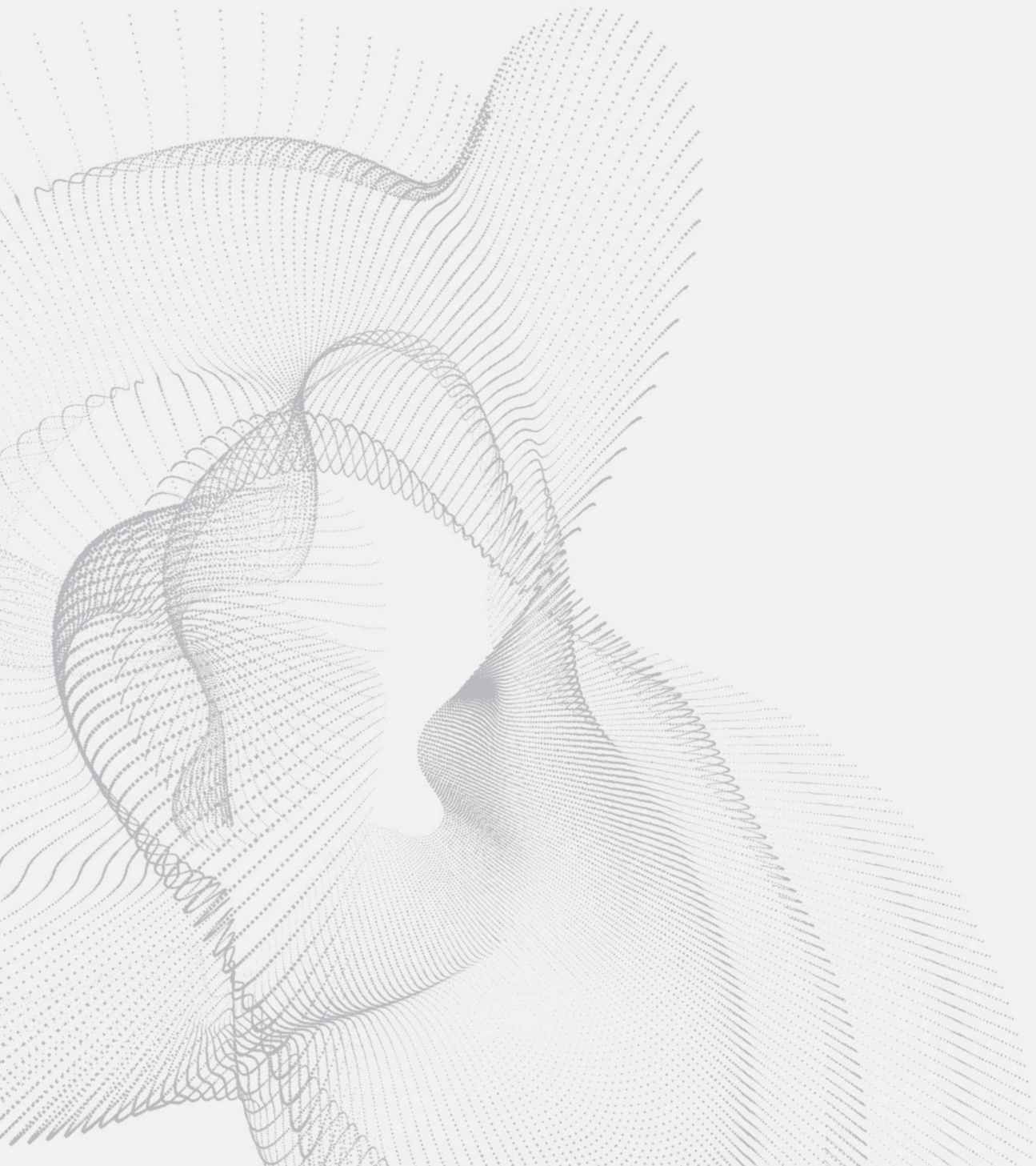




Branded Environments

Using space
as a medium
for message



Integrated Project Services

AT CORGAN, WE VALUE AGILITY IN PROBLEM SOLVING.

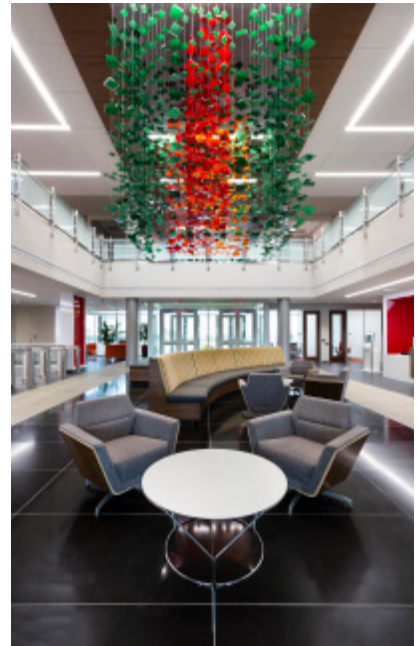
We listen to understand, evaluate, and challenge research, and are attuned to all that's going on in the world. Using our integrated project services model, we build responsive teams comprised of designers, researchers, and experts in trends, communication, and strategy. Together, beautiful and hardworking solutions are created for your company.

What is a branded environment?

A branded environment leverages physical space to communicate an organization's unique message. We seek to connect users with meaningful experiences giving greater purpose in an increasingly visual world.

WHAT DOES THAT REALLY MEAN?

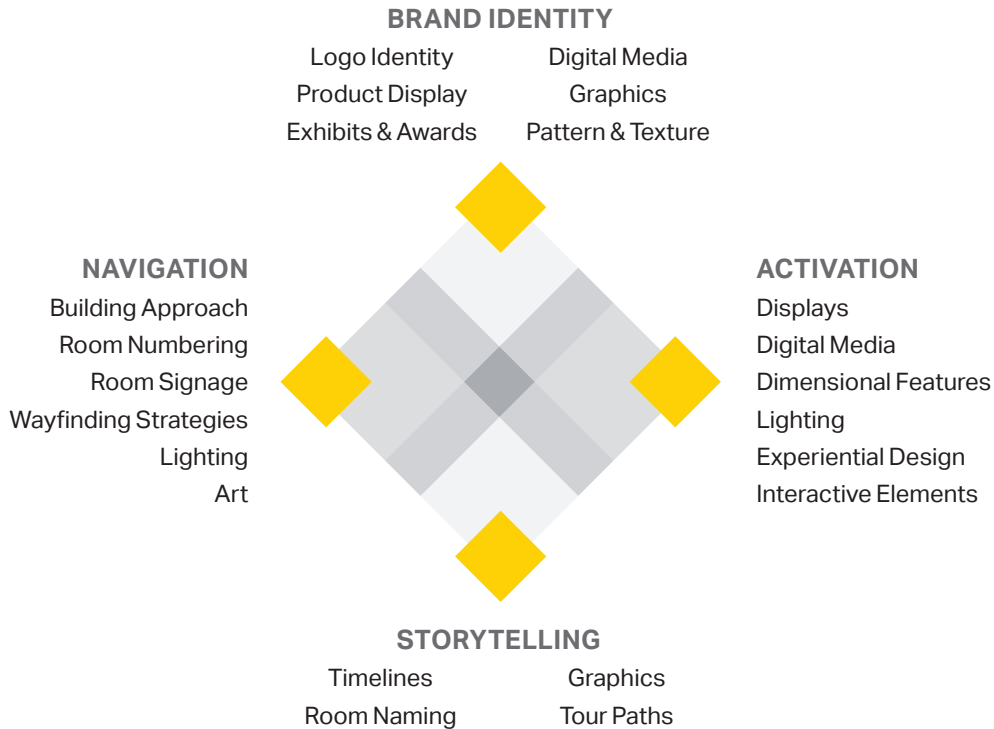
It means that we translate your existing brand into three-dimensional touchpoints. A branded environment acts as a showcase of your culture, mission, values, and services to visitors and internal users. Our creative team finds ways to communicate visually who you are, what you do, and what is important to you. A branded space will have a direct influence on the user's experience and overall engagement level, making you more connected to your employees and more successful.

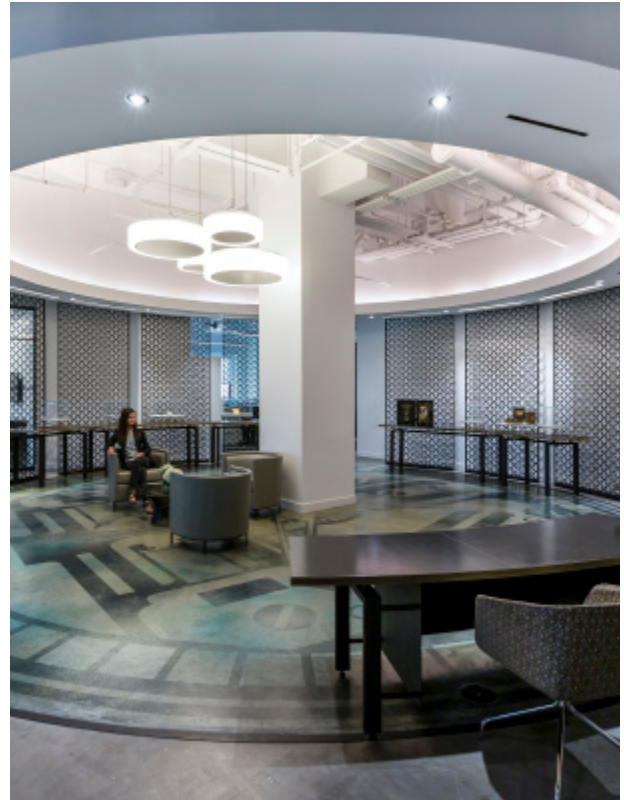
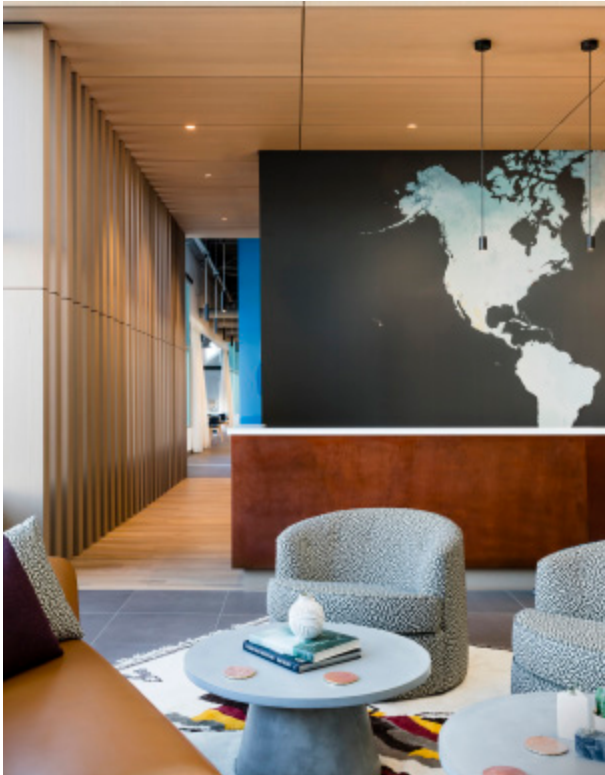


What does it look like?

Brand can be expressed in infinite ways because every brand is unique. From static graphics to interactive elements, a branded space is an activated space; it is functional but also meaningful and memorable.

Success requires a deep understanding of the existing brand, a targeted approach to telling your story, solving navigation and wayfinding challenges, and activating spaces to bring greater purpose to the design.





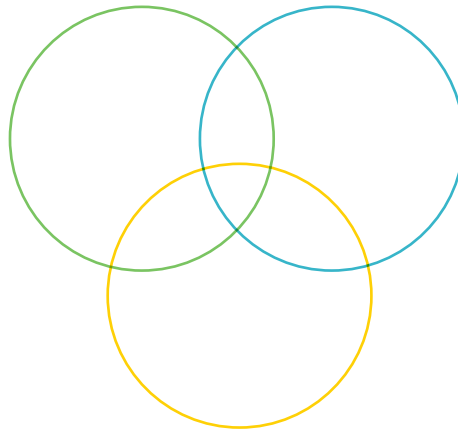
Why Corgan?

We are creative, three-dimensional thinkers who understand the human experience and work collaboratively with the core design team to provide integrated solutions. We believe integrating brand into the project process yields the most successful and creative results. Initiating the brand conversation early can provide insights for our design team and establish an internal dialog around what stories need to be told, what information needs to be collected, or even inform the type of facility.

Our Branded Environments Team is made up of interior designers, graphic designers and environmental designers. We understand the nuances of project delivery and the details required to coordinate projects at a variety of scales.

ENVIRONMENTAL DESIGNERS

Multi-disciplinary
Creative Thinker
Wayfinding & Signage
Experiential Designer



GRAPHIC DESIGNERS

Detail-oriented
Creative Thinker
Communicator
Visualizer

INTERIOR DESIGNERS

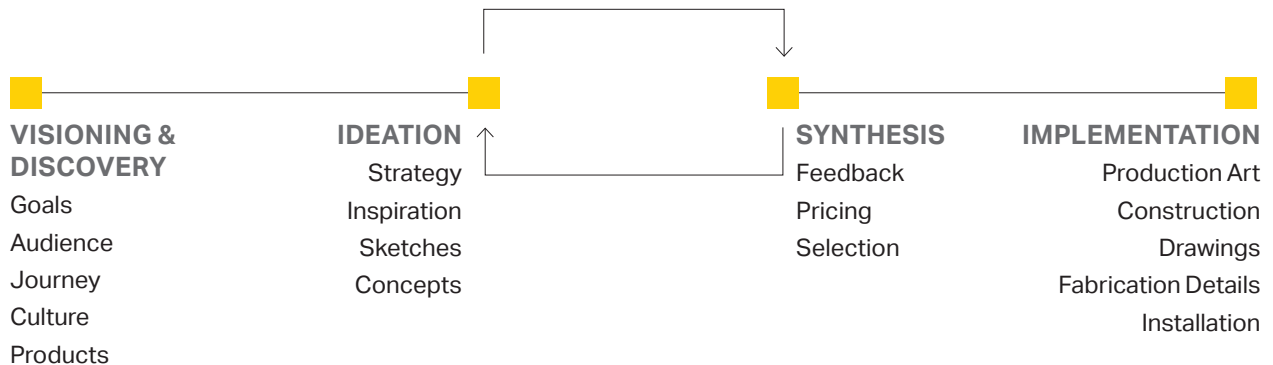
| | |
|------------------|---------------------|
| User-focused | Multi-disciplinary |
| Creative Thinker | Construction-Minded |
| Problem Solver | Technical |

Our Approach

To take people on any kind of journey, you first need to know where they are coming from. We begin by gathering data to understand your existing brand. We see value in establishing a foundation that includes an extensive understanding of project goals, company culture, the user's journey through the space, and potential locations where brand should be expressed.

We then process everything and start high-level ideation. This phase casts a wide net of solutions which can be narrowed down based on a variety of factors, including complexity, value, price, and brand appropriateness. Synthesizing these variables with client feedback informs the initial design and propels the project from a conceptual stage into an implementation stage. At this point, we'll have a better sense of preferred elements and what they will take to implement.

Implementing the concepts can involve graphic designers, interior designers, architects, and specialty fabricators. Solutions can require design and creation of production-ready art, construction documentation, lighting, and even audio-visual coordination. We utilize mock-ups, test prints, and renderings to help finalize the designs, then coordinate construction and installation directly with fabricators. We believe that project team consistency is key to your success, which is why you'll work with the same team from visioning through construction.



BSN Sports Headquarters Relocation

The heart of the game: reflecting multiple brands.

BSN Sports acquired an existing facility and needed it to reflect their brand and impact they have on coaches and student athletes. The BSN team desired a space dedicated to *who* they serve, rather than *what* they sell. The space reflects that impact for each of their four signature brands: Varsity Sport, Varsity Spirit, BSN Sports, and Herff Jones. The client wanted to pay homage to the company's humble beginnings, reflect their growth over the years, and highlight their

mission statement and tag line "The Heart of the Game." Design elements such as the "Impact Room," graphics, decorative lighting, furniture, mannequin displays, dimensional quotes, a coaches' gallery along a walking track, and a large feature wall in the atrium space provide visual reinforcement of their brand. The elements serve as constant reminders of why each employee's role is critical to the success of their company.





EnLink Midstream

Dallas and Houston, Relocation and Expansion

Bringing consistency and a warm, inviting feeling across offices.

EnLink Midstream is an oil and gas provider in North Texas who desired a more consistent brand message and elevated aesthetic for their offices. Transitional design elements give the space a warm and inviting feel. A scaled replica of a gas transportation system paired with EnLink's service offerings is positioned in each lobby. Modular

"family walls" were designed to reflect the culture they hold close. A custom word cloud showcases words that reflect their culture as they make up the tagline "Energy to Life." Each of their five core values is strategically placed in areas where employees tend to congregate.





Stryker Communications Headquarters Relocation

Allowing branding and amenities to elevate the workplace and retain top talent for an employee-focused company.

As one of Fortune's 2016 World's Most Admired Companies and one of Fortune's 100 Best Companies To Work For, Stryker places high value on employee satisfaction. Corgan was engaged to make sure this new facility would accommodate their employees' needs and desires. Through visioning, Corgan uncovered that Stryker had been previously hindered by an inefficient space and was challenged to create a branding concept

that not only supports the employees, but serves as a sales tool. Visual touchpoints are strategically positioned along a central tour path, and include custom art pieces created by deconstructing Stryker's operating suite, a lightbox to illustrate Stryker's market differentiator, an operating room with Switch Glass, and applied graphics showcasing their process and history.

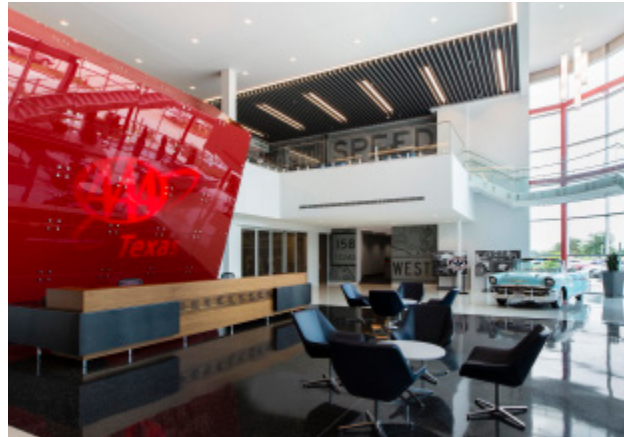




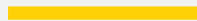
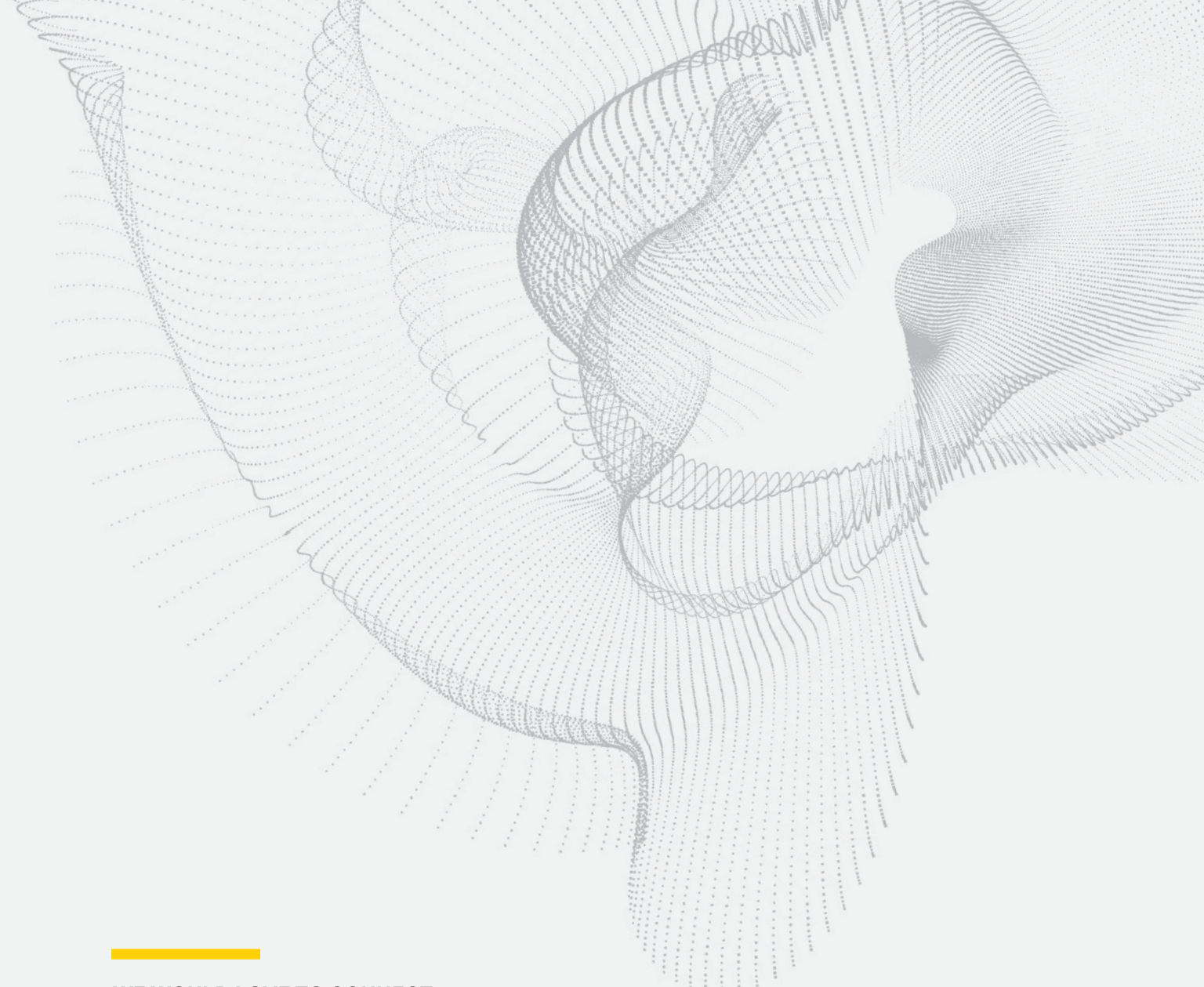
Why it Works

What can outweigh the impact of what your own employees think, say and do? Employees tend to work harder, smarter, and build longer-lasting relationships if they are inspired by a clearly-defined and articulated environment. To capitalize on the business potential of employee engagement, companies are exchanging values posters for an approach that enhances the employee experience, inspiring culture and creativity. By embracing your unique culture in a big way, the conversation shifts from quantitative requirements to qualitative experiences.

Are there any aspects of your culture that are truly unique or differentiating in your industry? Is there a story, rich in history, or encouragement that could connect your employees to something bigger and give them a sense of belonging? Could the renovation of your space be a catalyst to reinforce your brand and express who you are? Let us help you uncover the opportunities.



Make your story big enough to work in.



WE WOULD LOVE TO CONNECT.

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