

BRANDING WALL

Visual Portfolio

Function and Concept:

Displays team accomplishments. Reflects and showcases office identity, mission and work product.

Typical Floor Area:

Typical use of wall, no additional floor area needed.
Additional floor area needed for display shelving, if desired

Technology and Furnishing:

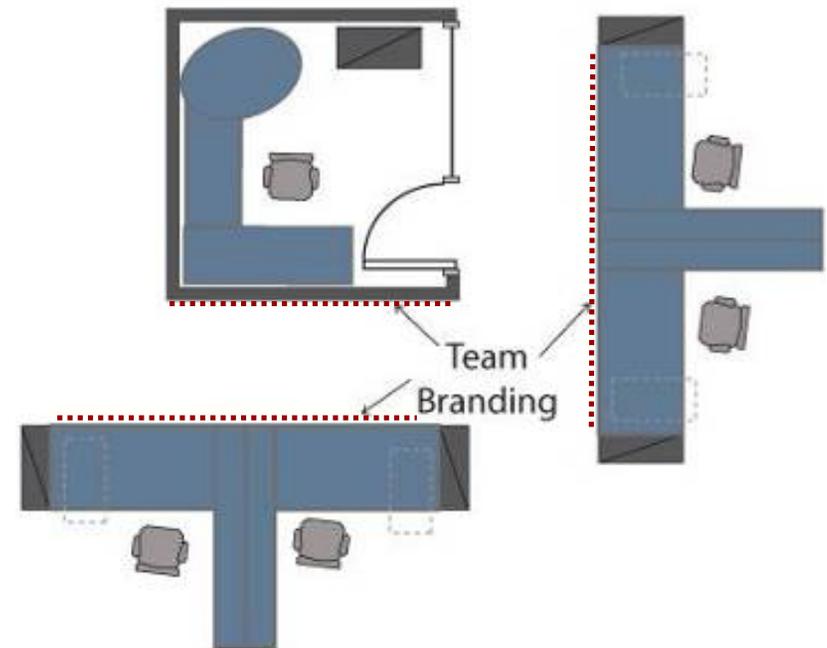
Provide wall surface- may be flexible or permanent. Use of technology varies, such as the use flat screen monitors for scrolling display.

Adjacency and Access:

Located close to entrance and/or main hallways for high visibility. Preferably centrally located with the group it represents. May also be located close to cafeteria, reception, entrance and/or main hallways for high visibility. Shared by department, floor or agency. Proximity to collaborative areas or rooms is preferred.

General:

Could be used as a divider between team spaces. May include general organization or department specific branding/identity. Maintenance (update of material) is very important and should be clearly assigned to a team or individual.



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US Coast Guard, Oakland



GSA PBS, Denver