



Environment |



Approach:

With plans to move three subdivisions into a shared five-story building The Ackerley Group approached GIRVIN with the task of not only providing necessary wayfinding and identification signage but also of telling the stories of three individual entities through environmental branding. The three brands had the common heritage of their parent organization, The Ackerley Group, but the three had little else in common.

Result:

We created a series of curved graphic panels to be the common canvas for each of the three groups to express their personalities. All components of the signage and environmental branding program were designed in such a way that their messages could be easily updated.

