

DECEMBER 2022

WORKSPACE TALK

Connecting People & Workspaces

Articles of Interest on Space Utilization and Management Issues

Thank you for your interest in this installment of the State Properties Commission's *Workspace Talk*, a periodic newsletter that shares articles of interest to professionals and agency administrators with space management responsibility.

This issue will provide a synopsis of and link to a few articles discussing how an agency's office(s) can reinforce a brand that an agency has developed. From colors, symbolism, logos, and beyond, companies have incorporated their company's culture into the design and layout of their offices. For some agencies, particularly those with heavy public interaction, these ideas could provide a basis for making the agency more easily identifiable to customers, and reinforce the philosophy of the agency to staff members. Not all agencies have a brand, and SPC does not advocate for or against having one, but it is hoped to spark ideas in either case.

The articles summarized below, and available via the embedded links, provide ideas to consider as administrators make decisions about branding. If you or your agency leadership would like to discuss this topic in more detail, please do not hesitate to reach out to Lee Nelson, Assistant Director, at 404-656-5550 or lee.nelson@spc.ga.gov.

Mark your calendars for the 2023 Real Estate Management Advisory Team meeting on the morning of January 25, 2023. This year's event will be at Chattahoochee Technical College's North Metro Campus. Details coming soon!



How a Company Creates a Brand

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Investopedia | November 2022

This article is a brief introduction to the elements of a brand. While not specific to integrating brand management into the office environment, knowing what elements comprise a brand and what it means to an organization is important to making an impact most efficiently if and when branding becomes a part of an agency's strategy.

Below are a few interesting findings the article mentions as important to branding:

- * Consistency of message to both employees and customers, extending to the quality of services provided.
- * Product differentiation. While State agencies may not have competitors in the typical sense, highlighting the most attractive aspect of an organization's services is important.
- * Being creative in messaging ideas.
- * Make an emotional connection, as people want to see how the services an agency provides can help better their own life and their family's lives.
- * Monitor the brand. Periodically, make sure it is up to date and all agency communications and materials stay on message.



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How to Incorporate Branding Into Your Office Design

Glenside Group | 2022

This article echoes many of the basics of branding but applies them to the workplace, specifically the design elements of the office. Sticking with “Branding 101”, logos and colors are two of the most straightforward components, but it also brings up the “ideology” of the organization, which in this case means core values. Showcasing these values, for example through graphics that are reflective of its work, or highlighted visuals of actual projects goes a long way towards emphasizing what an agency is about.

This article is from a brand management consulting company based in England.

How to Make Your Office Space an Integral Part of the Brand

[Click here to view full article](#)



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Just Creative | November 2019

A thorough look at how to integrate branding dynamics into an organization’s office. One piece of advice the article mentions is to ensure the branding effort tells the story of the organization rather than simply mimicking a mission and values statement. This can be accomplished through emphasizing the philosophy of the agency or using imagery to highlight the services provided instead of generic images.

Other branding elements include:

- *Color, which all the other articles also consider important
- *Furniture selection, as the style of furniture (traditional, modern, industrial, sophisticated, etc.) can create specific ambiances (reliable, innovative, etc.) for staff members and customers alike
- *Accessories in the office
- *Office Layout, which can reinforce a brand identity, for “...lots of closed doors and private working spaces may match a brand that places emphasis on a discreet service, but it sends the wrong message for a brand that claims to take a collaborative approach...”

The author includes several examples and pictures of companies with strong branding efforts – not that a state agency will have the budget of a Google, but that is one of the examples.



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Office Space Design: A Look at Branding Your Company's Workplace

Women's Business Daily | 2022

This is an interview format article with a branding consultant that includes helpful tips on implementing a branding program into space design. The goal of branding is to create a seamless, unified experience across the board - when your clients set foot in your office, it feels like the website they were just on, which felt like the social media they were researching, which felt like the phone conversation they had with the receptionist. Every interaction they have with the brand should be unified in look, sound, and feel. This unity creates loyalty and trust for customers. The article also addresses concepts including working within a limited budget, branding tactics to avoid, and the importance of incorporating smaller, lesser elements into the overall look, and avoiding clutter.