

Case Study- Facilities Project Management/ Program Integration -Architecture/ Design Coordination

Situation: Large multi-national corporation desired a refreshed brand /recognition at it's campuses around the world for customers, employees and shareholders. Branding makeover included marquee and way finding signage at multiple gateway access points and along vehicular roadways.

Action:

- Engaged executive leadership team to understand expectations
- Examined current value of "goodwill" in existing brand
- Coordinated with urban planning, traffic and branding consultants to create a menu of options
- Evaluated the dynamics of pedestrian, vehicular and rapid transit circulation
- Involved the corporate security division to enhance perimeter security technologies as part of the solution
- Established cost for a phased global implementation, beginning with headquarters site
- Standardized a 'kit of parts" that could be produced and combined in a variety of ways to address the needs of diverse sites around the world, while maintaining the brand recognition

Results:

- Fresh, innovative signage and security provisions replaced the decades-old branding, gates and fencing
- Introduced a way finding scheme that honored the company founders with street/ driveway names
- The new concept was fanned out to international sites and to new acquisitions, creating a consistent theme and recognition
- Improved the safety of pedestrians and cyclists
- Enhanced the security of employees and service providers