

COLUMBUS BUSINESS FIRST

topic:

How can you tell your company's story?

advice:

Whether it's your employees or visitors, when people come into contact with your organization, it's important that your brand "speak" in your space. Anyone who walks through your facility should be told your story and more importantly, understand it. A question that you're probably asking is, "How do I tell my company's story?"

The answer to that question is complex, because no two organizations are the same.

Here are three ways to get your message across:

- 1. Strong Identity:** An organization will work to ensure that their messaging is evident in their facilities from floor to ceiling, sometimes with the help of experiential graphics professionals. If you work for a small or large organization, enlisting a team to do an analysis on your existing brand can help you figure your brand out.
- 2. Strategic Brand Placement:** Sometimes, incorporating your brand in strategic areas can reinforce your messaging, and give employees and visitors a sense of place. From flooring, paint and to the signage on the wall, there are many ways that you can reinforce a message.
- 3. Wayfinding:** It can be tricky to help visitors and new employees navigate your facility. Creative wayfinding, using customized design and materials, can help give people the right experience as they move about within an organization.

There are many ways to help bring your brand to life in the workplace; however, it can be difficult to know how to start. Using the tips above, you can begin to plot out how you can give your brand an increased voice in the workplace.



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