

HOPEWELL WORKS

HEADQUARTERS + WORK LABORATORY
COLUMBUS, OH

BRANDING CASE STUDY
WORK ENVIRONMENT



**Continental
Office**

Property of Continental Office TM



OVERVIEW

Hopewell Works is a modern gathering space that enables individuals to connect, work, and grow. Ultimately, it is a new concept of co-working spaces that shares characteristics of traditional working environments, wellness studios and social clubs.

Designs throughout the space were derived from their Hopewell Native American namesake to create a comfortable, modern branded experience that feels connected to their core beliefs and values. Branding designs focus on texture and pattern to enhance the open space.

DESIGN

Geometric shapes, natural textures, and over-sized photography work together to create a down-to-earth vibe for this work environment.





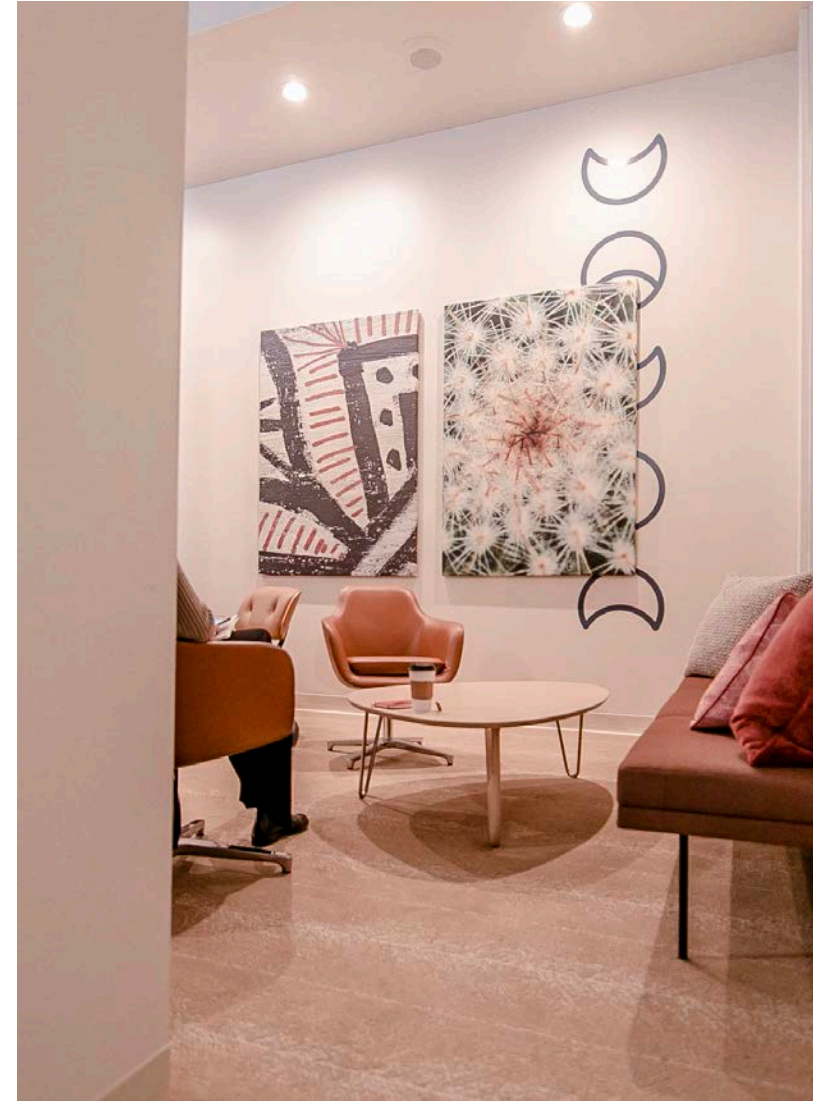
LOCAL ART

Art made from natural materials, such as these wooden painted feathers, build authenticity.



WALL COVERINGS

Vinyl wall coverings with natural textures and patterns bring life and color to conference spaces.



LAYERING

Nature photography layered on vinyl graphic elements creates an aesthetically enjoyable space.





CUSTOM SOLUTIONS

A unique dimensional logo solution uses twine woven around a metal frame to foster a natural look for the brand.



WAYFINDING

Circular wooden blade signs easily direct guests to specific moments in the space.



GLASS ACCENTS

Geometric vinyl accents on internal windows play the dual role of adding privacy and branding to enhance the space.