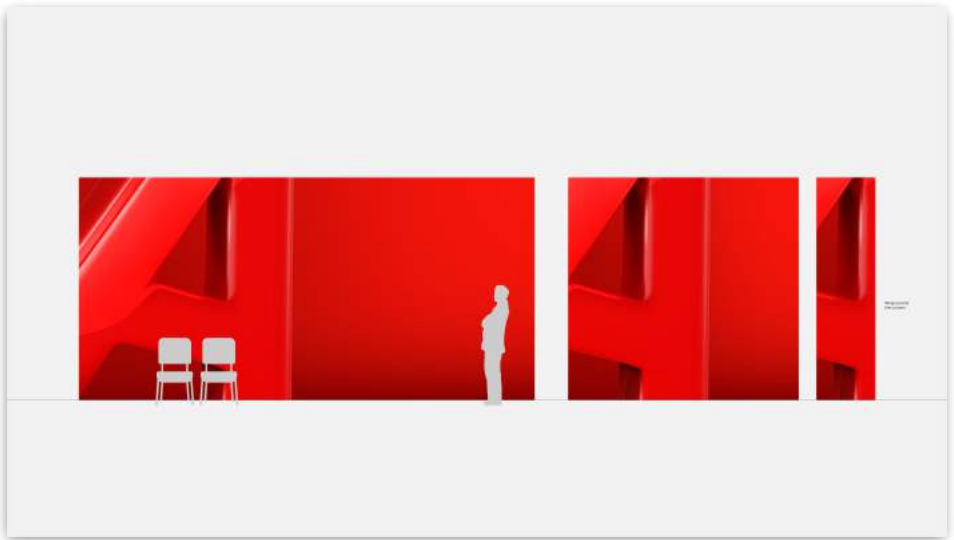
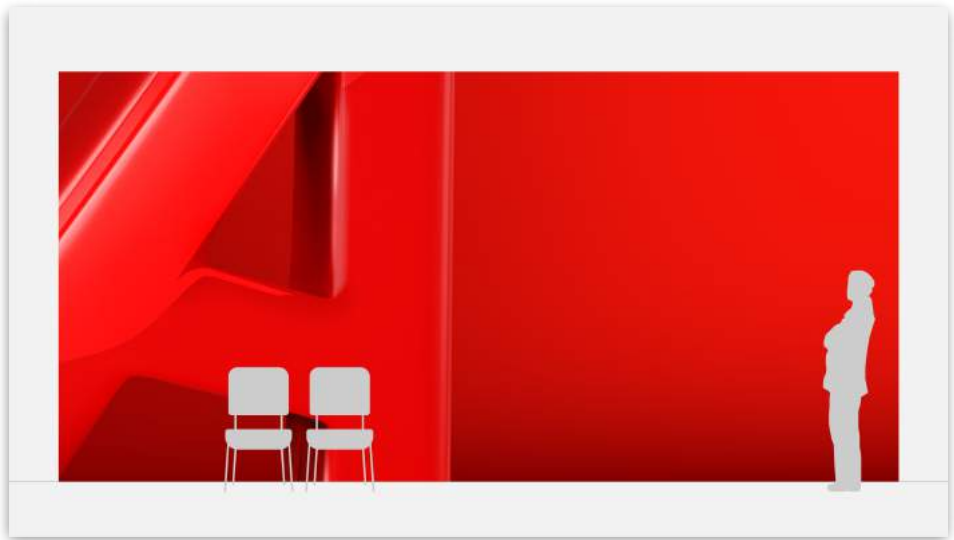
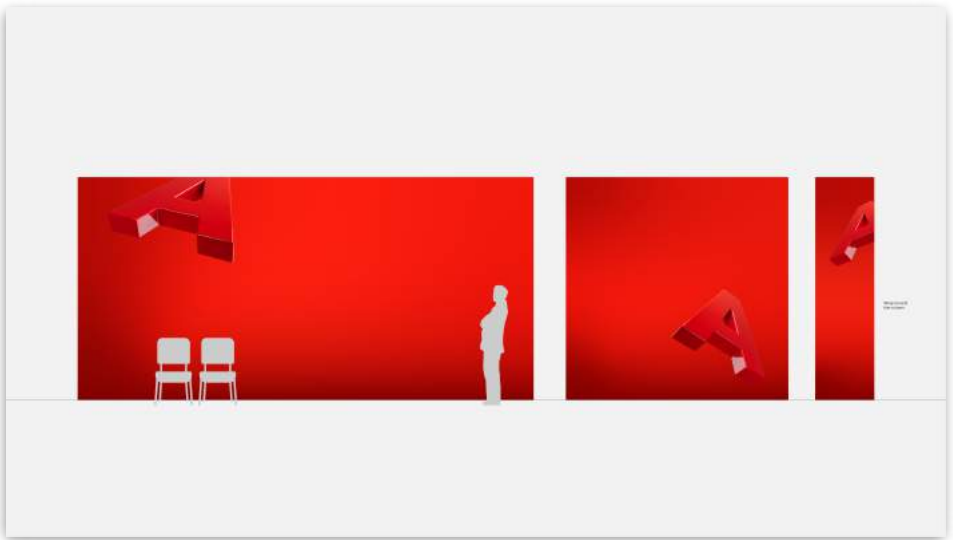
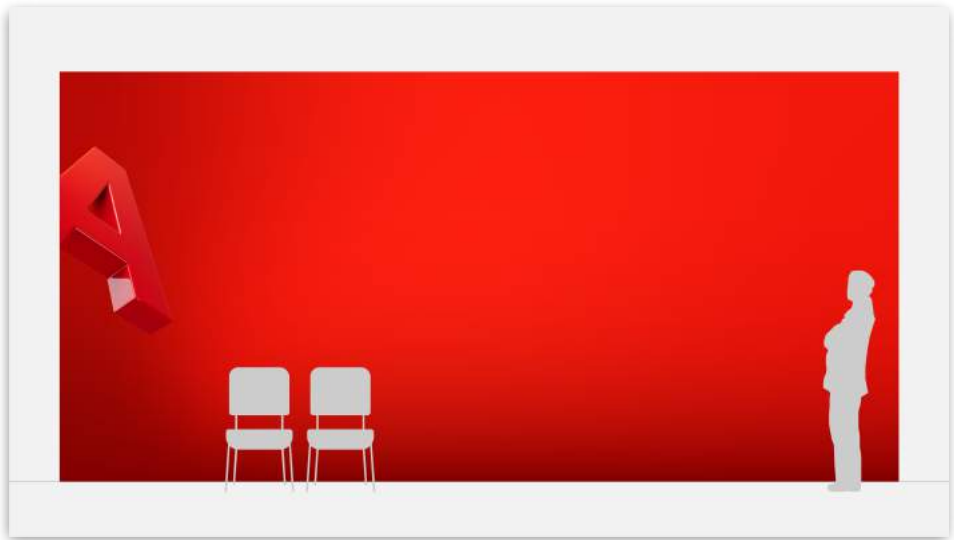
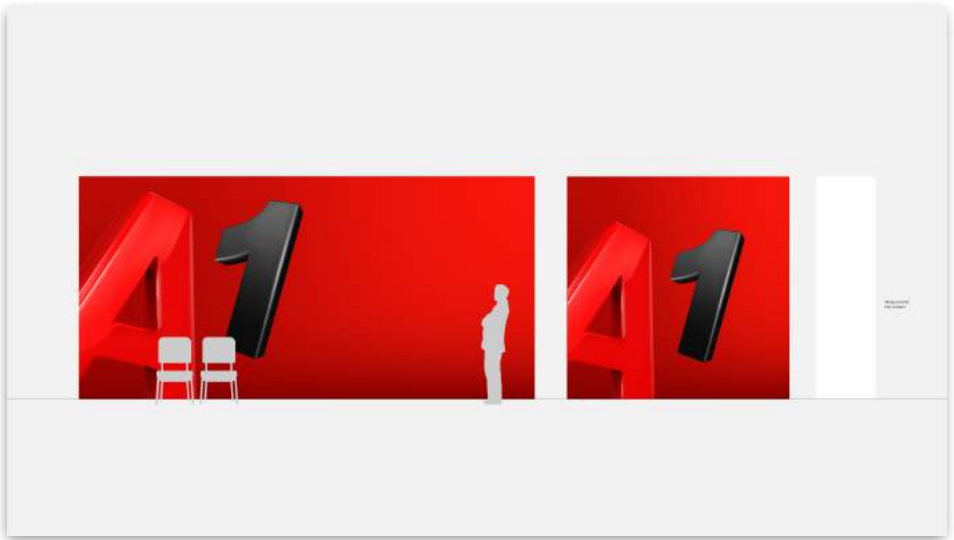
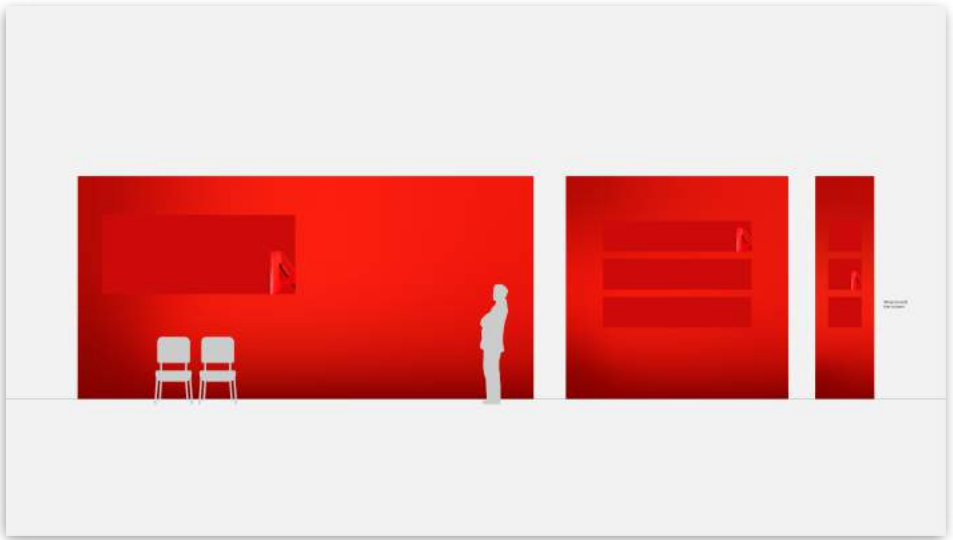
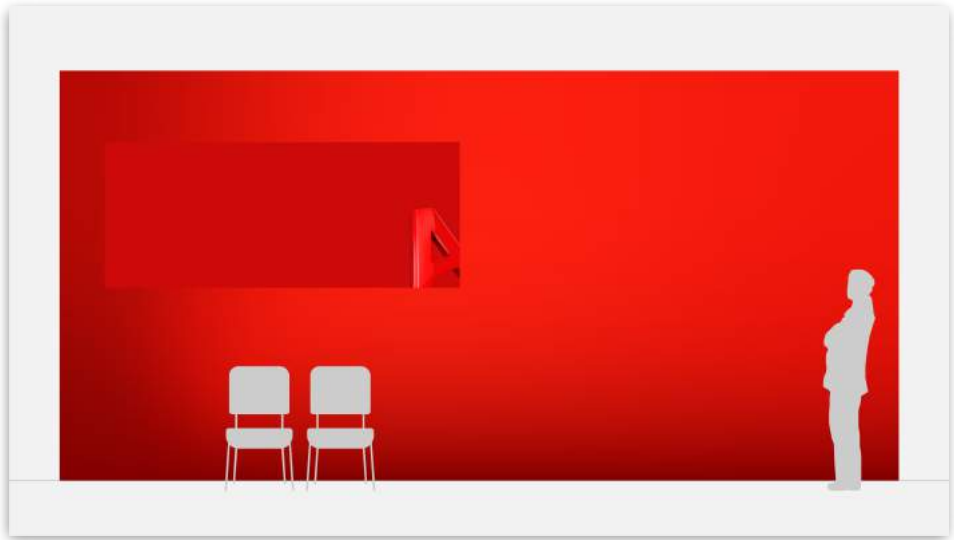
Option 1 Logo Landscapes_Cropped A

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



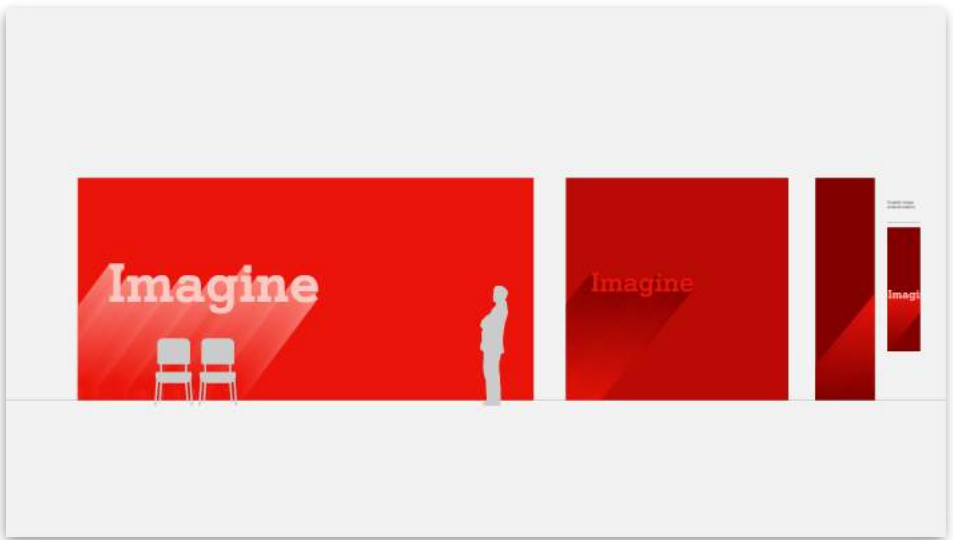
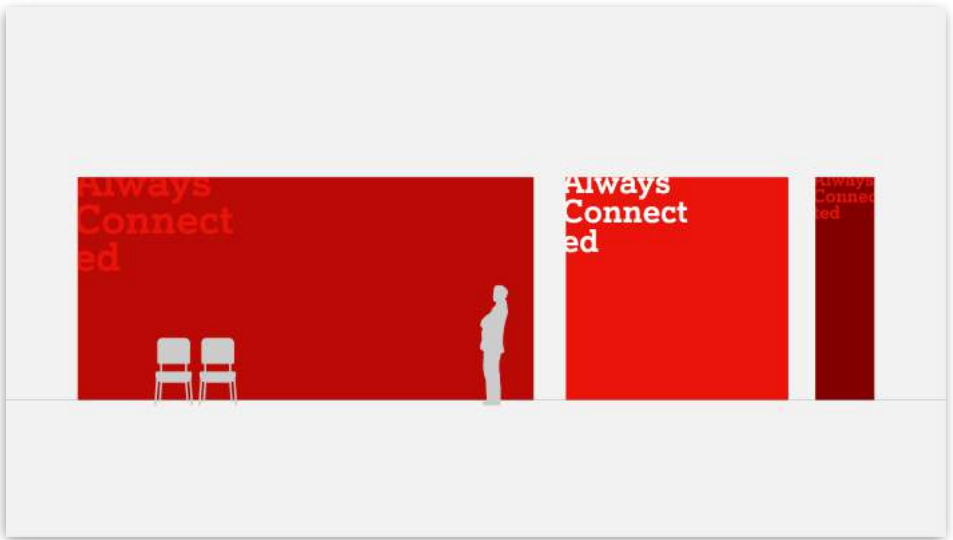
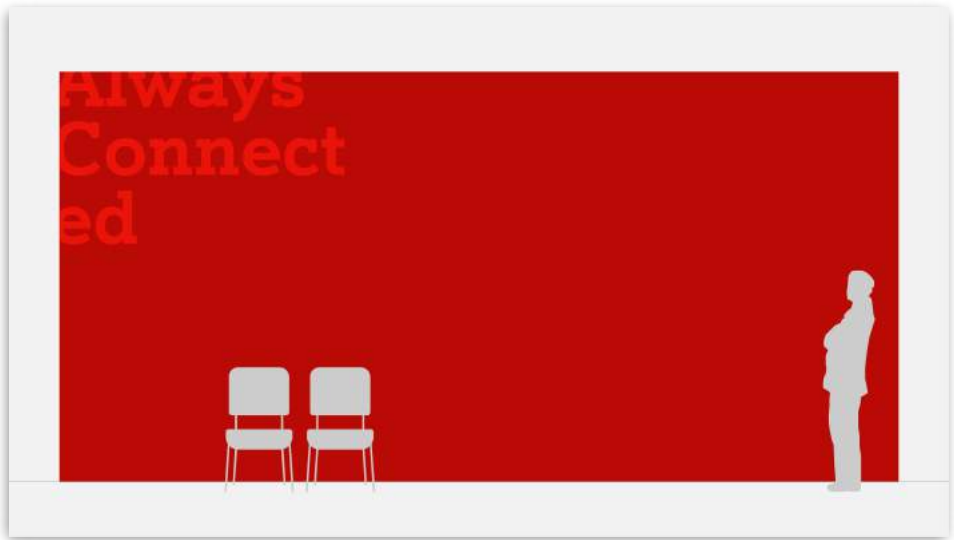
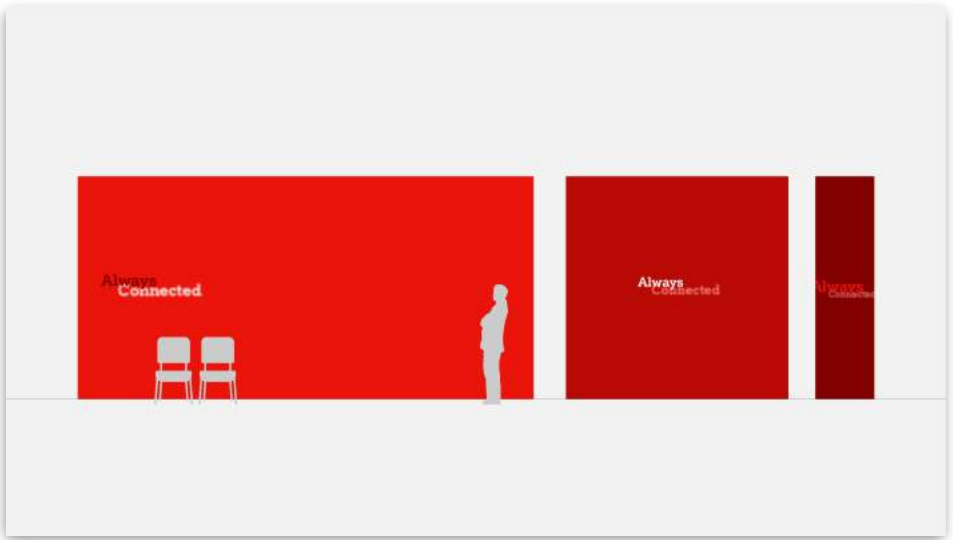
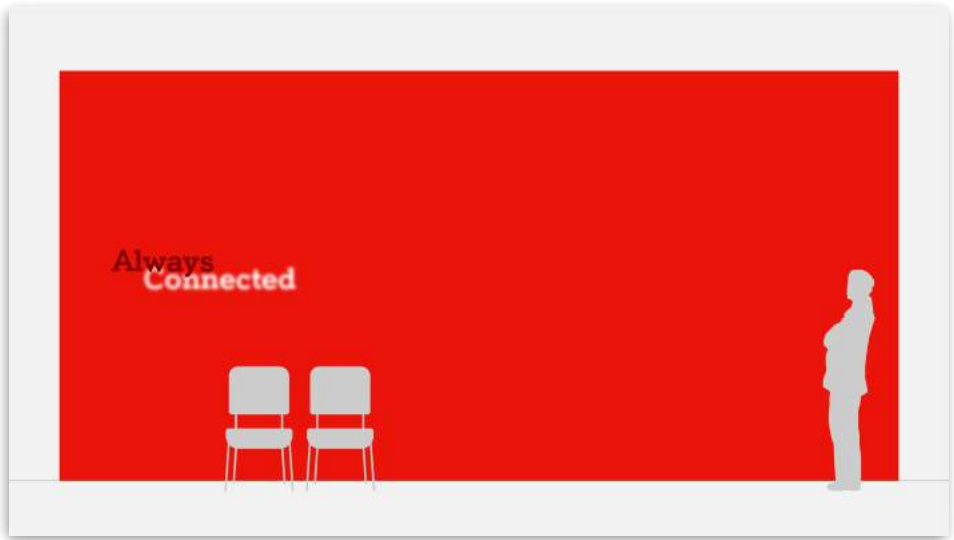
Option 2 Logo Landscapes

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



Option 3 Typographic

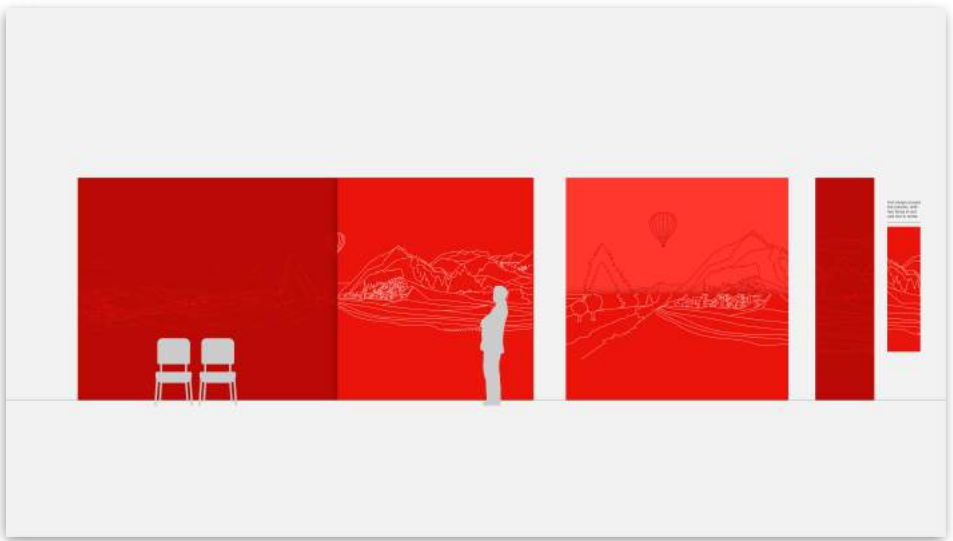
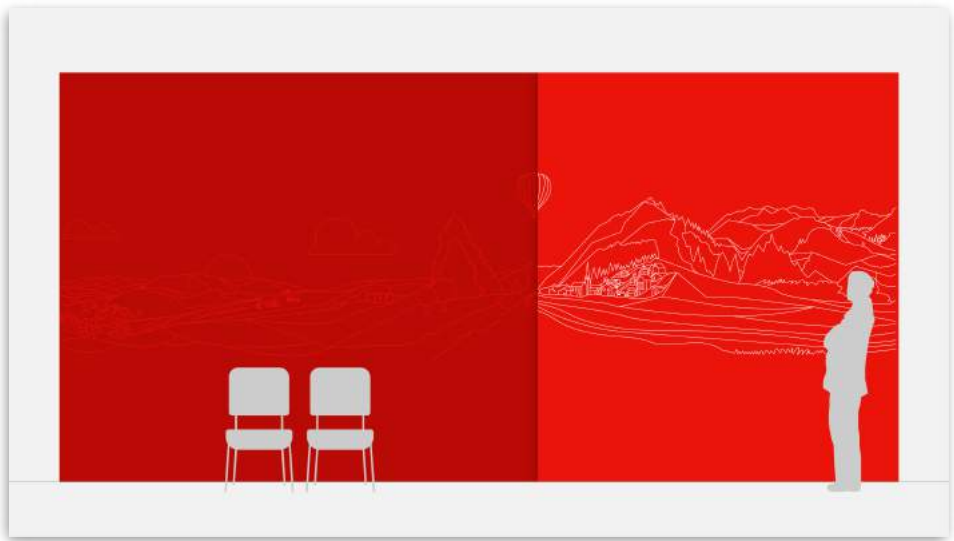
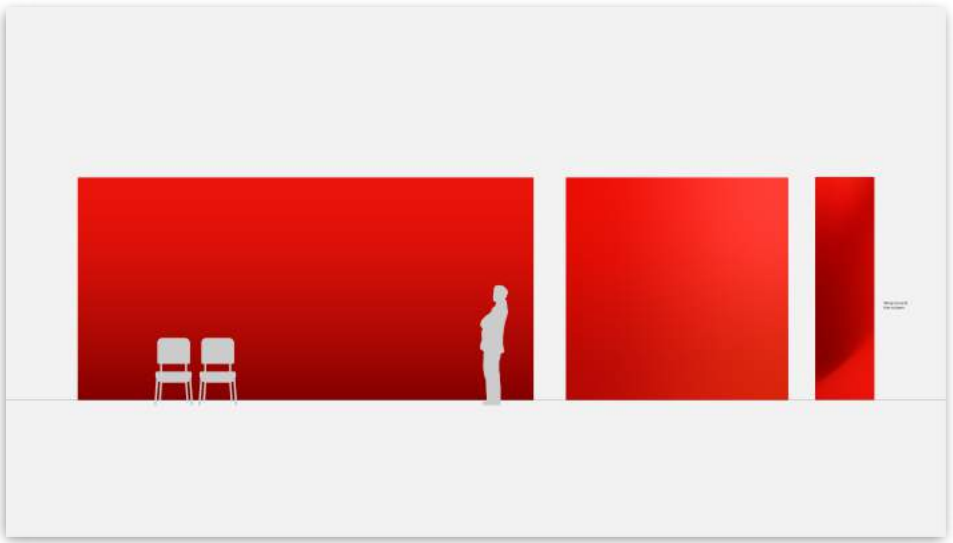
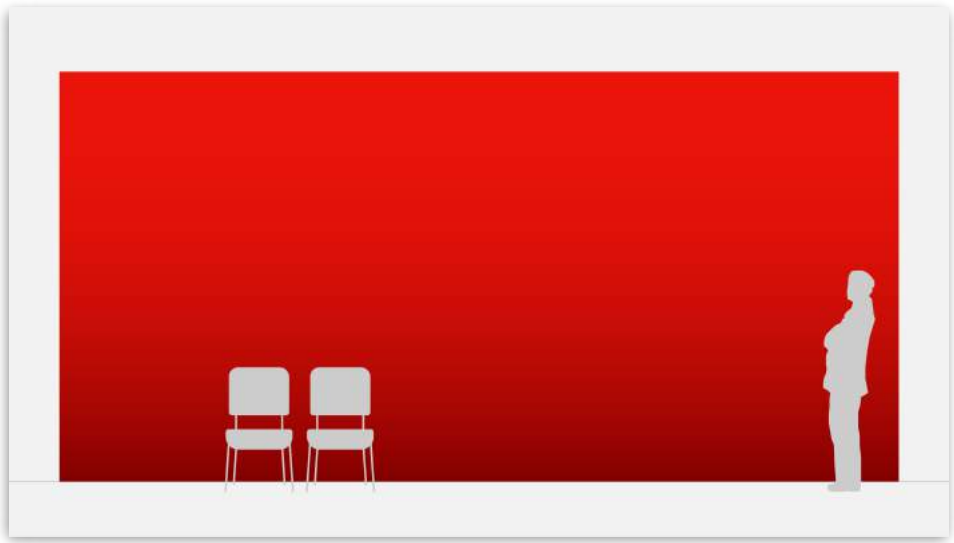
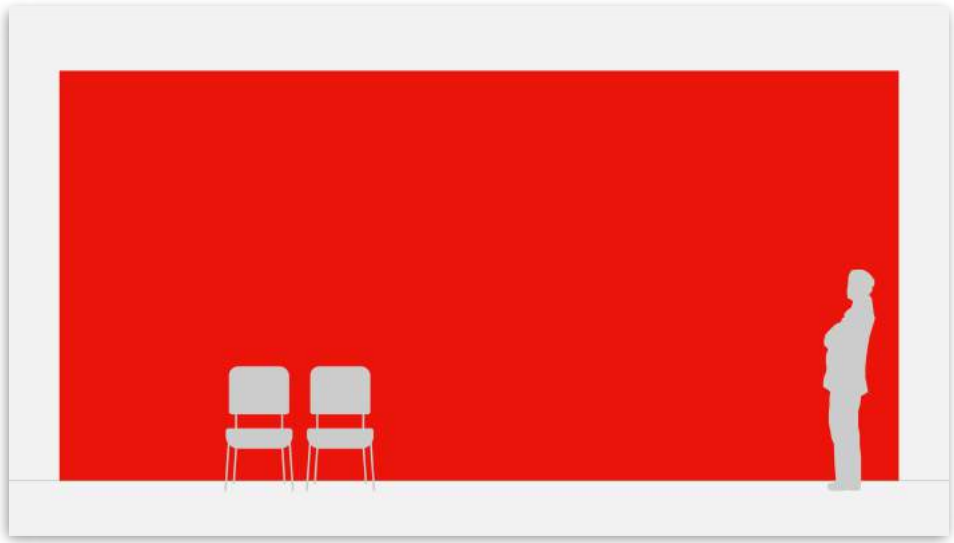
- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Copy should :
→ Talks about A1
→ Brand strategy related
→ Short & Impactful

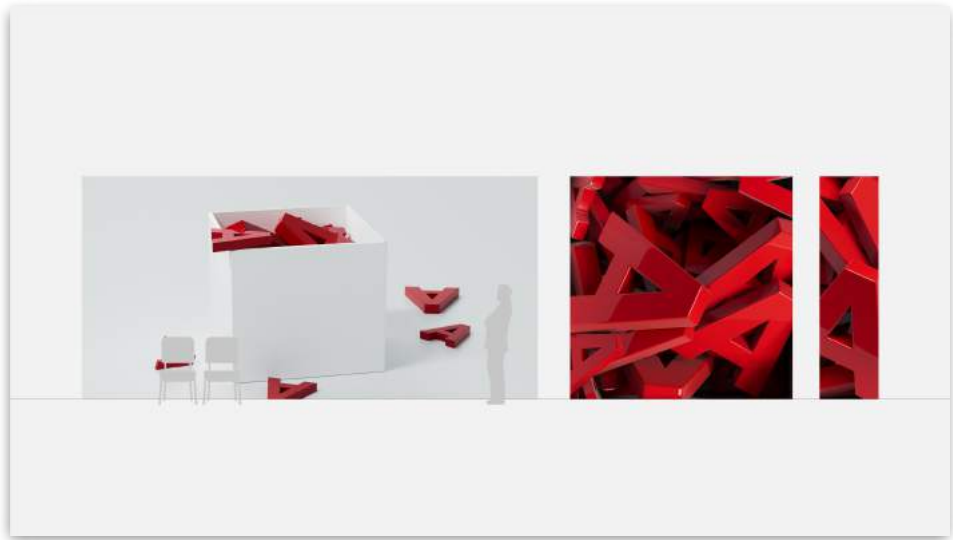
Option 4 Plain Colour, Gradients & Pattern

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


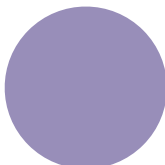
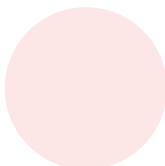



Option 5 Illustration

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

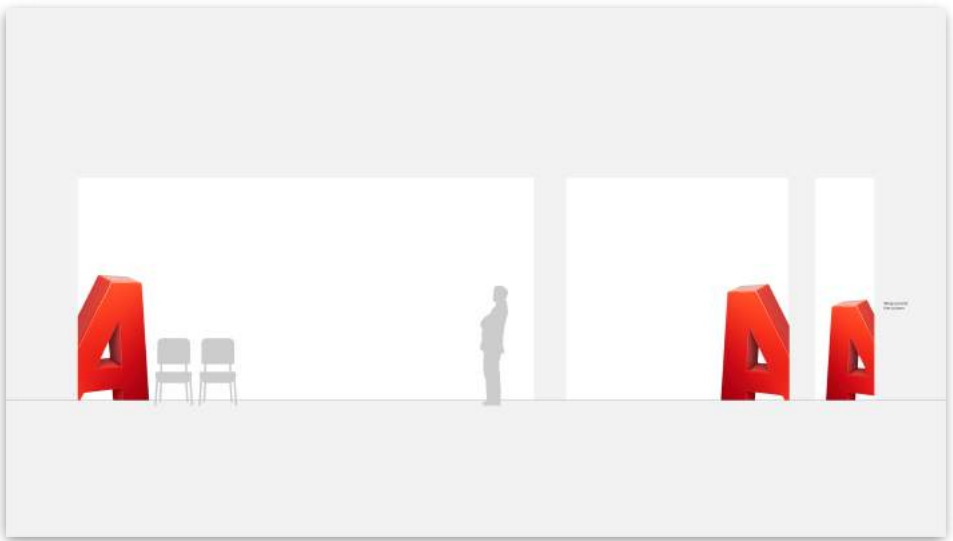
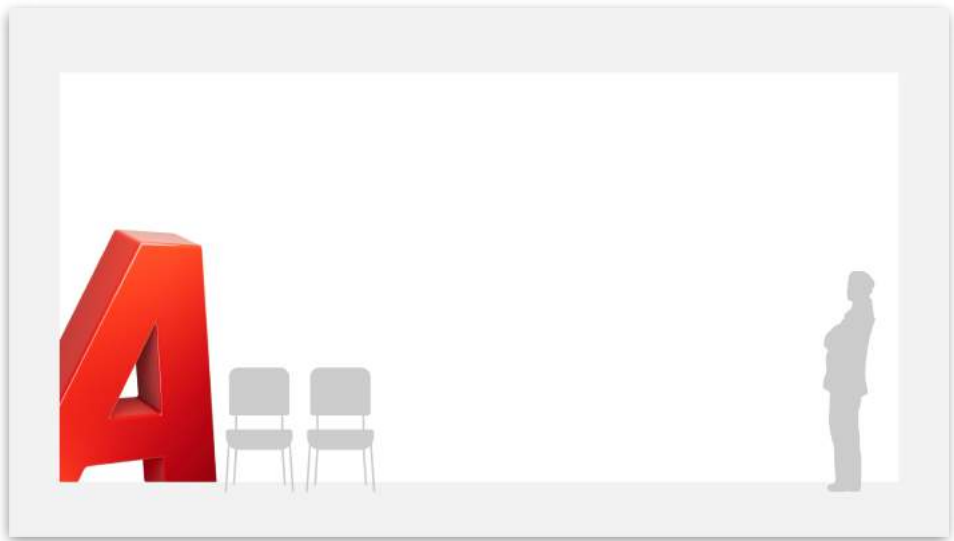
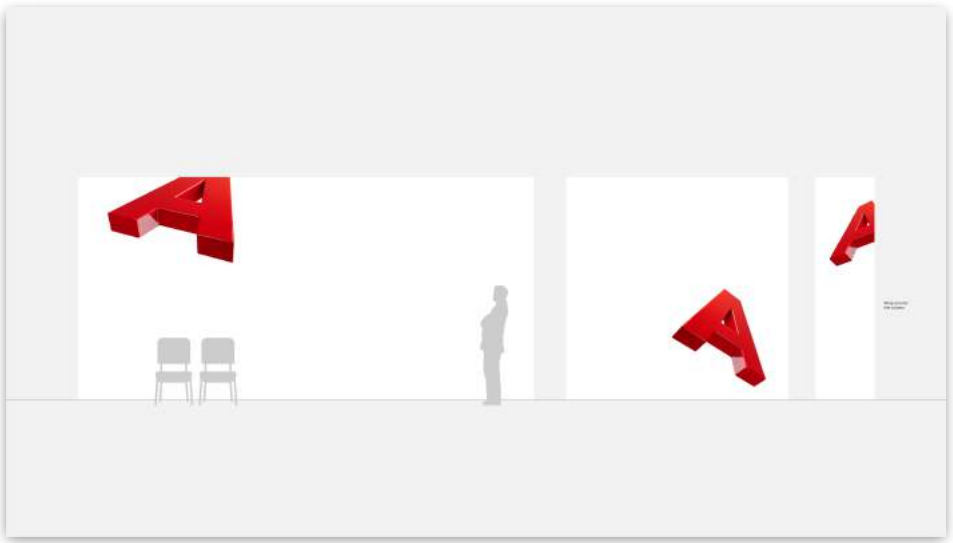
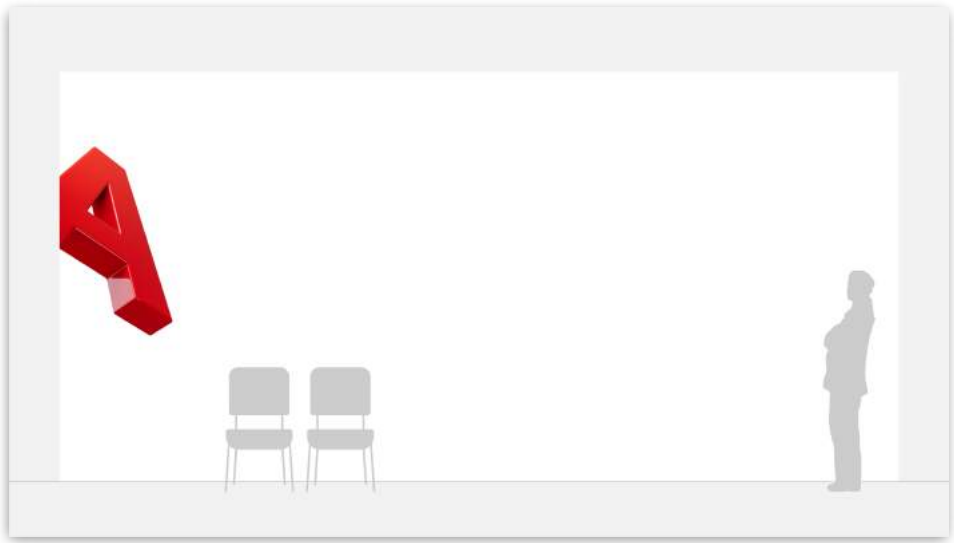
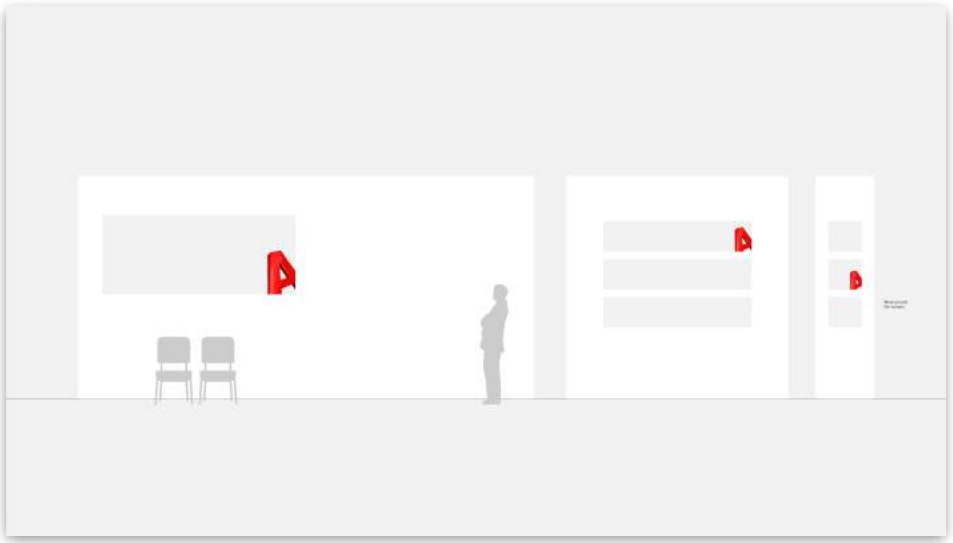
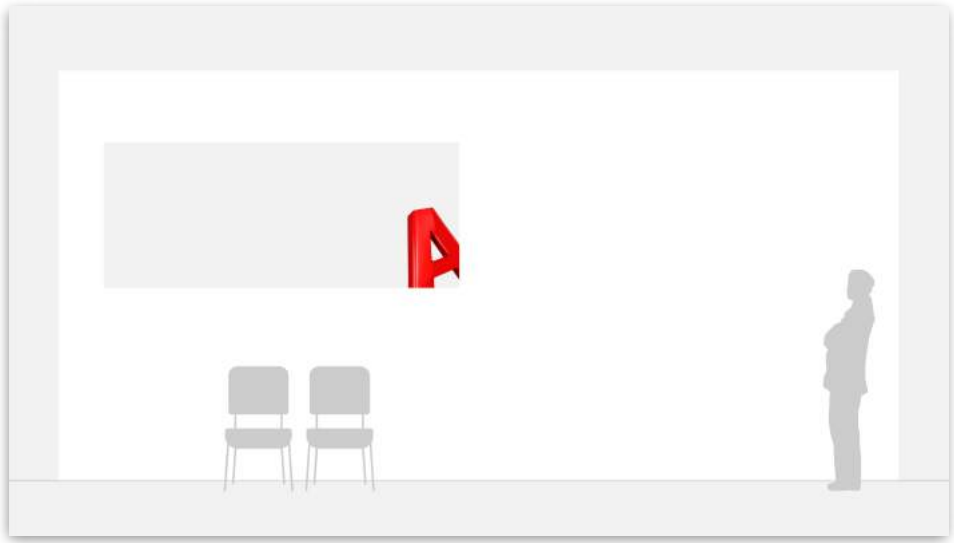


Focus / Learning spaces

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

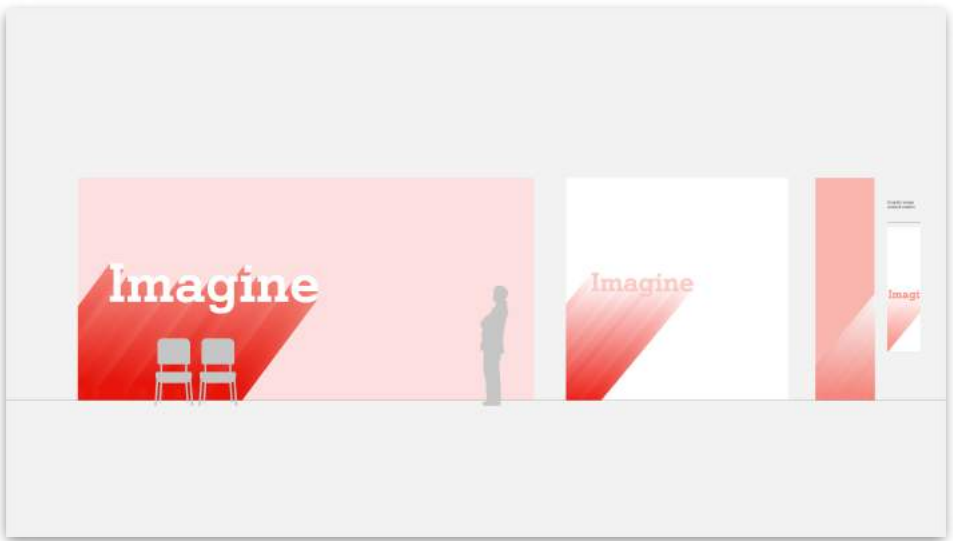
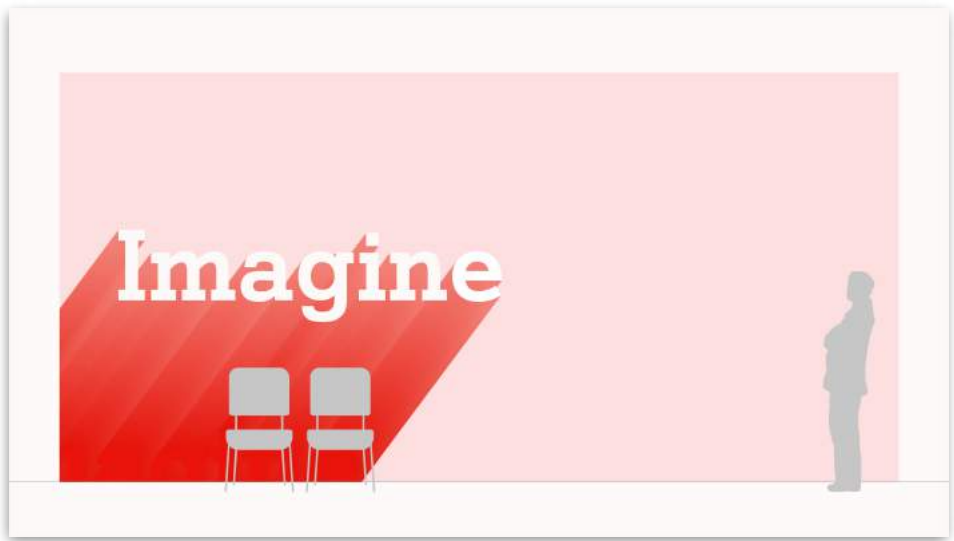
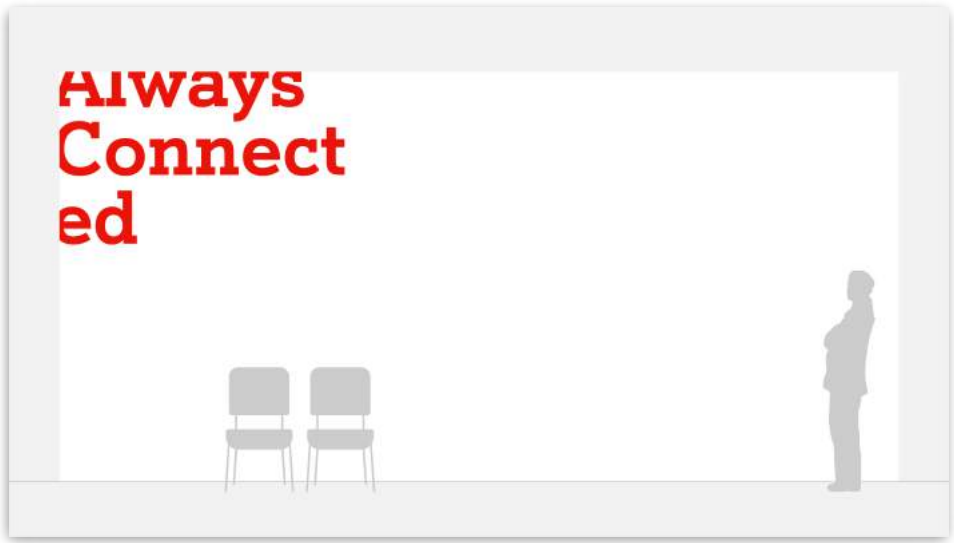
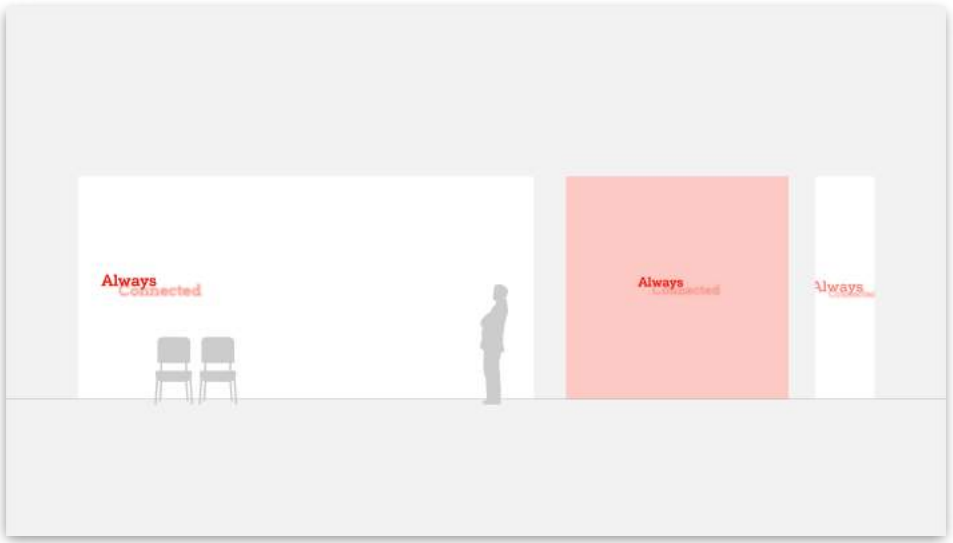
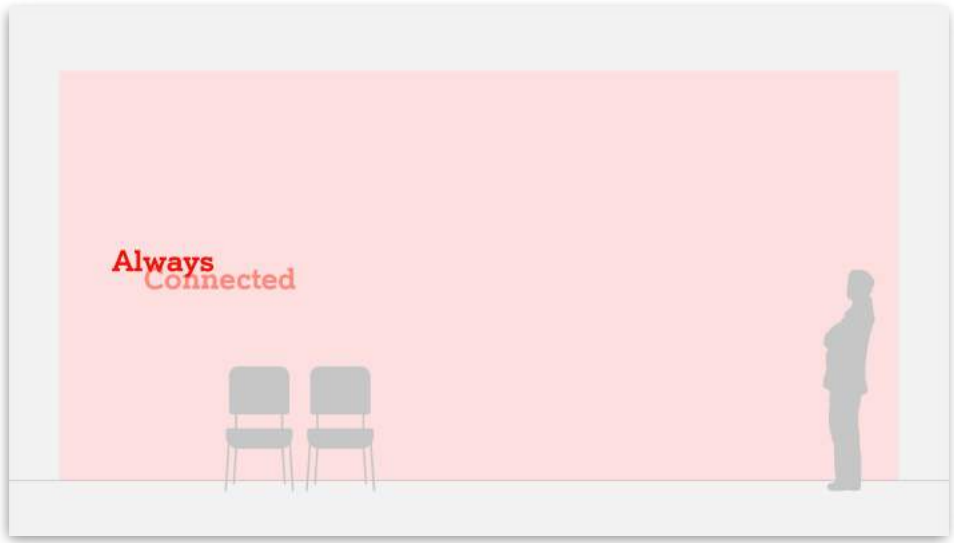
Option 1 Logo Landscapes

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



Option 3 Typographic

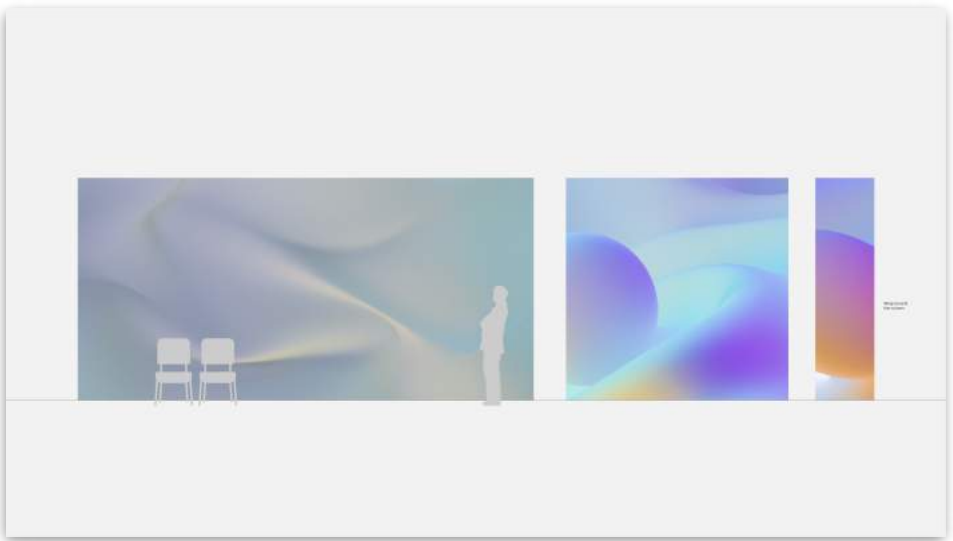
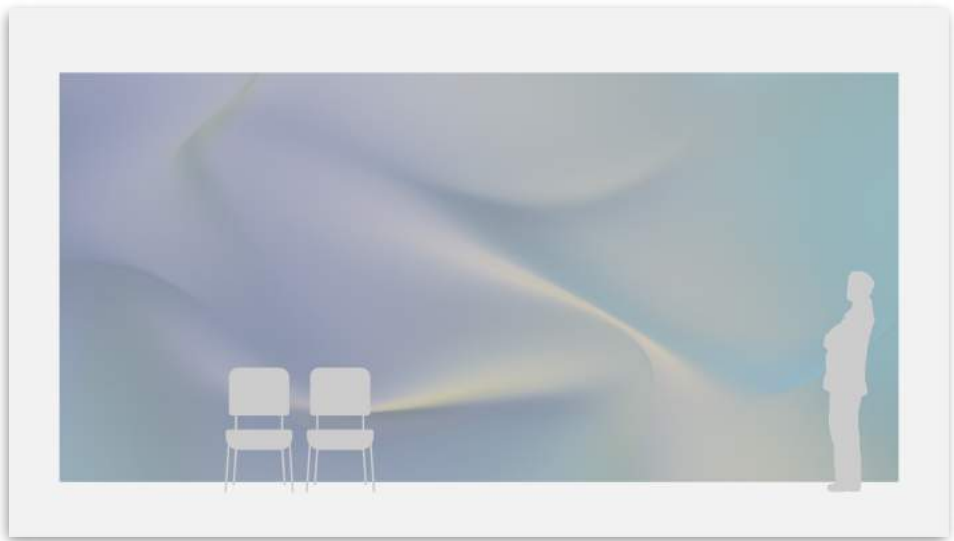
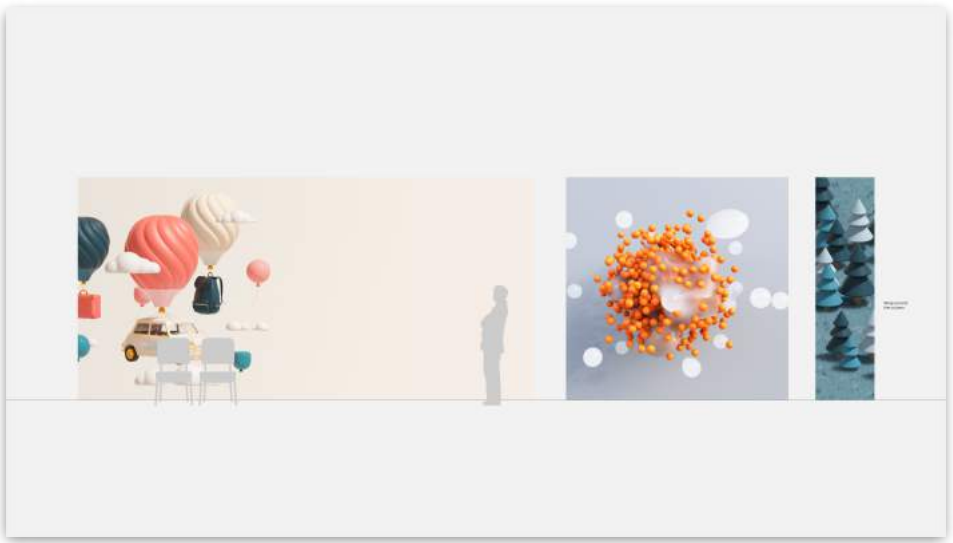
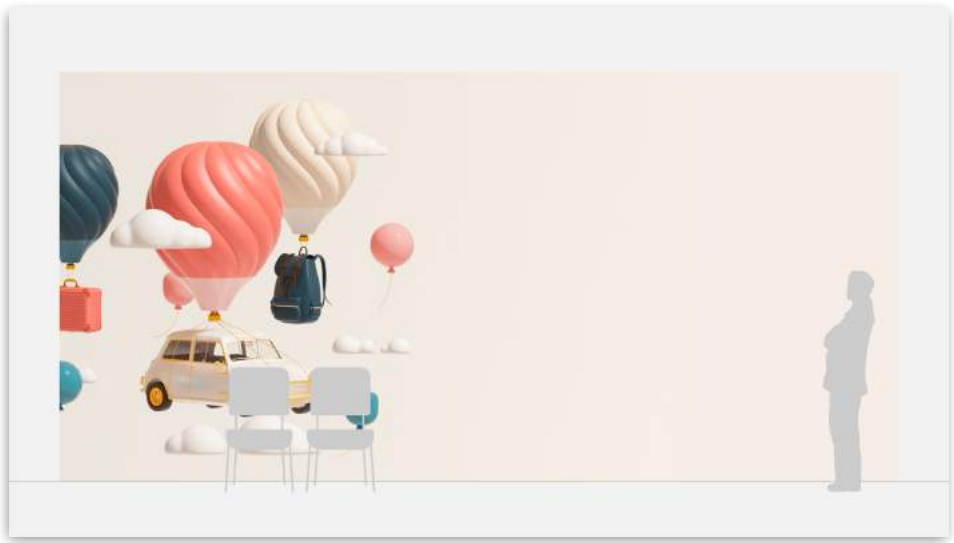
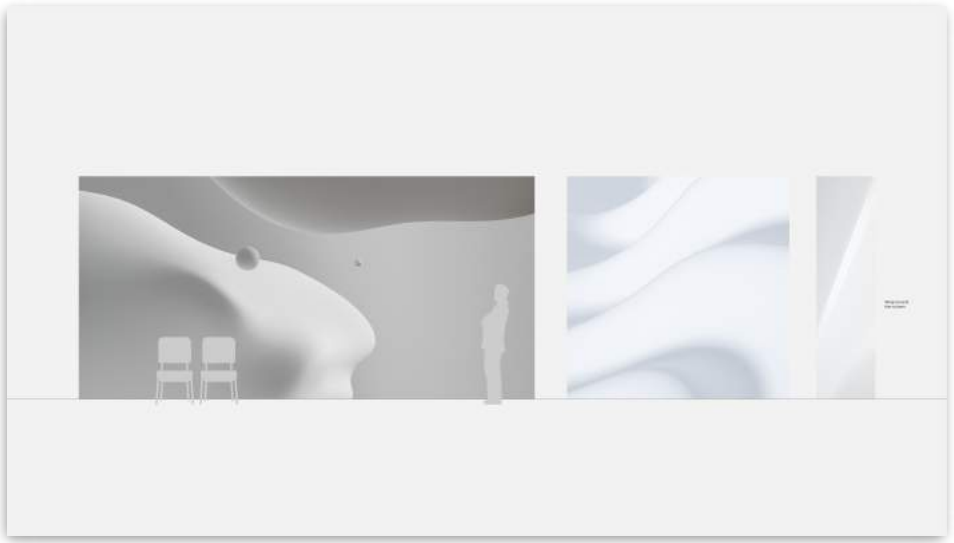
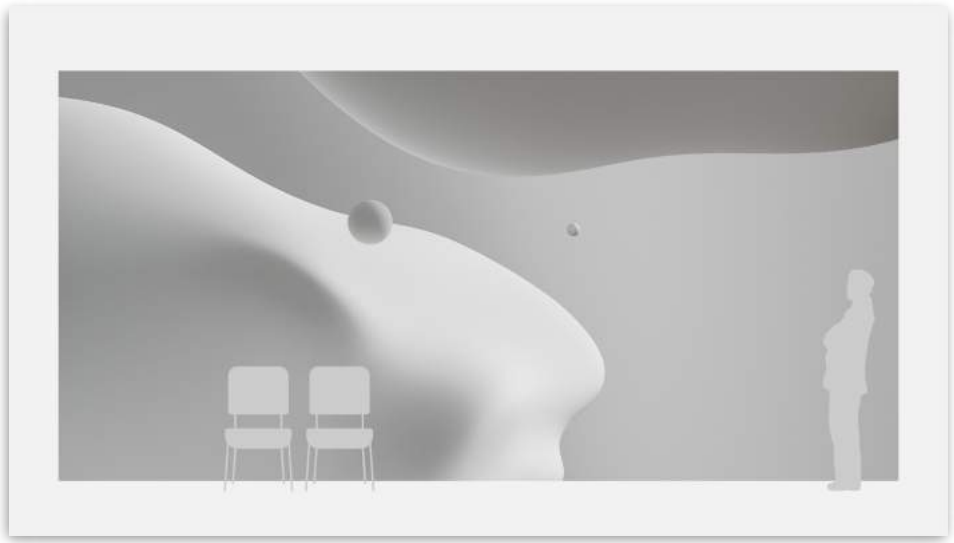
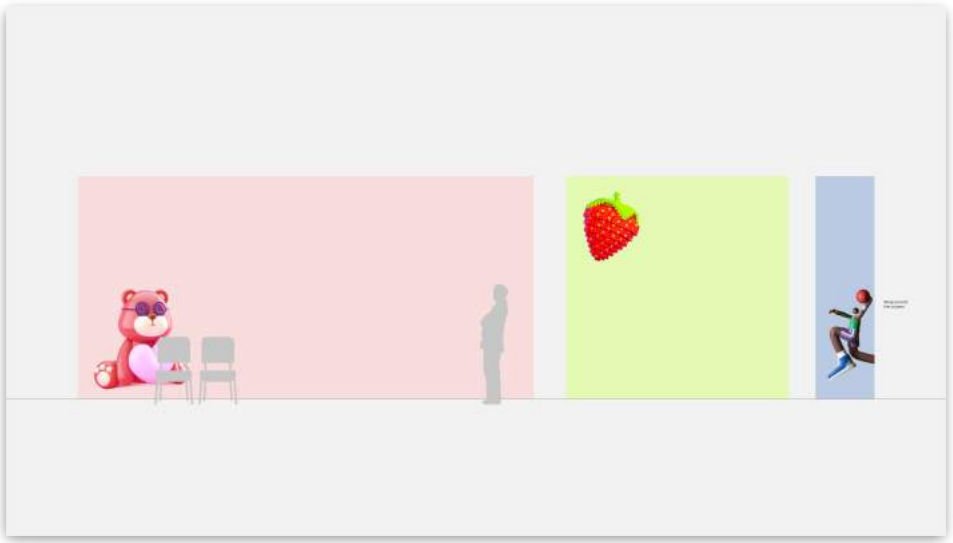
- Large common spaces / Entrance halls
- Focus / Learning spaces
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Copy should be:
→ Motivational
→ Useful

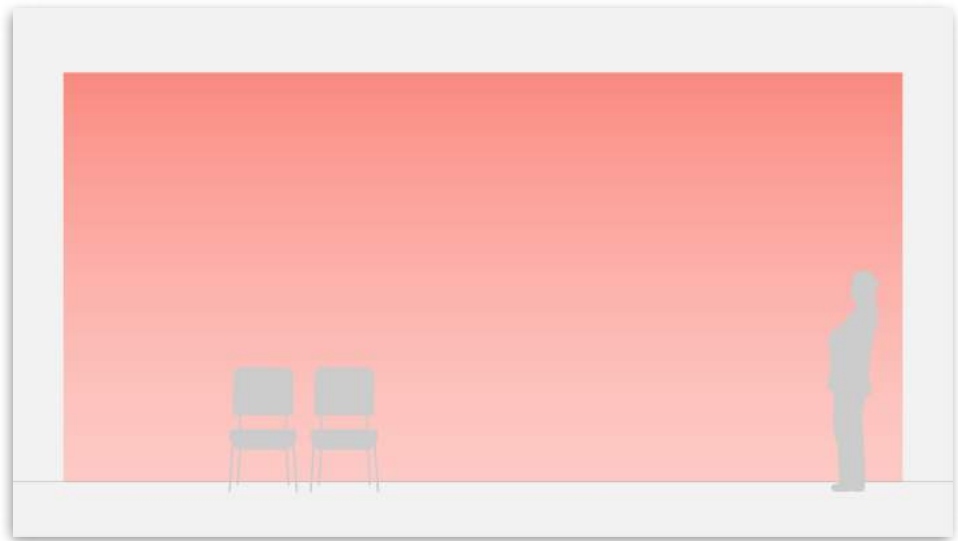
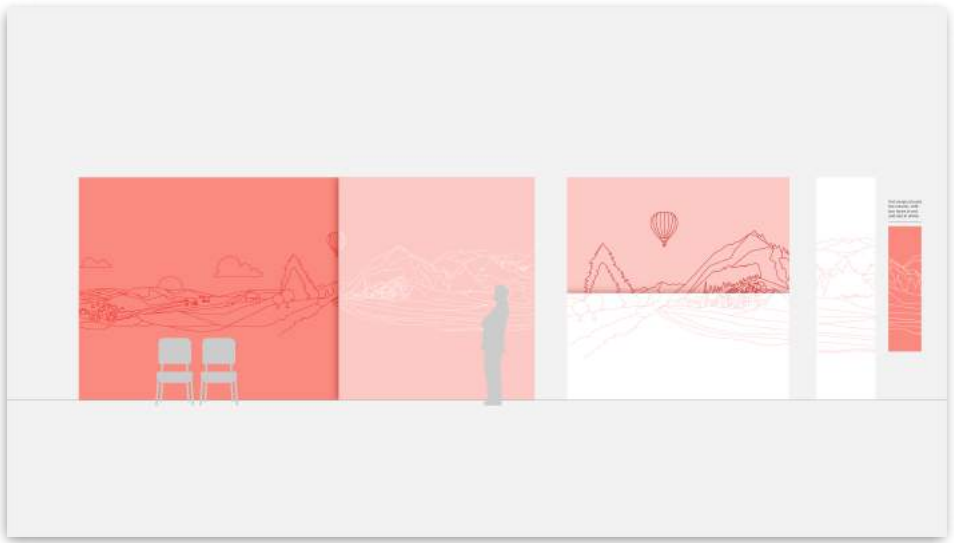
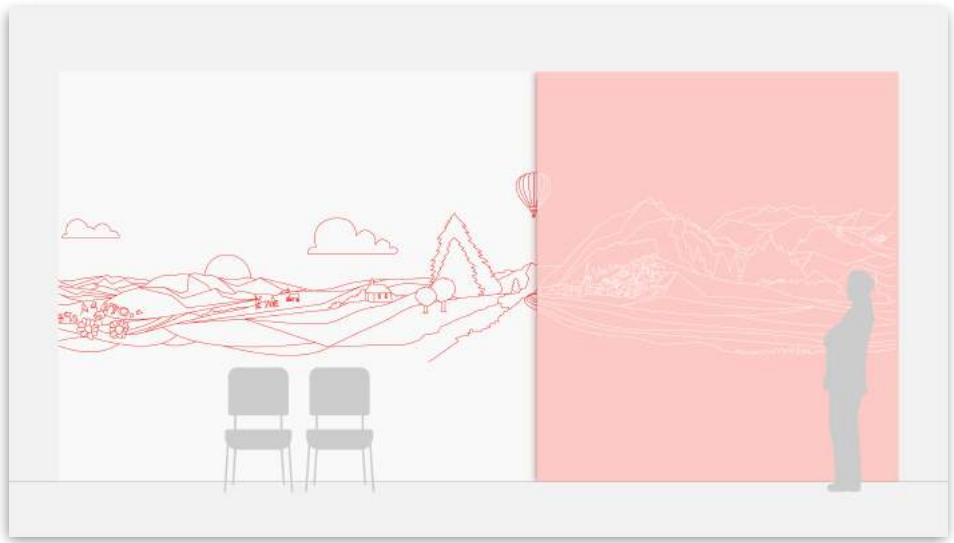
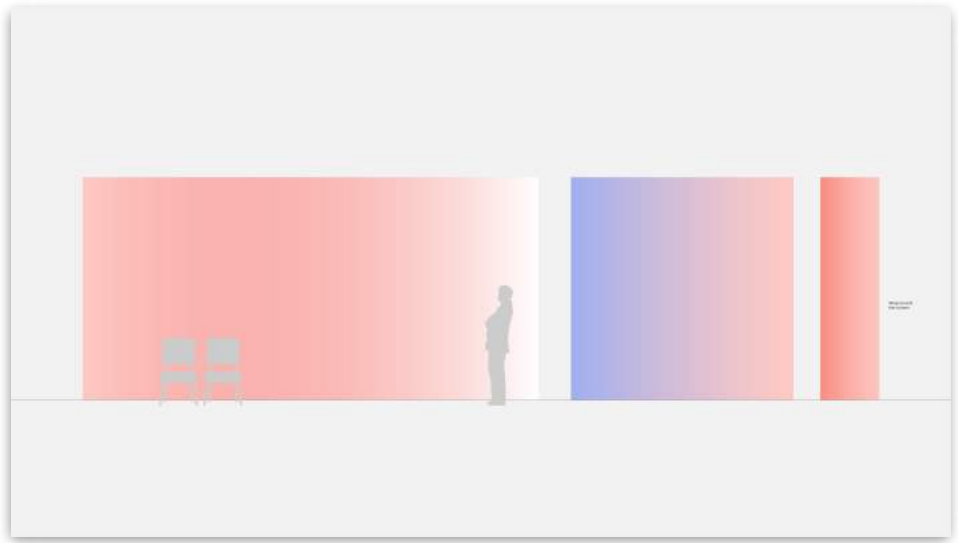
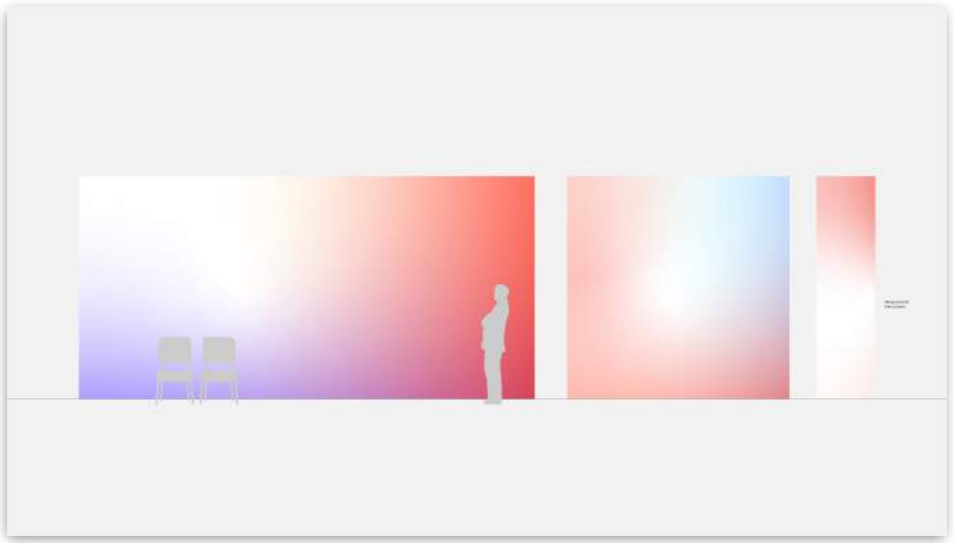
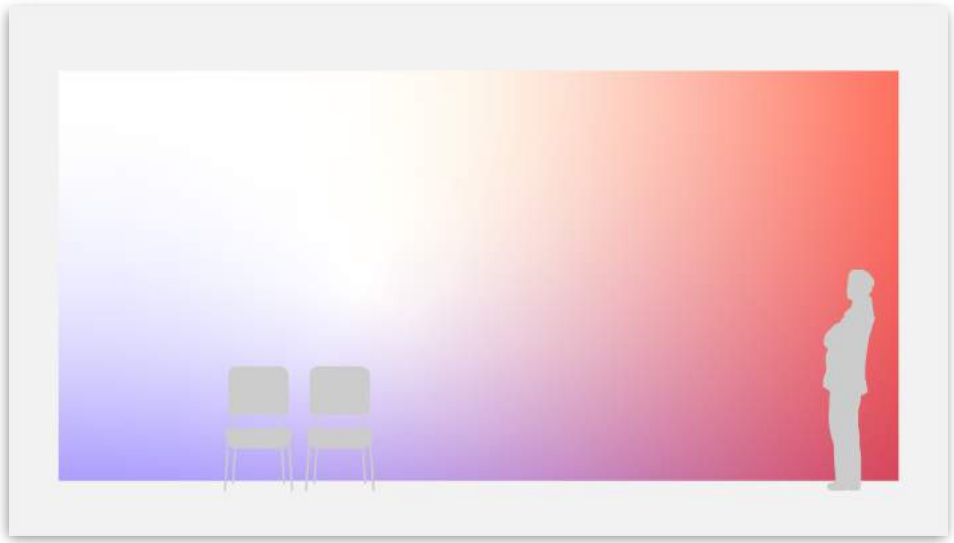
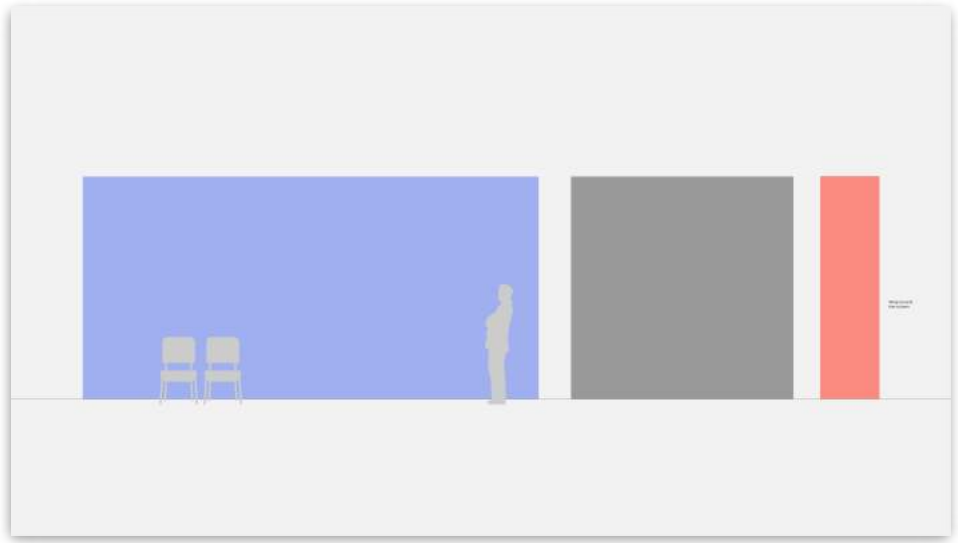
Option 3 Illustration & Textured Photography

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



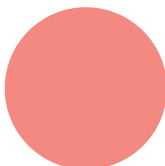



Option 4 Plain Colour, Gradients & Pattern

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

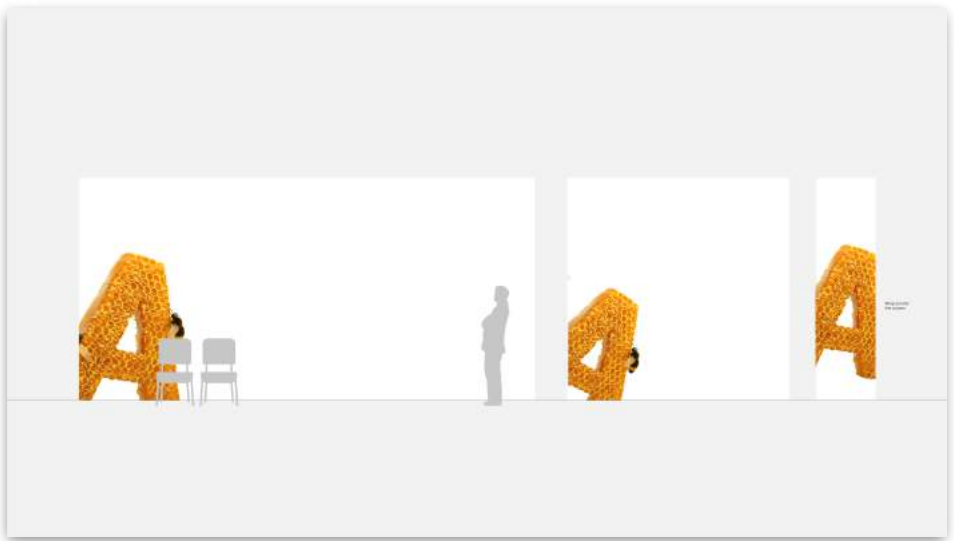
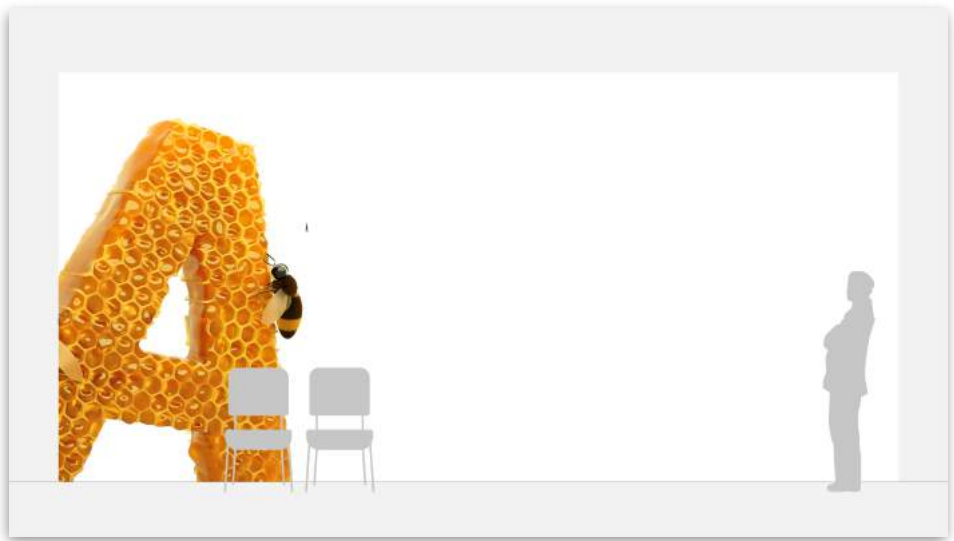
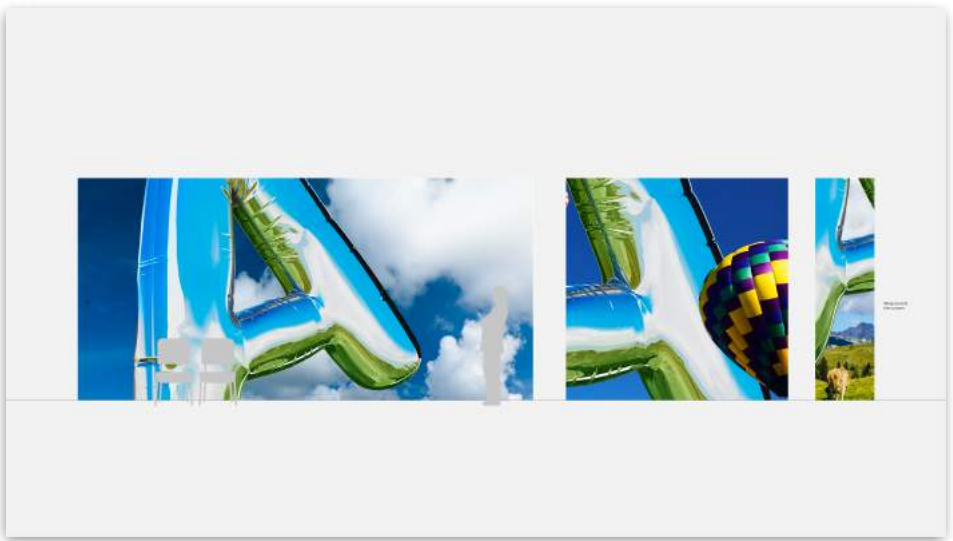
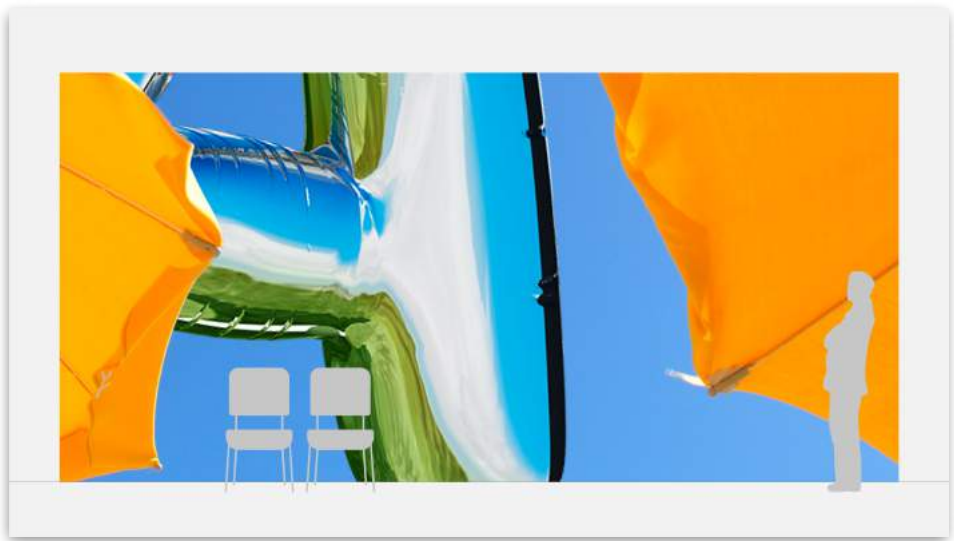
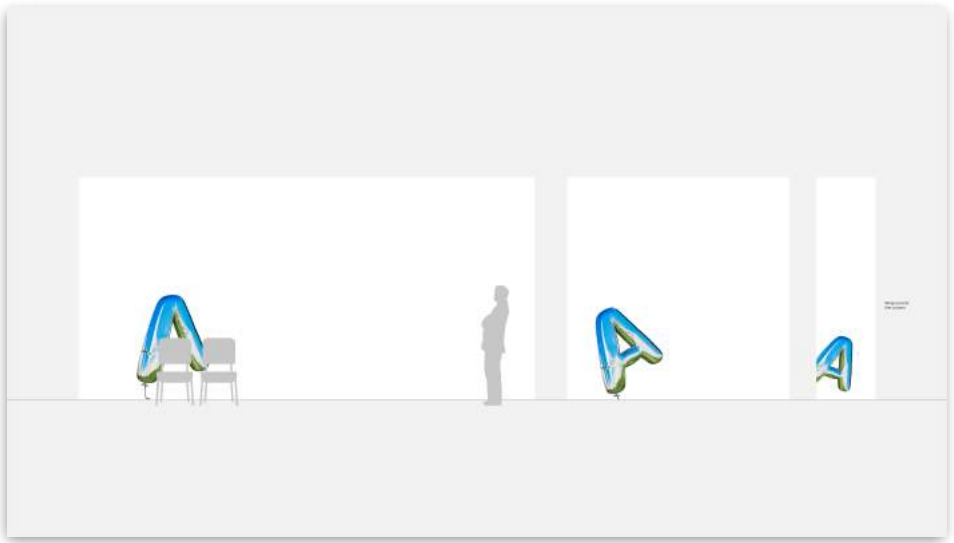
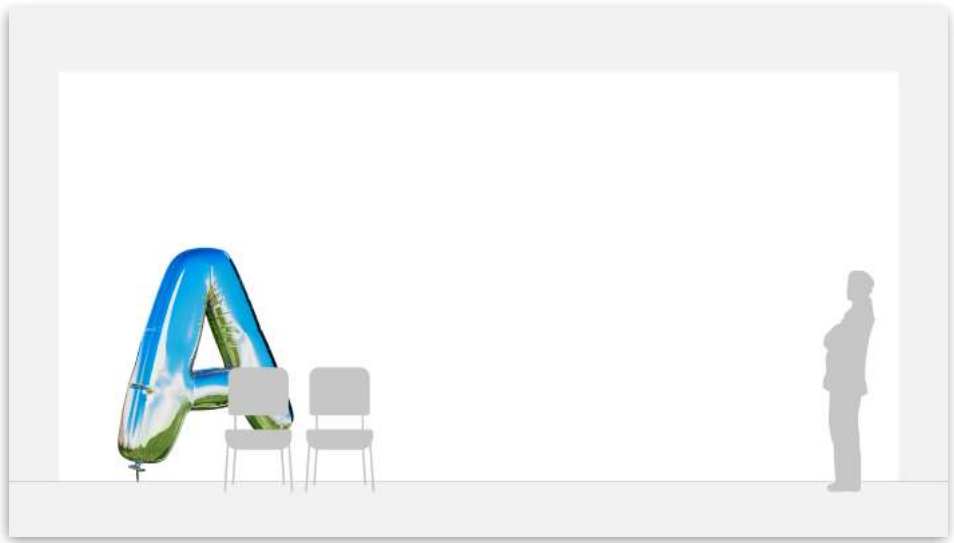
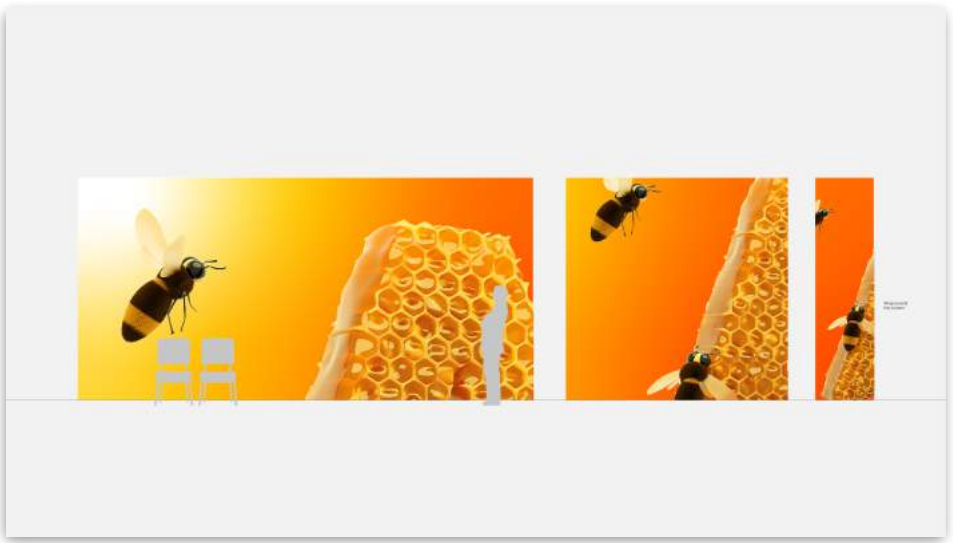
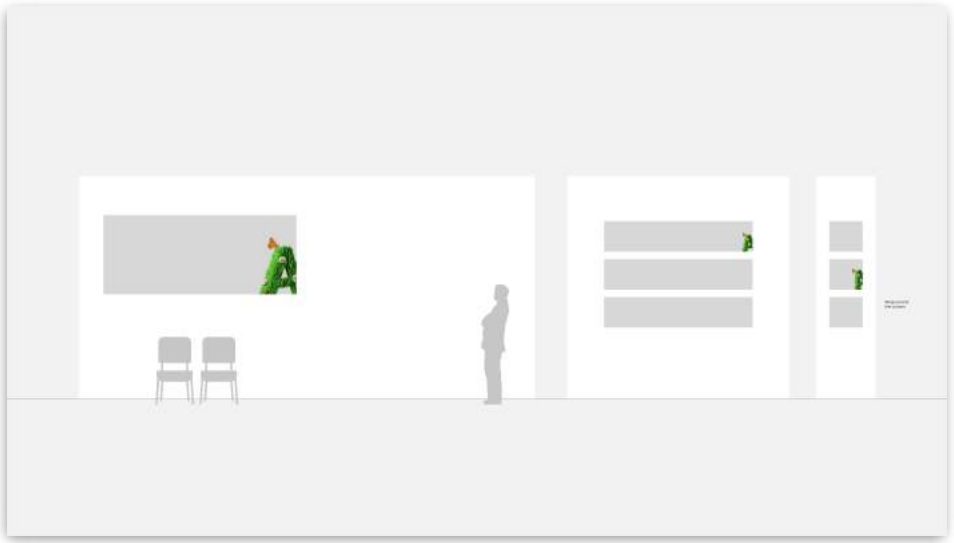
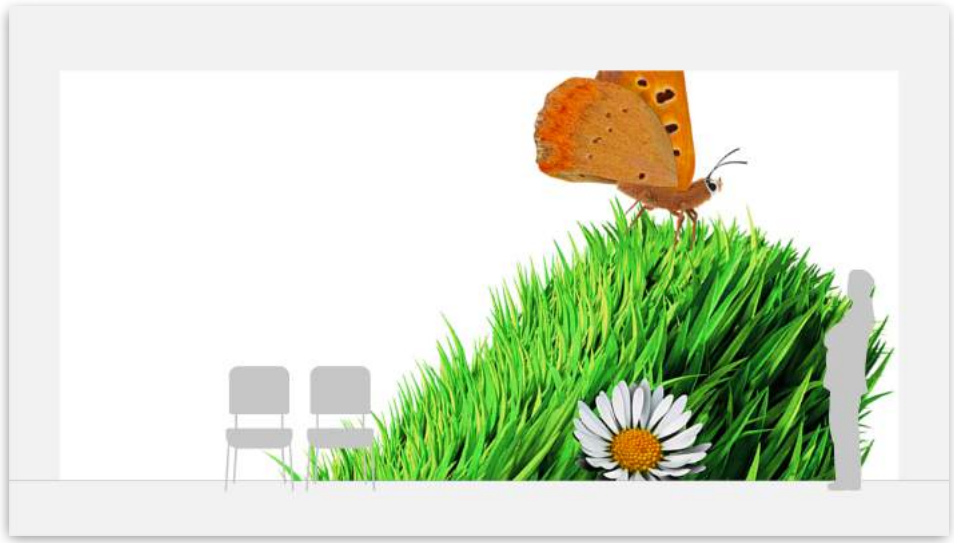


Team working / Social spaces

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

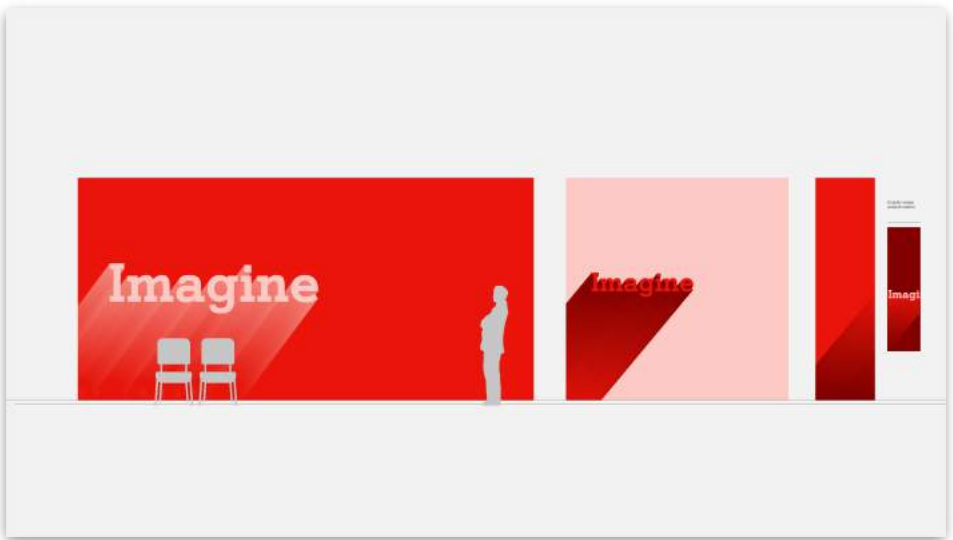
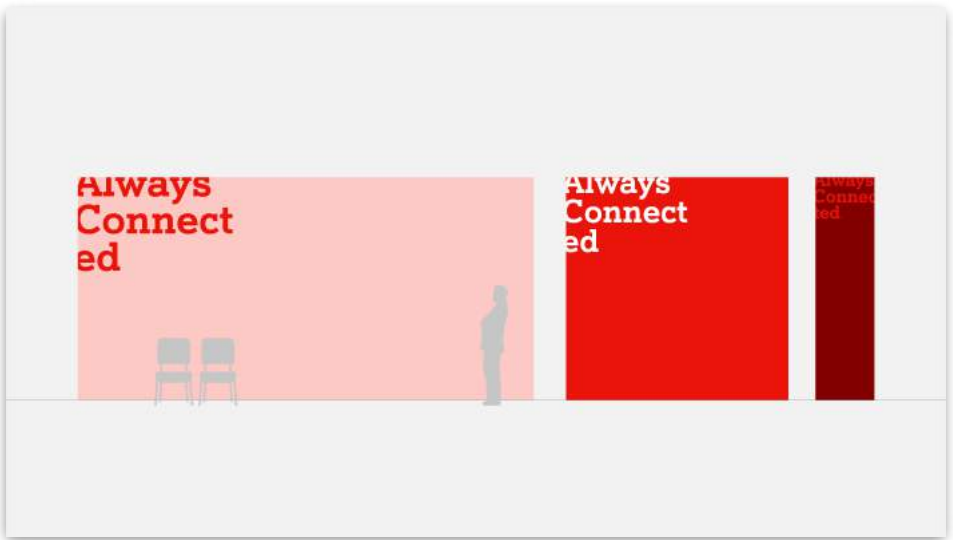
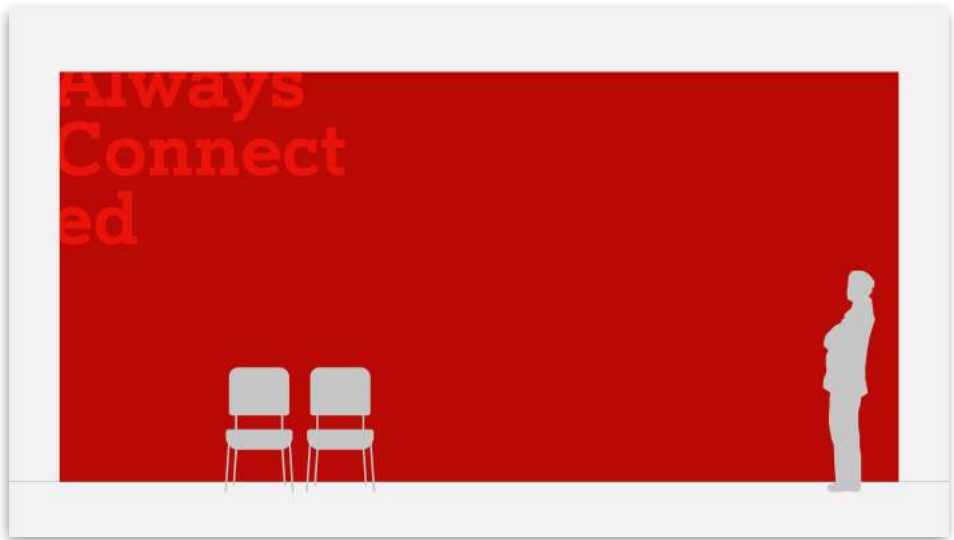
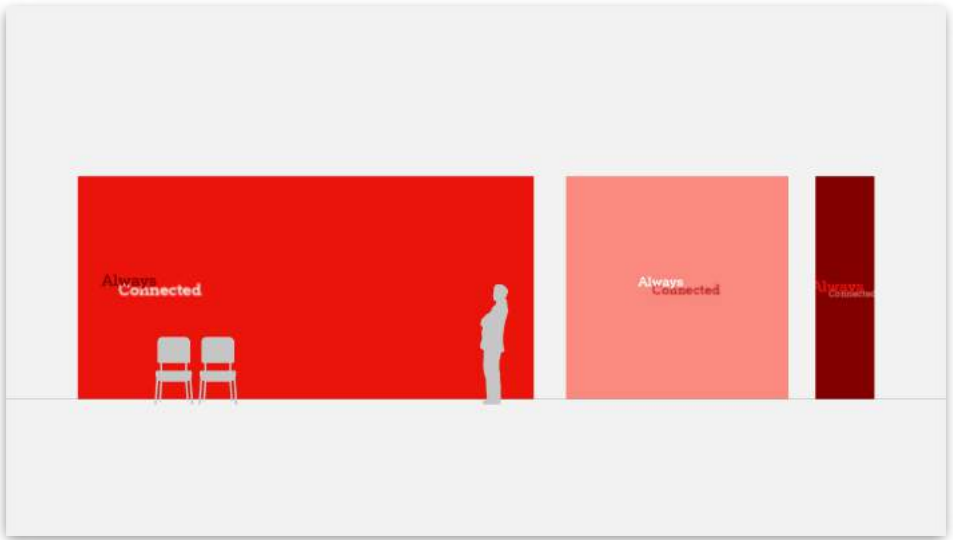
Option 1 Logo Landscapes

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



Option 3 Typographic

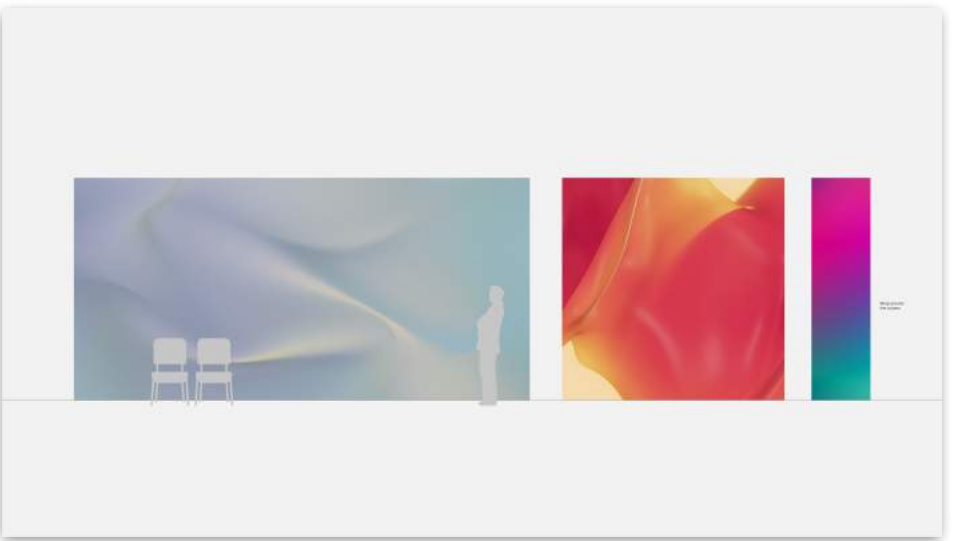
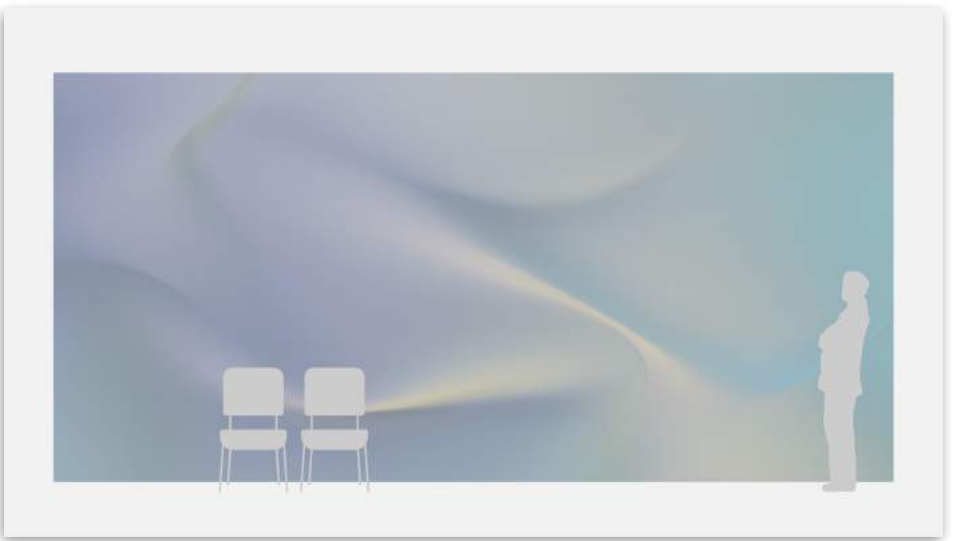
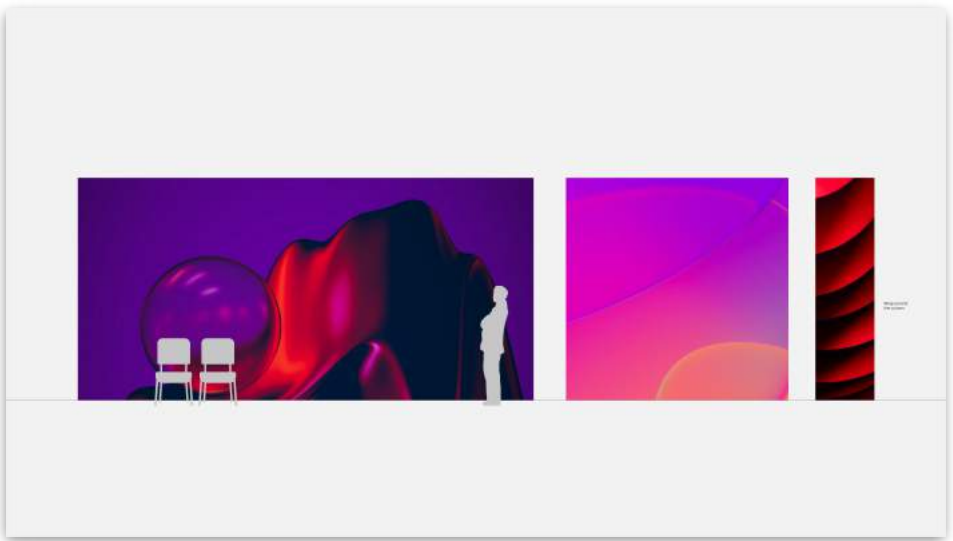
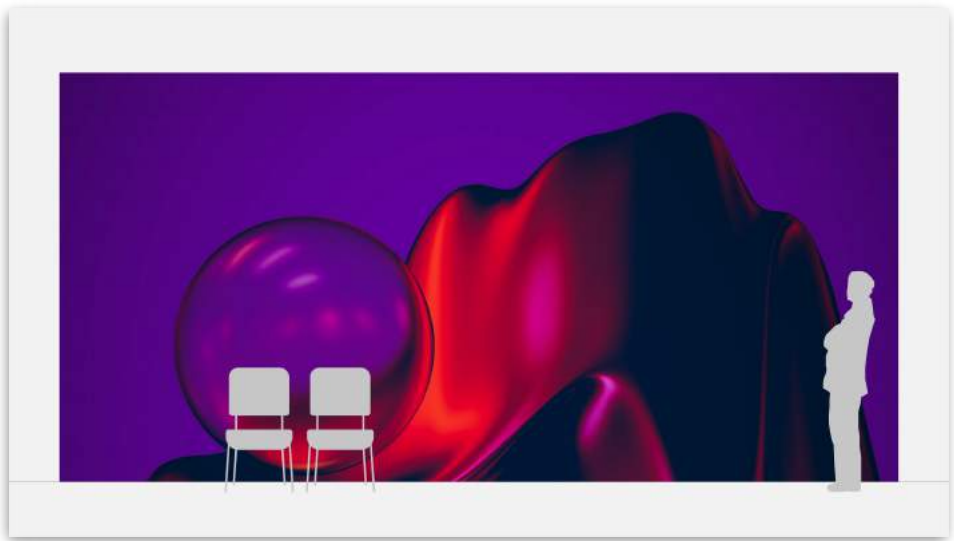
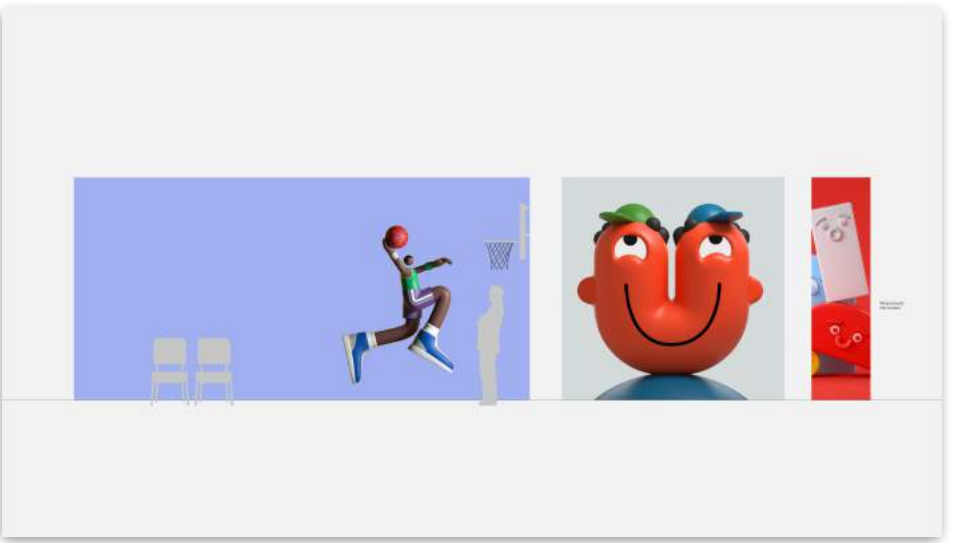
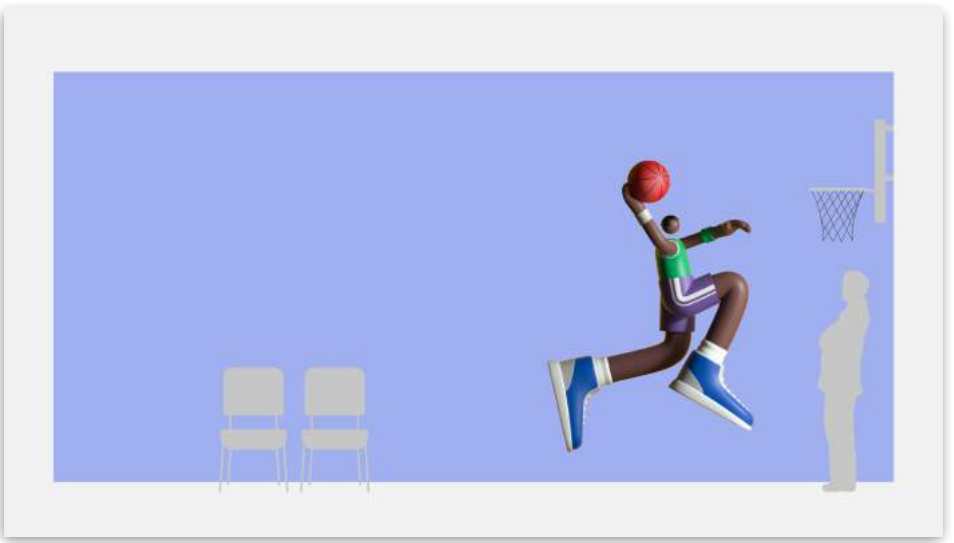
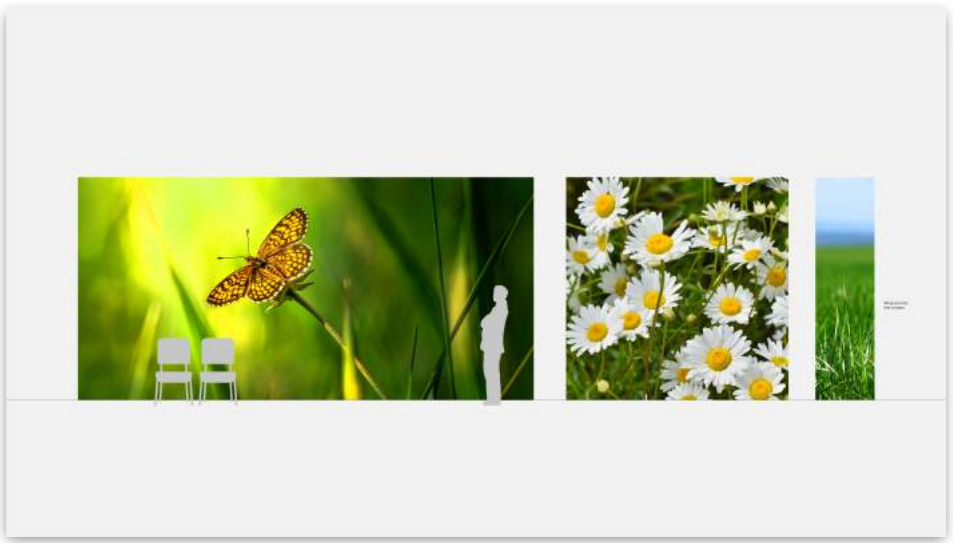
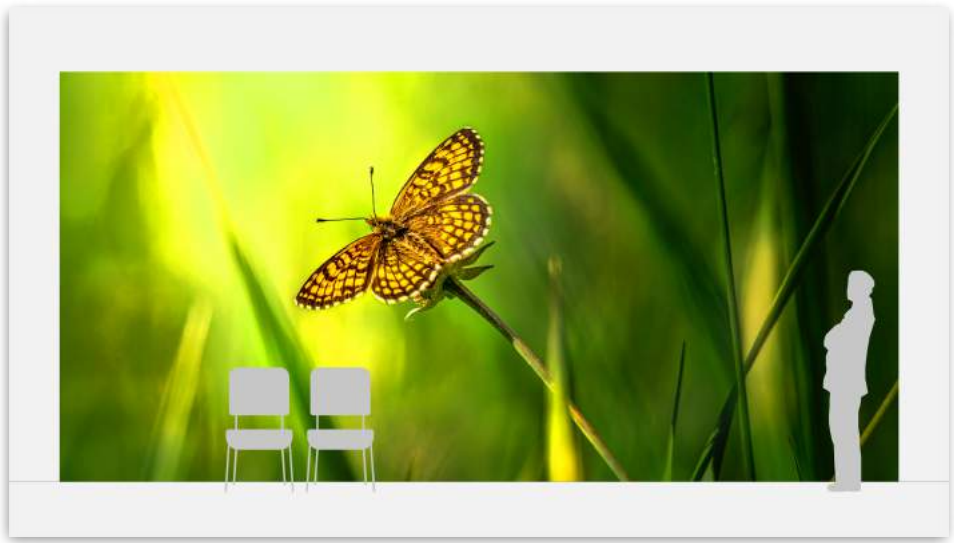
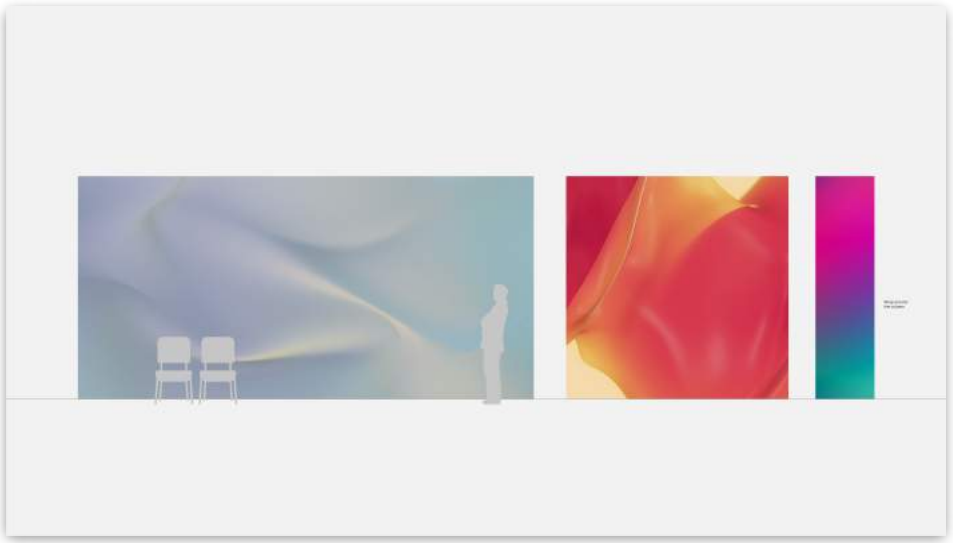
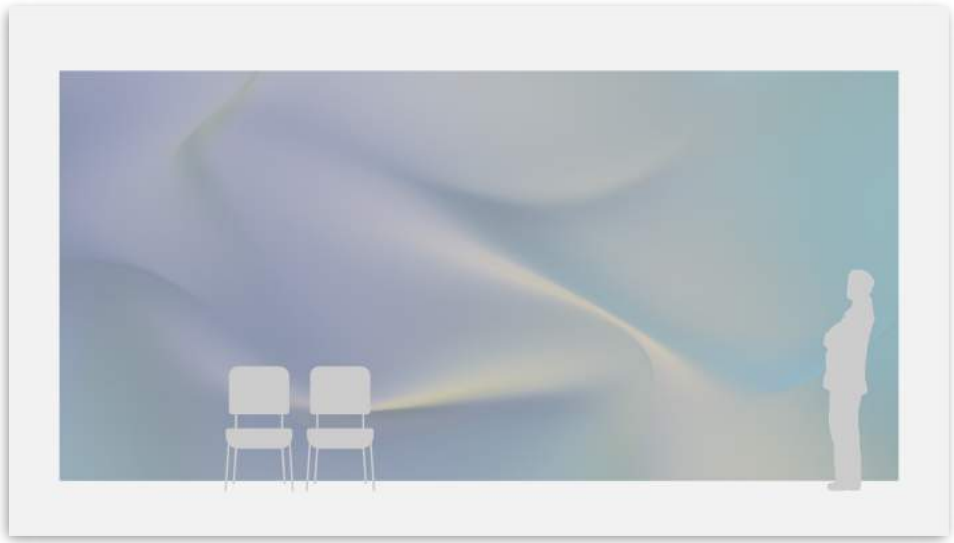
- Large common spaces / Entrance halls
- Focus / Learning spaces
- Team working / Social spaces
- Small corridors / Narrow spaces



Copy should be:
→ Inspiring
→ Fun
→ Exciting

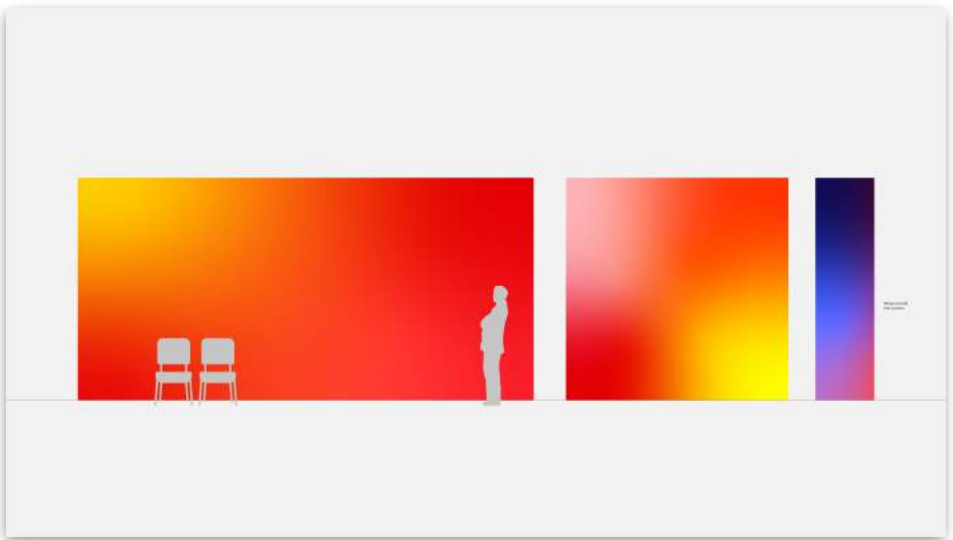
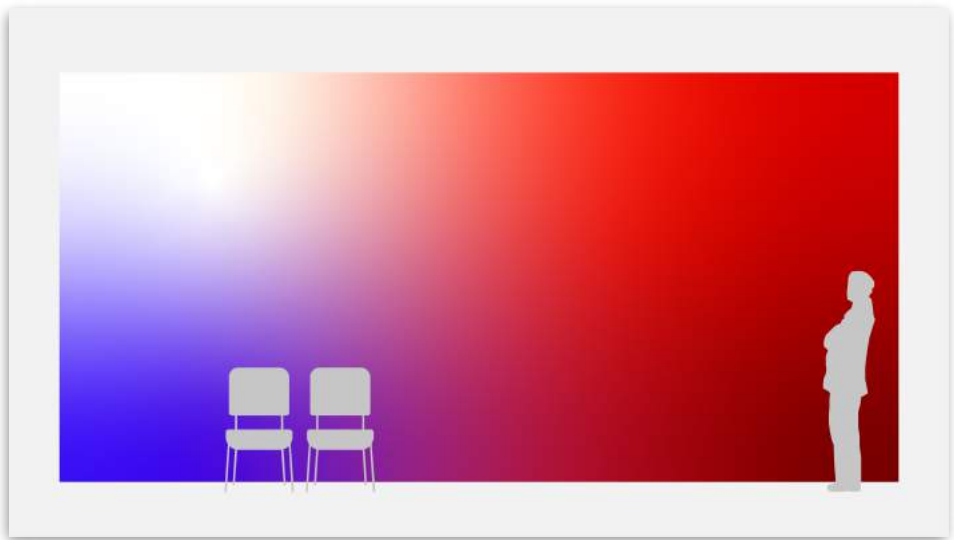
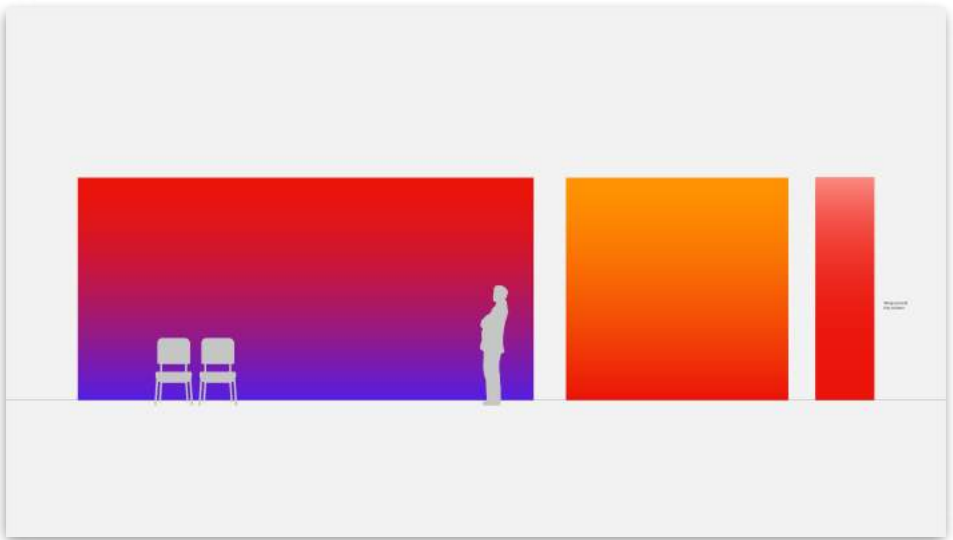
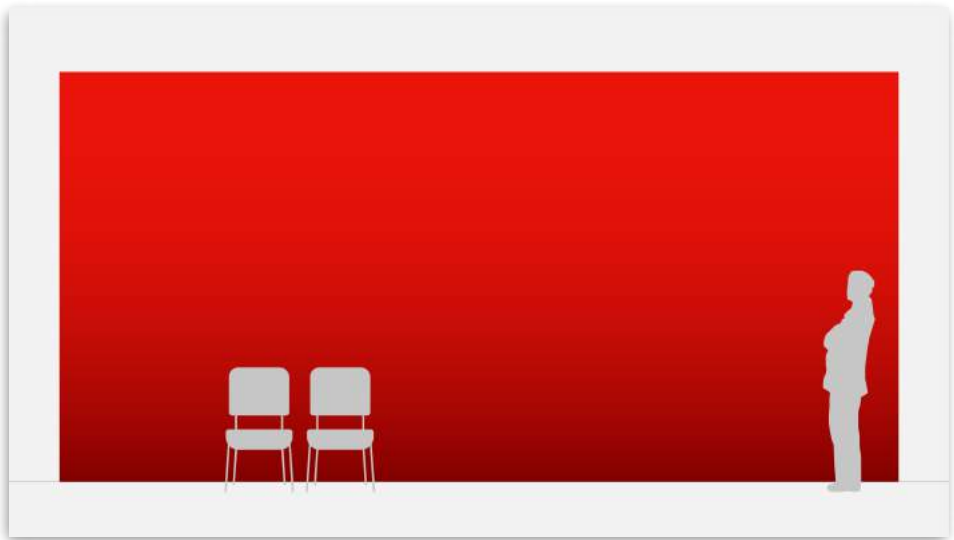
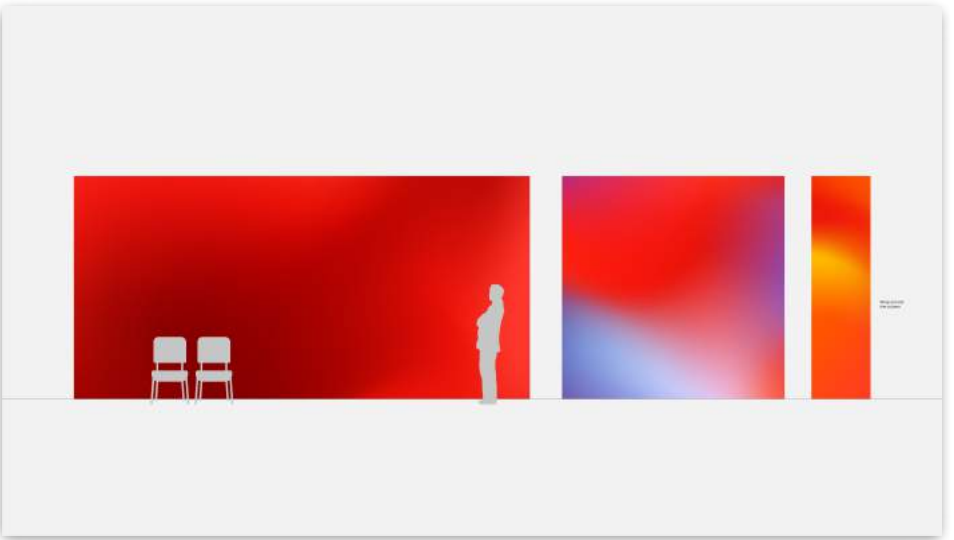
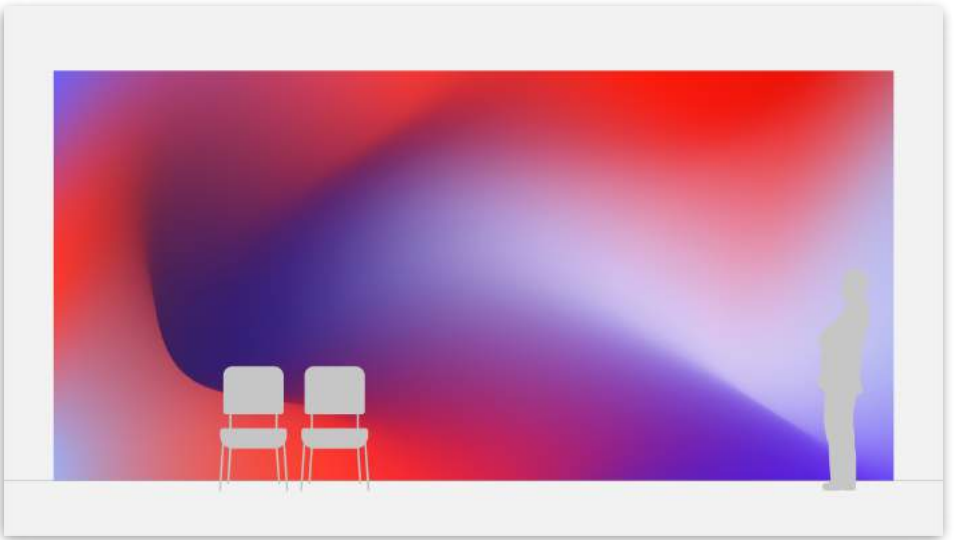
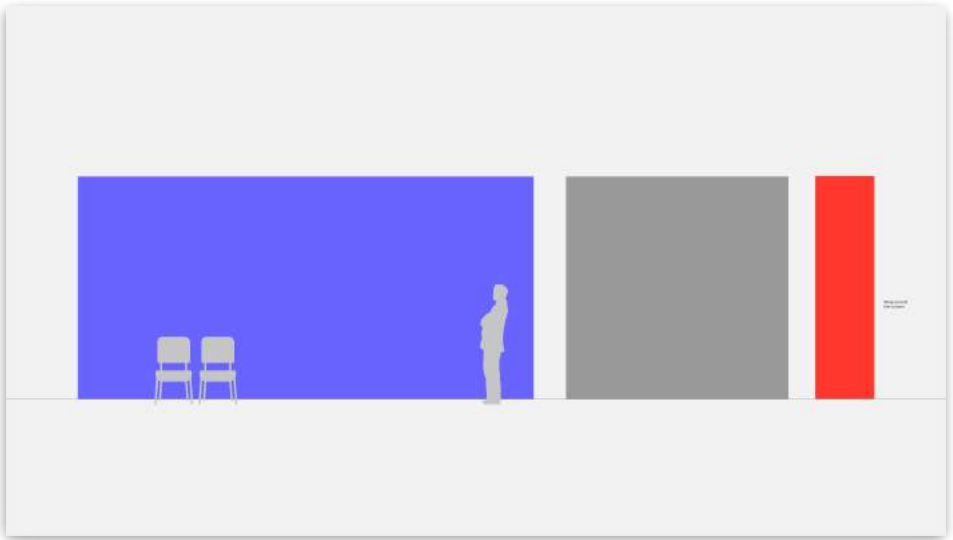
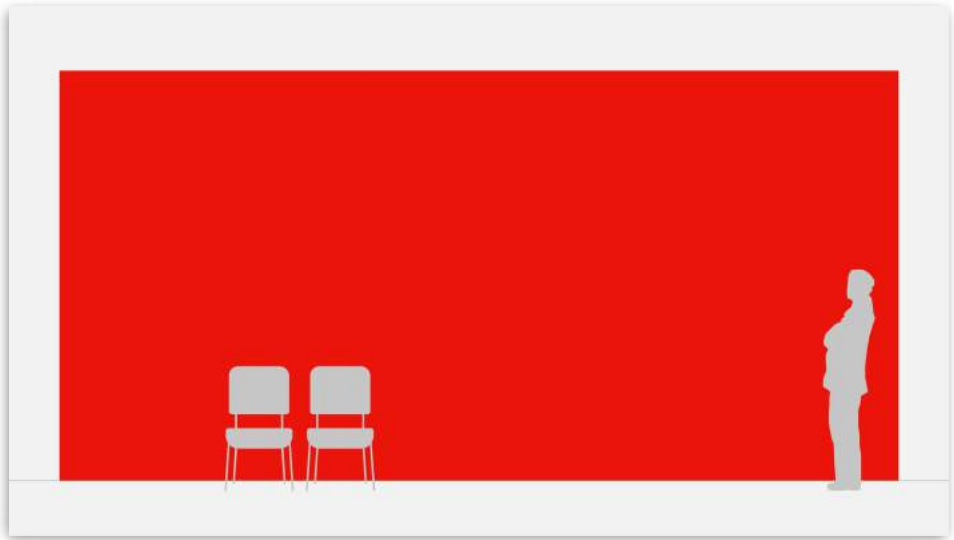
Option 4 Photography & Illustration

- 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

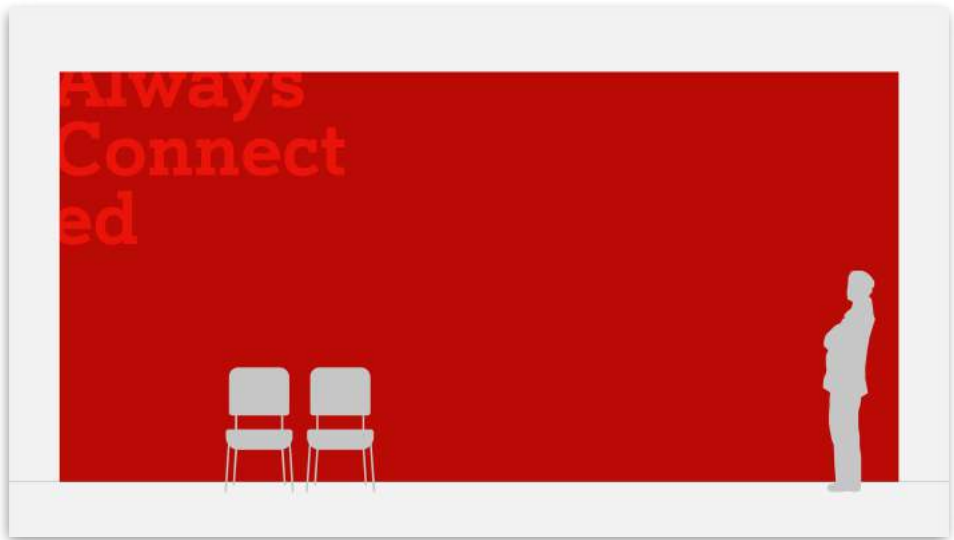
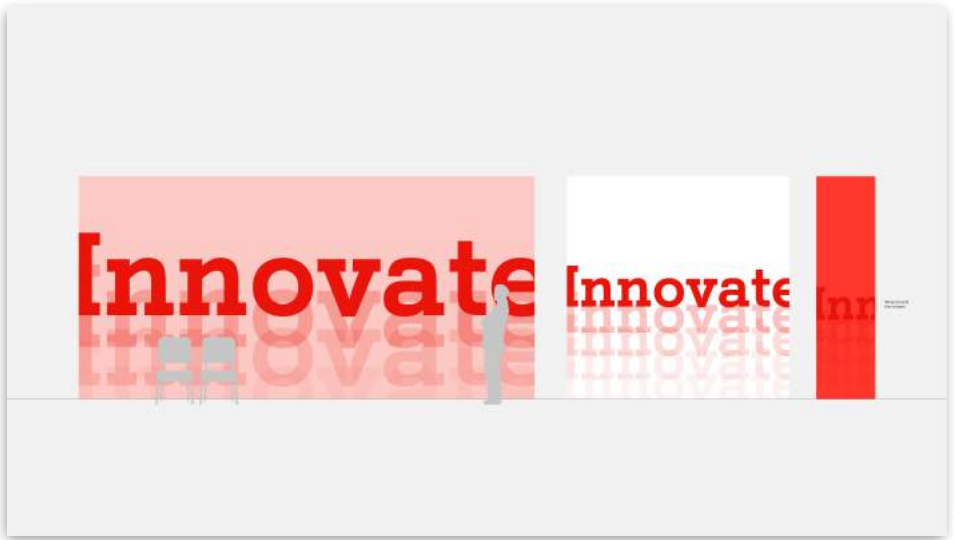
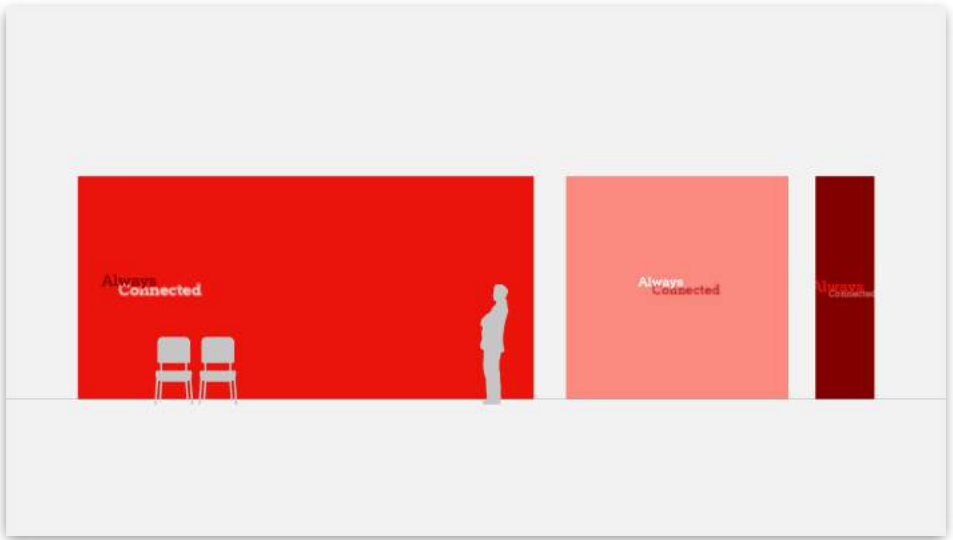
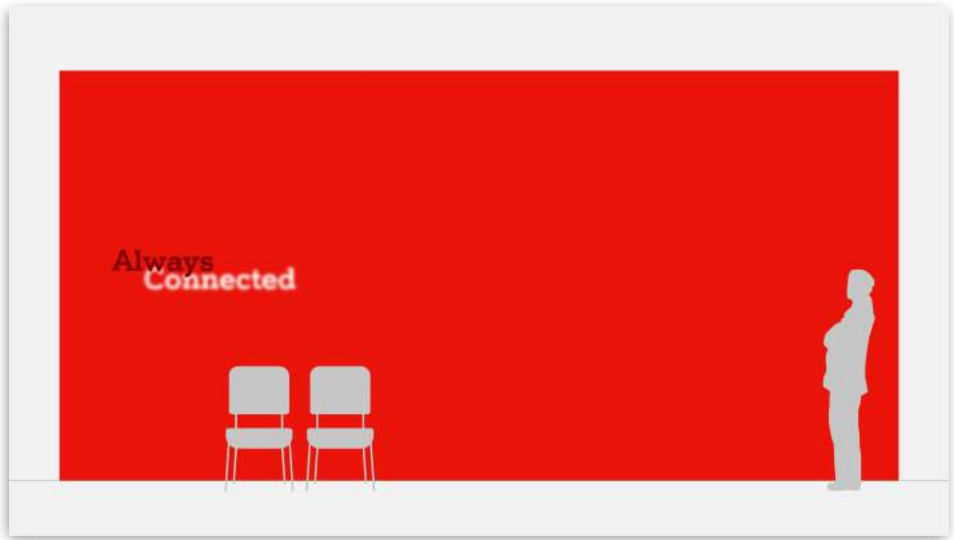


Small corridors / Narrow spaces

-  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

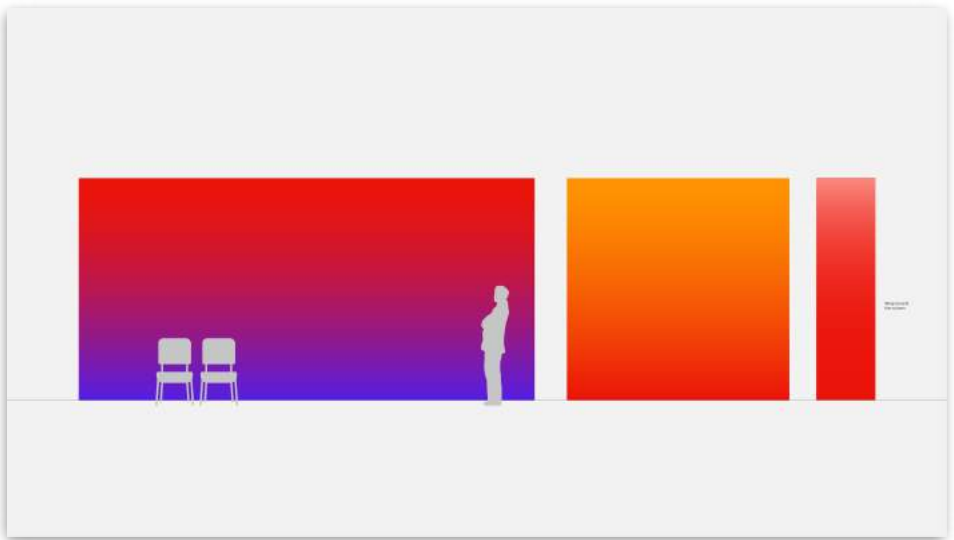
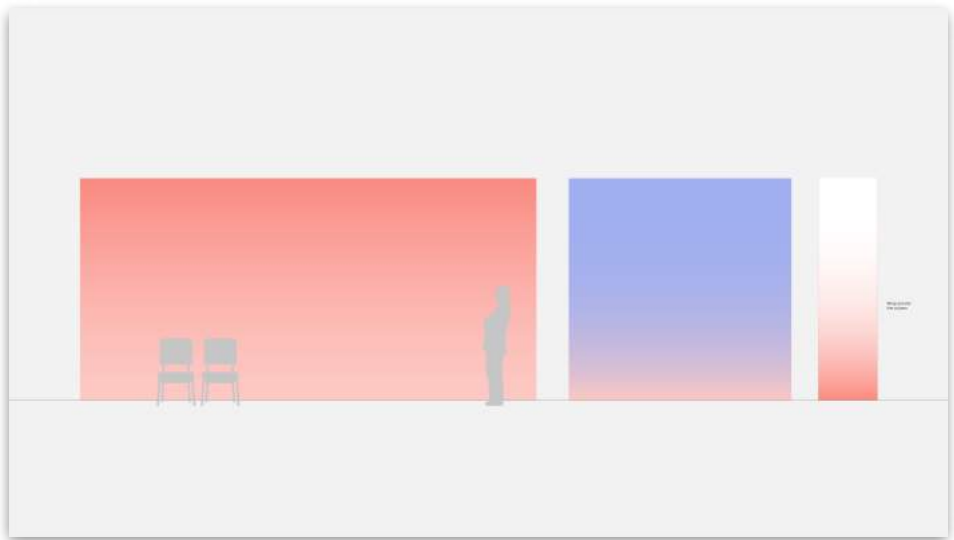
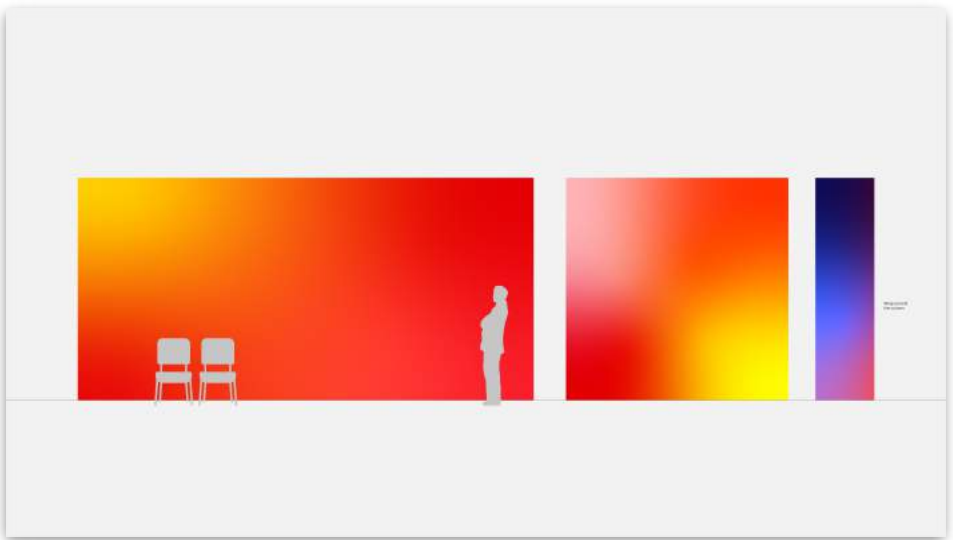
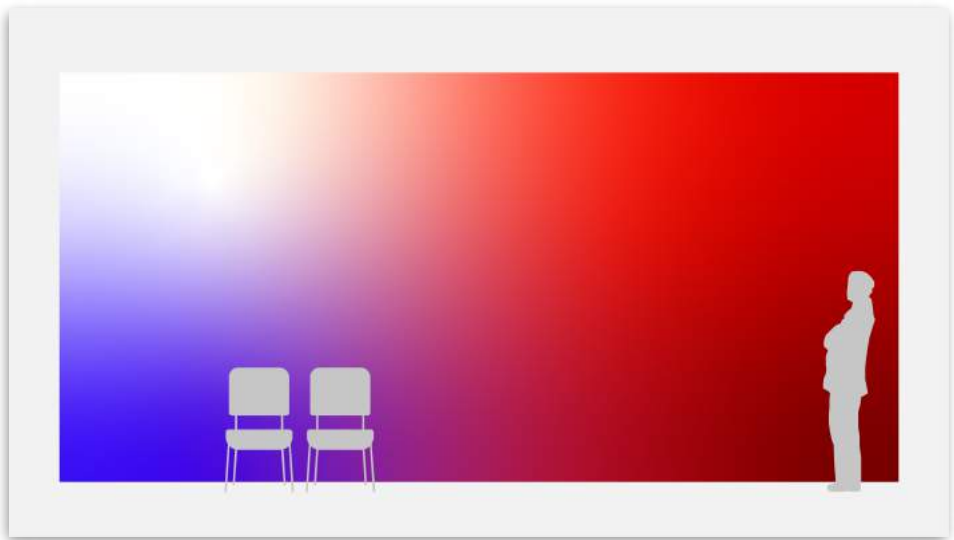
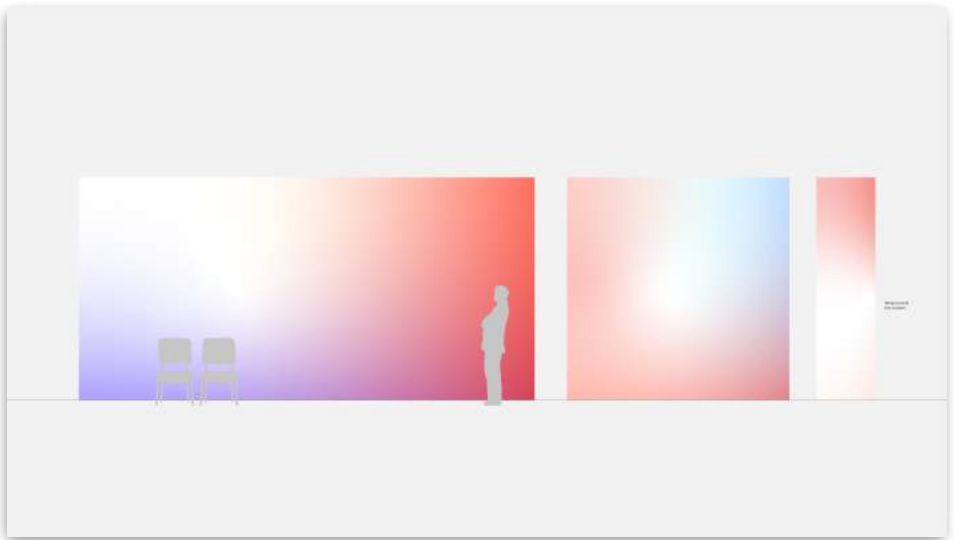
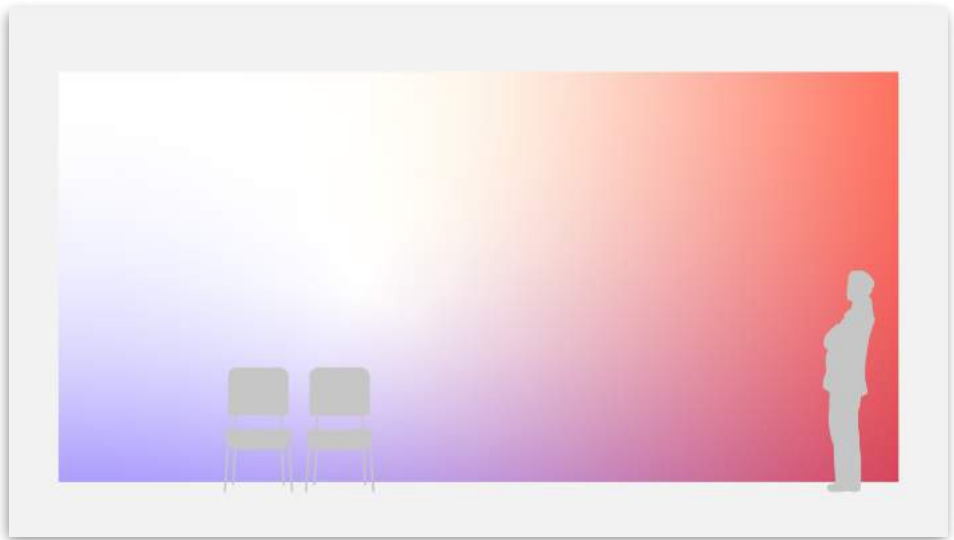
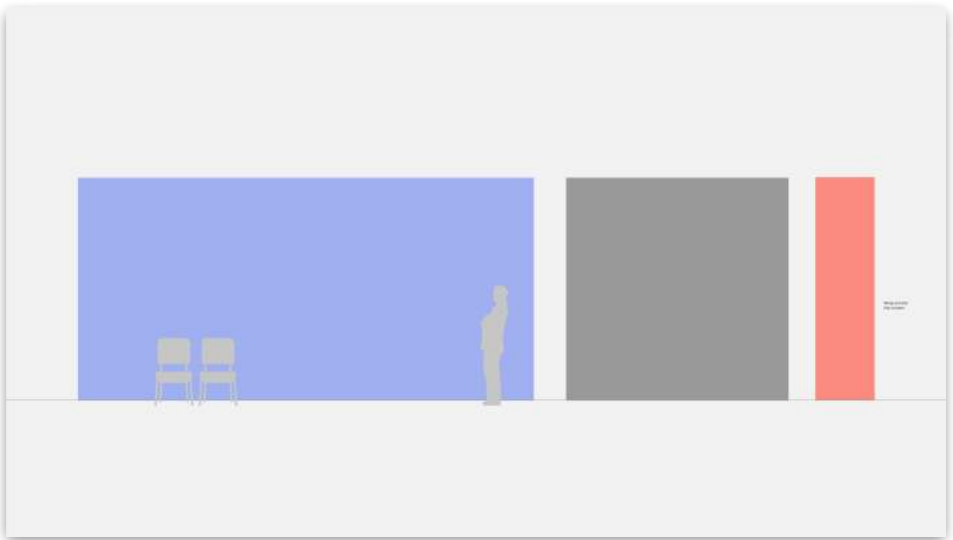
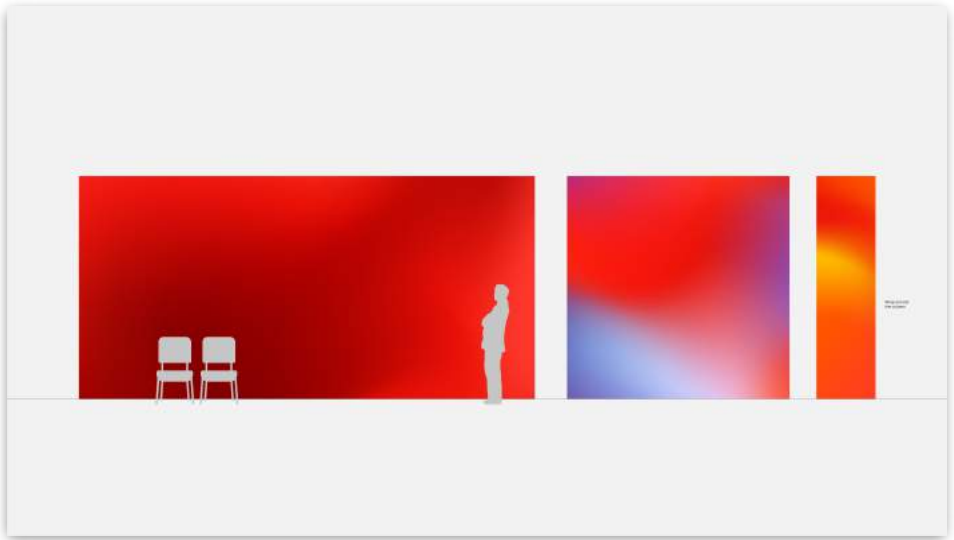
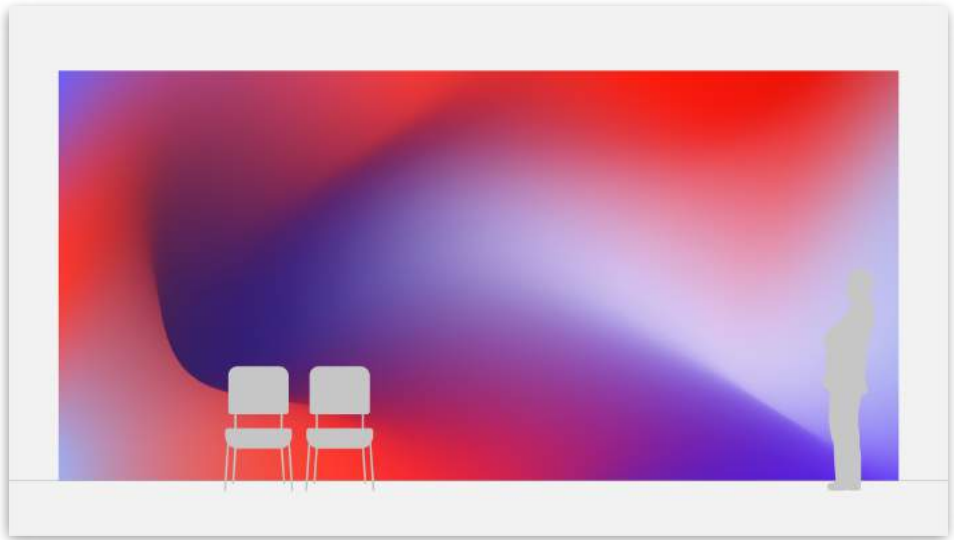
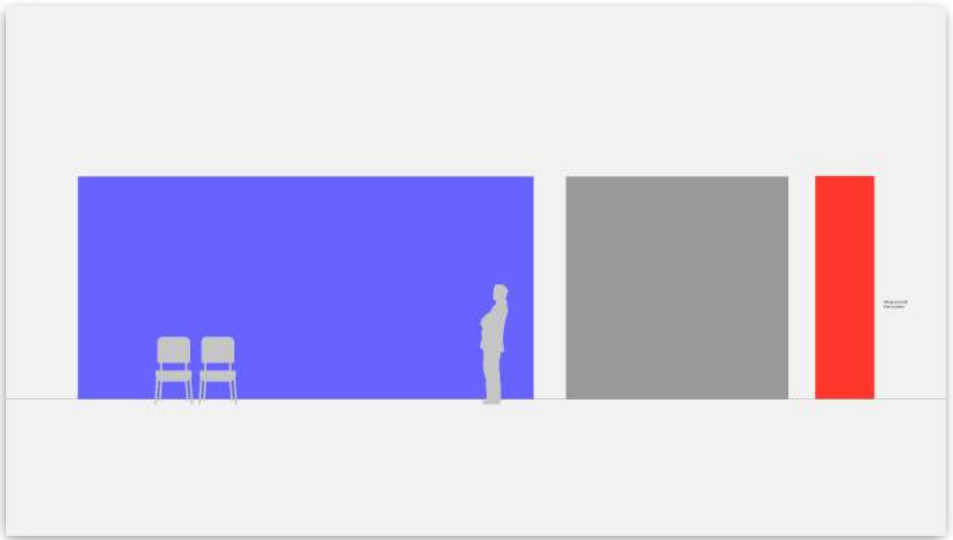
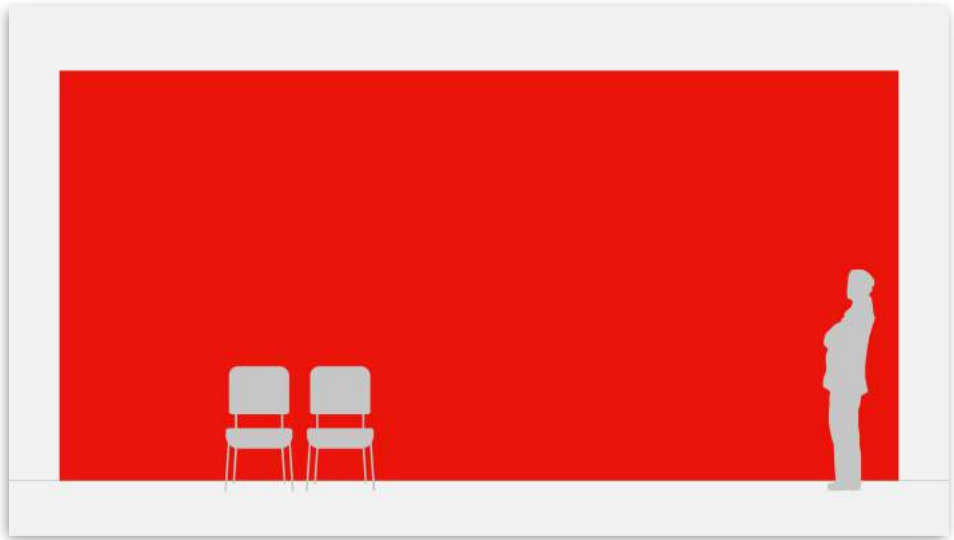


Copy should be:
→ Motivational
→ Directional or Indicative



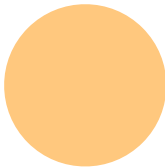
Option 2 Colour & Gradients

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

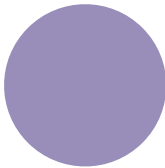


Summary

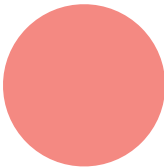
Summary



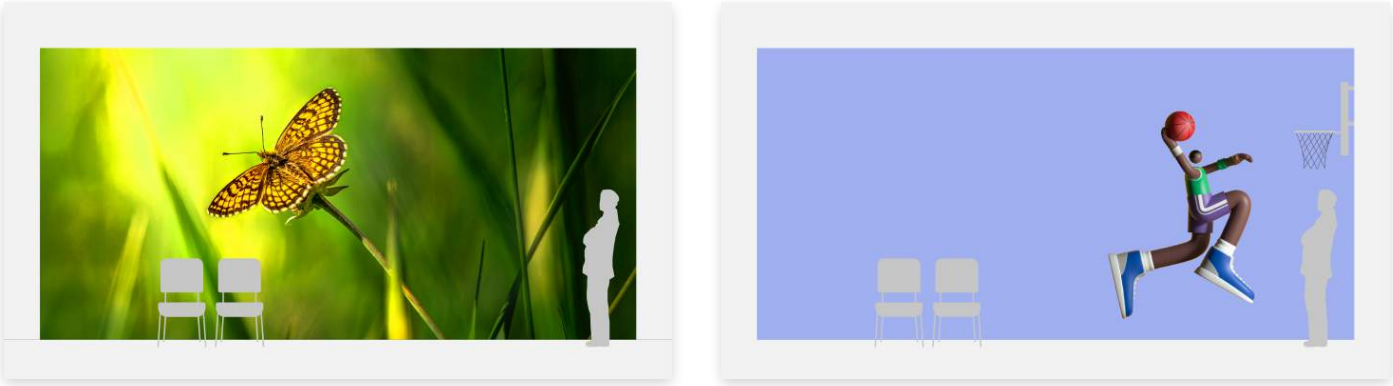
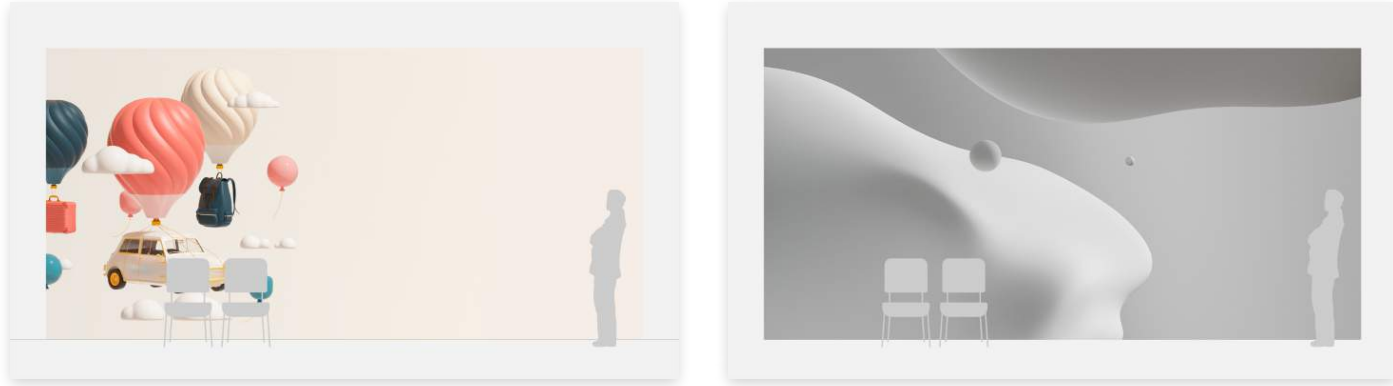
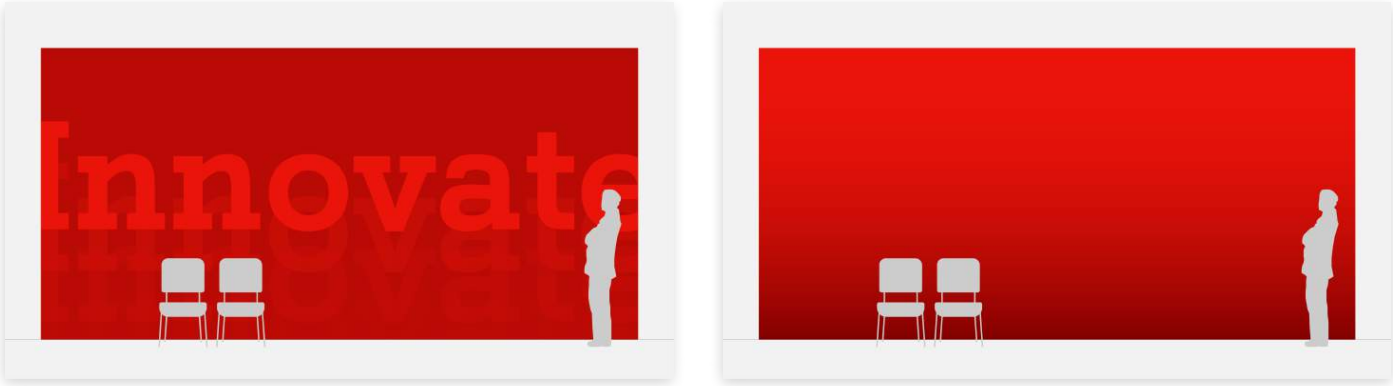
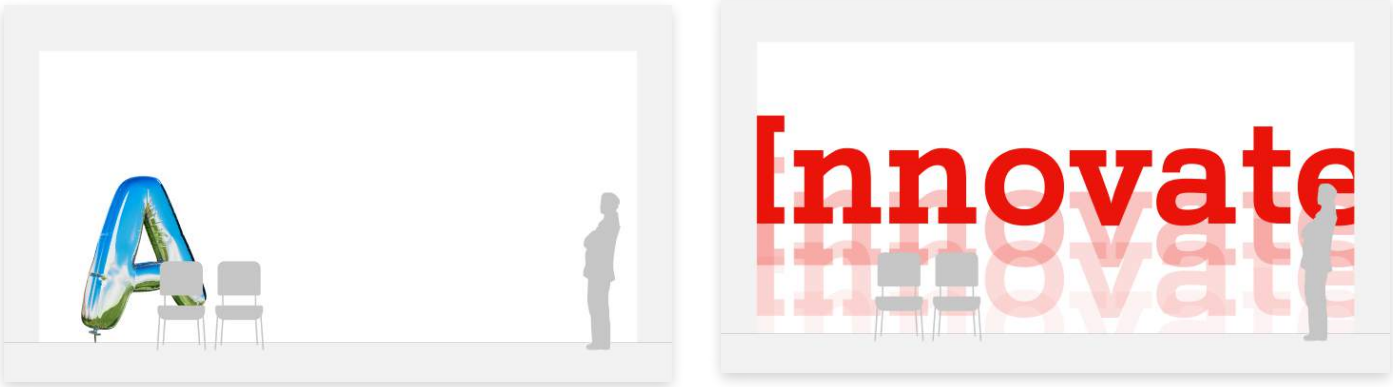
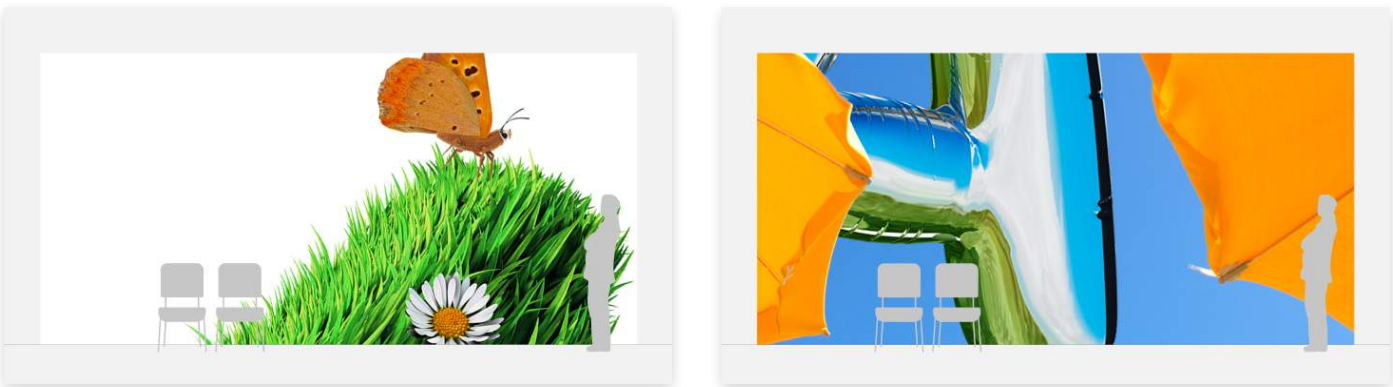
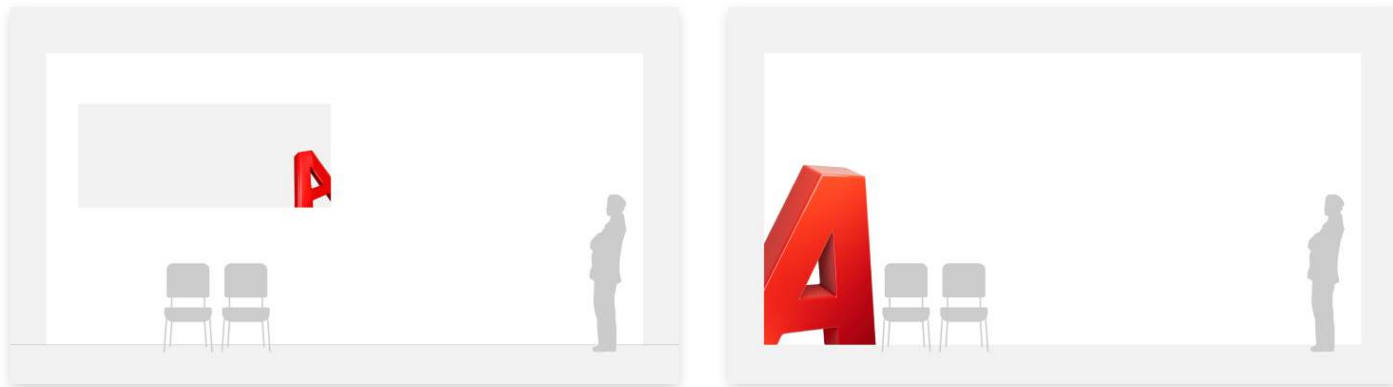
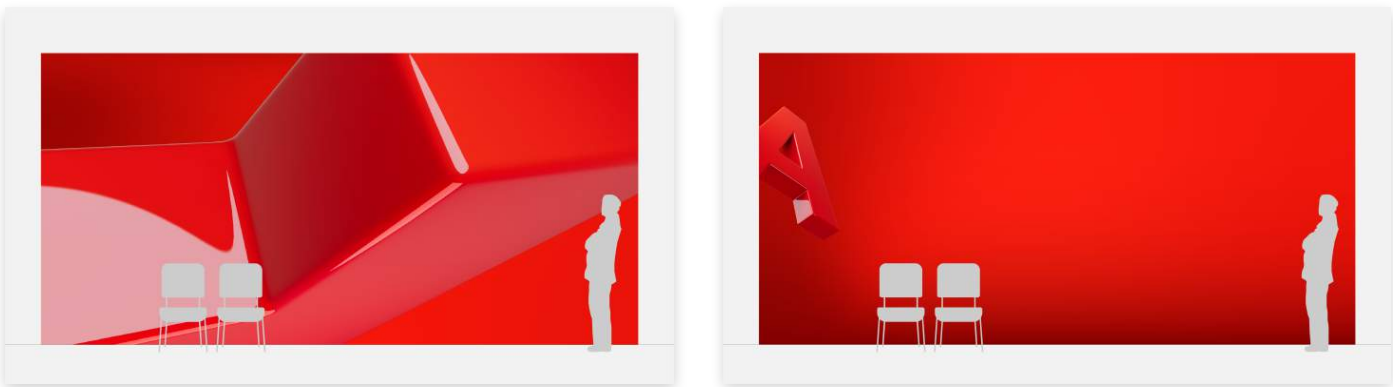
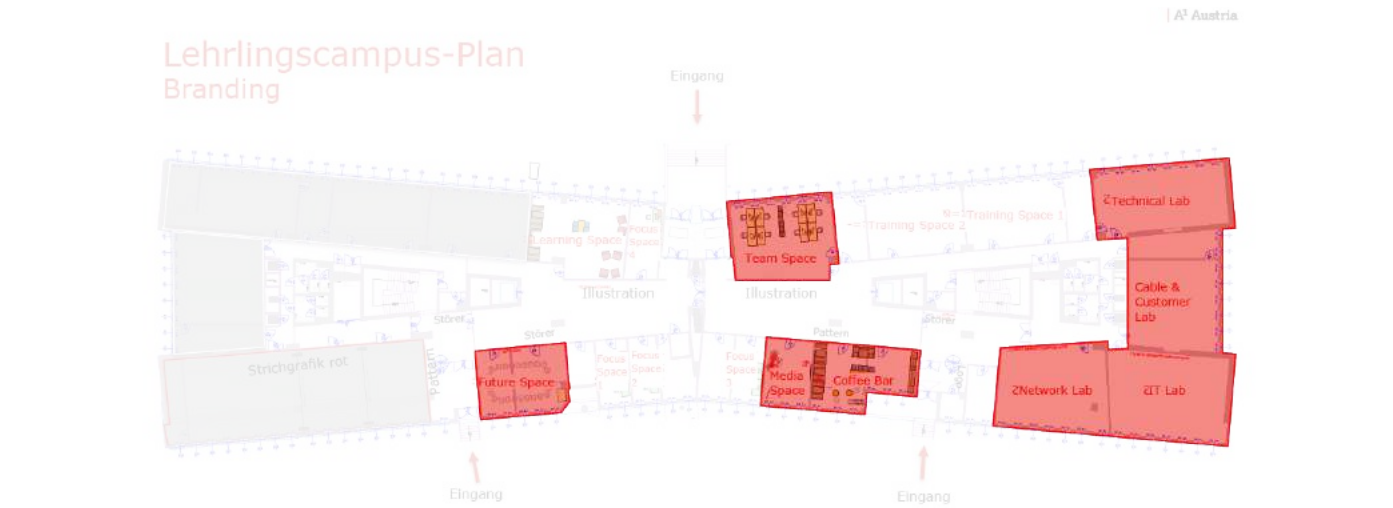
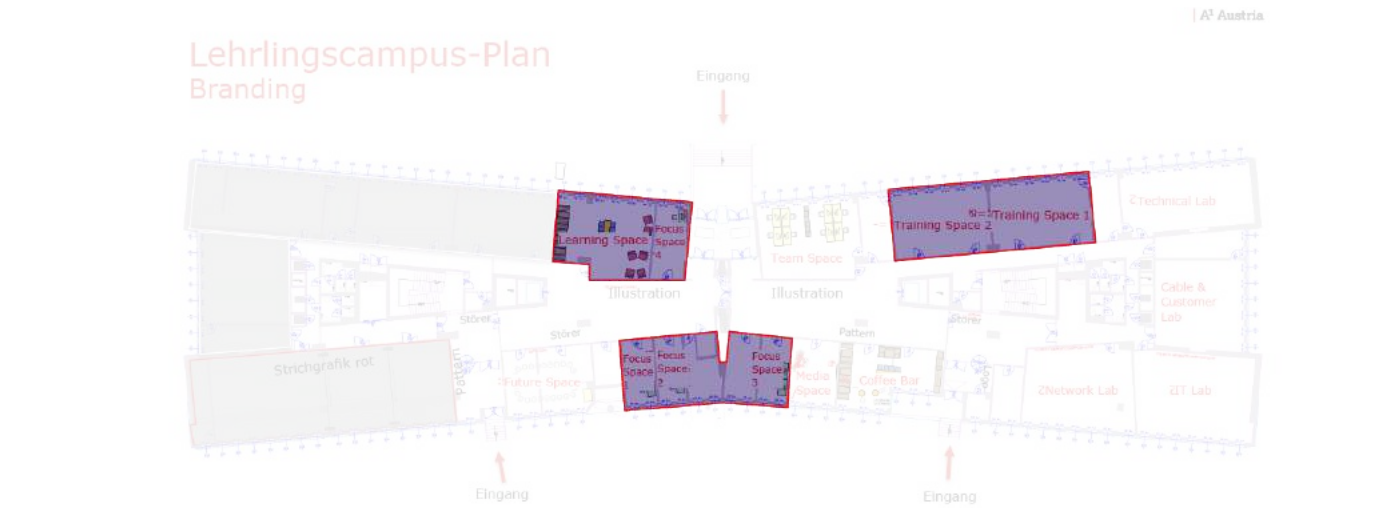
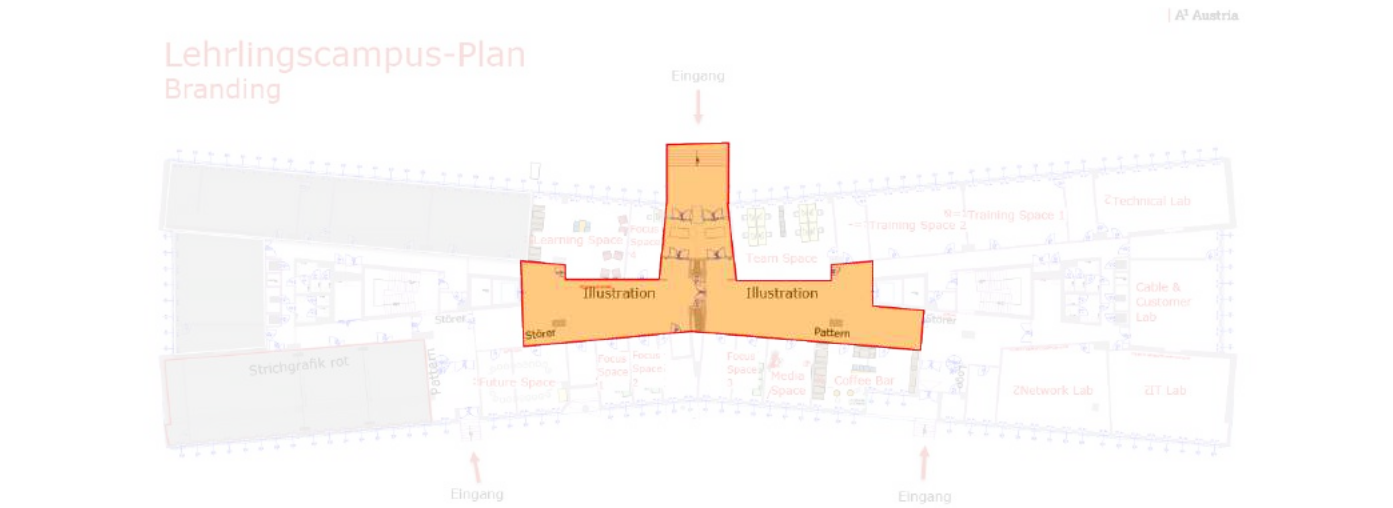
Large common areas / Entrance halls



Focus / Learning areas



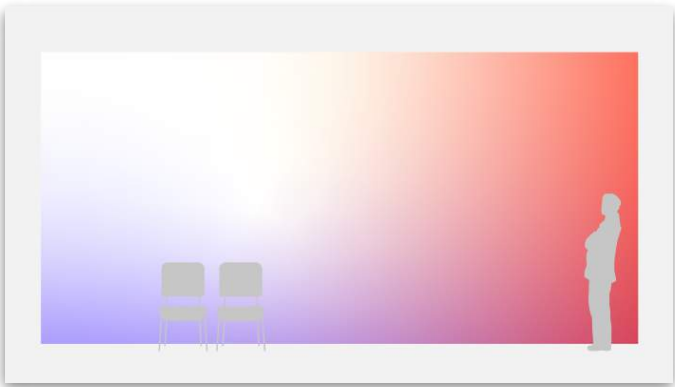
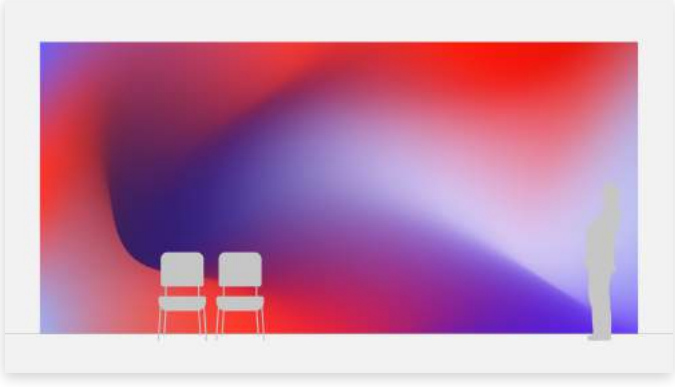
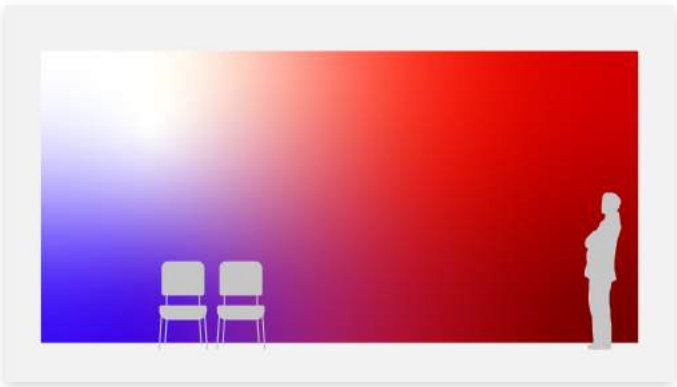
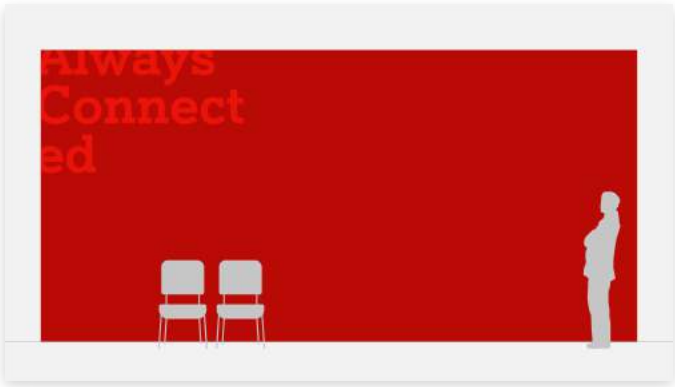
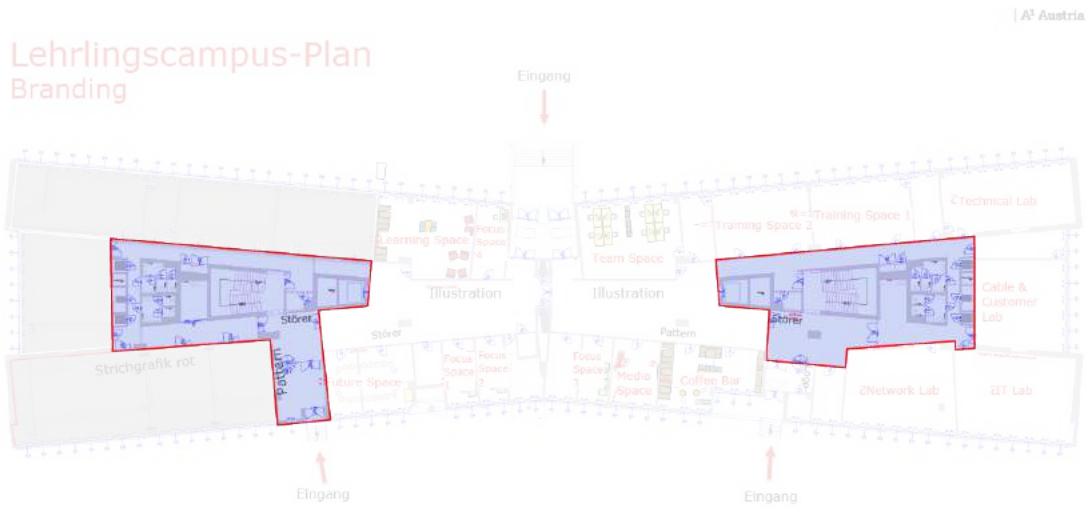
Team working / Social areas



Summary



Small corridors / Narrow spaces



References



Thank you