

hlw

brandx

Meet brandx

Wayfinding, signage and brandxperts.



What you say with signage matters.

INTRODUCTION

Every day we are exposed to signage in our built environment. Universal symbols that are easily learned and remembered help us figure out where we are and give us options for navigating our world safely and efficiently. In interior settings, like workplaces, residences, and campuses, branded signage can do more than simply locate and direct: It can make people feel connected to the place.

HLW's brandx team specializes in creating elevated, code-compliant wayfinding strategies, signage systems, and brand experiences. We believe the best wayfinding and signage systems are intuitive, inclusive, flexible, long-lasting, and distinct to their location. In other words, you shouldn't have to stop to think about it.

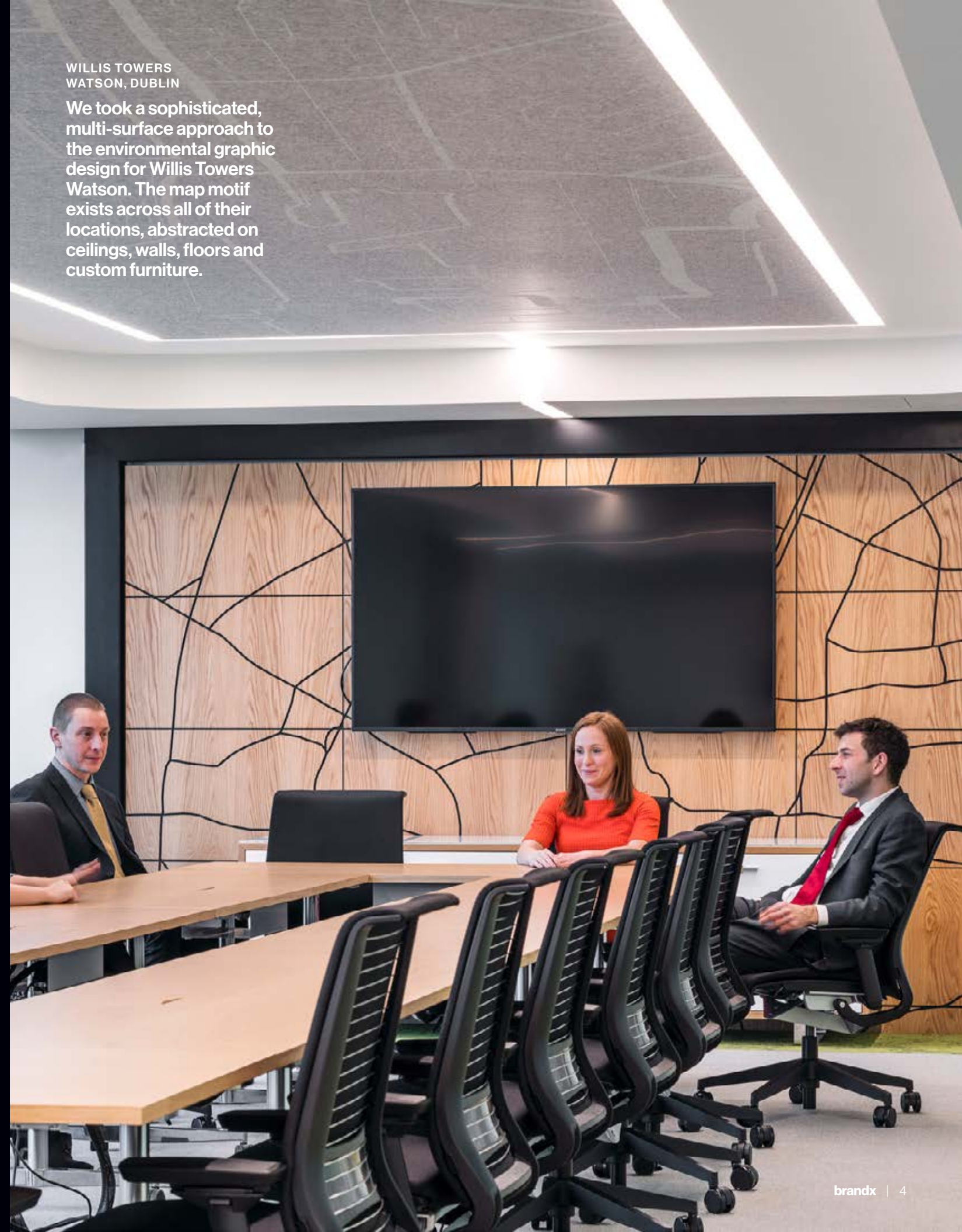
WHO WE ARE

brandx—an international team of architects, designers, and engineers—approaches designing signage with a few objectives in mind: clearly communicating practical information about a place and how to move around within it; translating a client's brand guidelines into three-dimensional space through logos, graphics, colors, and typography; and navigating cultural conversations around identity and ability with respect.

As the signage, wayfinding, and brandxperience team within HLW, we bring the same high degree of competency and passion to our work that clients have come to expect from the firm for over 135 years.

WILLIS TOWERS
WATSON, DUBLIN

We took a sophisticated, multi-surface approach to the environmental graphic design for Willis Towers Watson. The map motif exists across all of their locations, abstracted on ceilings, walls, floors and custom furniture.





WHY GRAPHICS

When it comes down to it, branded graphics are a super high impact, low cost way to tell people who you are and what you do.

ALMOST

60%

of people, don't know what their company stands for

WE REMEMBER

80%

of what we see, but only 10% of what we hear

PEOPLE ARE

10x

more likely to share their excitement about a place with unique design features, than those without

CLIENTS RATE THEIR EXPERIENCE

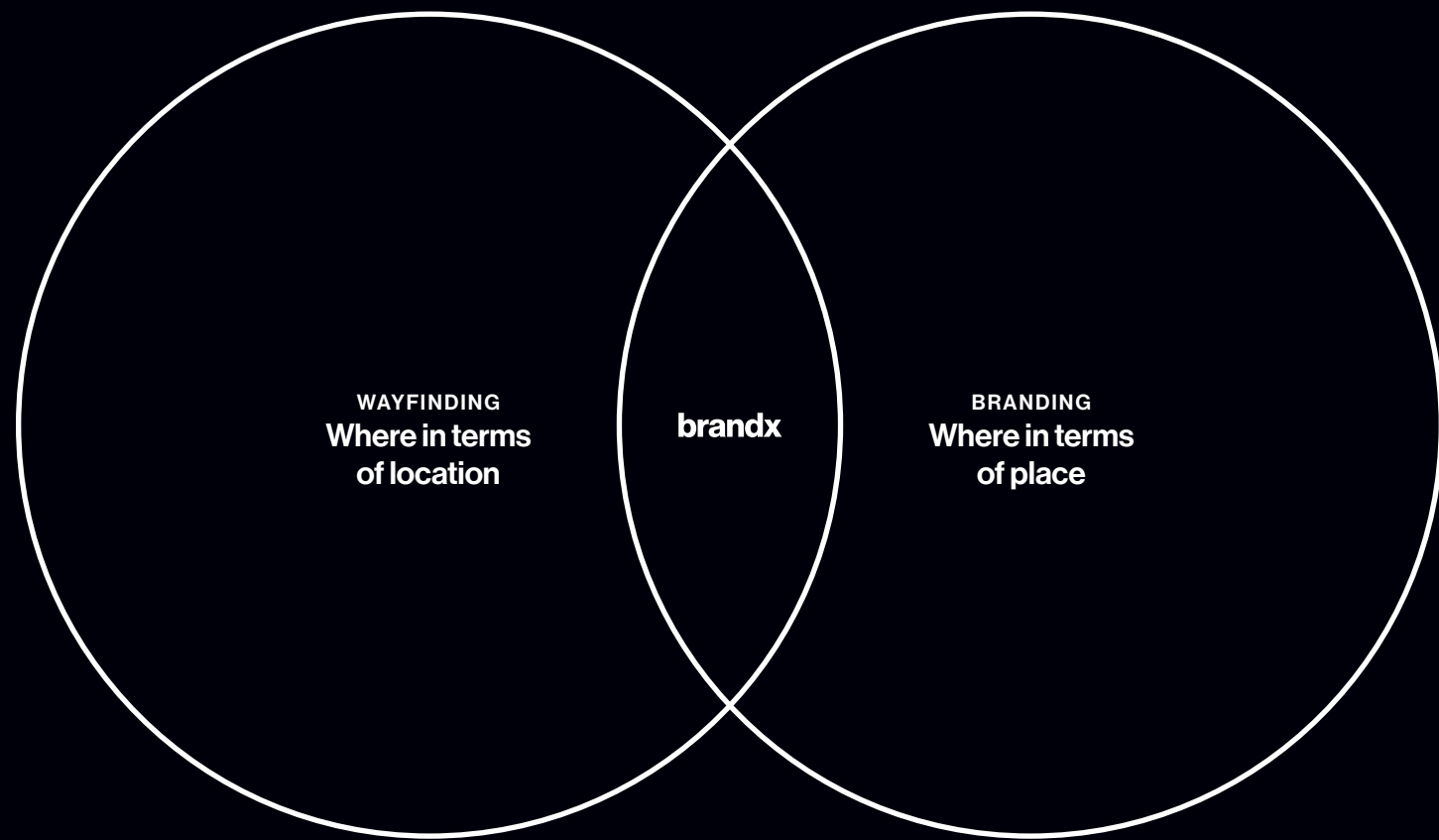
2x

higher when they feel it was "well designed and branded" than offices without consideration

PUT SIMPLY

Environmental graphic design is about knowing where you are.

Where in terms of location, and where in terms of place.



FORDHAM CAMPUS CENTER, NEW YORK

The new campus center celebrates Fordham University's energetic and high-tech culture, while respecting their decorated legacy and alumni.



ASPEN, NEW JERSEY

Clarity from Complexity™ and Creating Pathways were directly translated from this insurance company's business model into the space through linear graphics and clear signage.

Aspen



Clarity from Comp



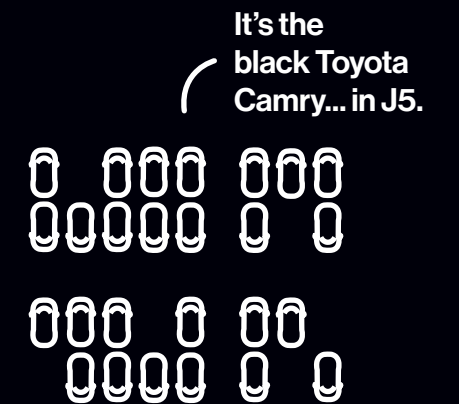
WHY WAYFINDING

Ever realize that odd numbers are always on the same side of the street?

We all interact with wayfinding daily, so it's best to base our strategies on existing systems.



HOUSE NUMBERS



PARKING ZONES



HOTEL ROOMS



STADIUM SEATS

SCHRÖDINGER,
NEW YORK

As a company that provides chemical simulation software, our team used scientific geometries, and a scattering of hidden notations within the signage design. Schrödinger emphasizes inclusive language throughout, making sure that their message is one of intelligence and acceptance.

$\psi_A - \psi_B = \int_0^1 \frac{\partial \psi}{\partial u} du = 2$

$E^{(2)} = (VQ^{(2)})_s = \Theta + 2 \Theta \Theta$

$|\phi_A\rangle\langle\phi_B| = |\phi_A\rangle\langle\phi_A|\langle\phi_B| + |\phi_B\rangle\langle\phi_B|\langle\phi_A| + \sqrt{E} = \rho_A[\rho_B]/\sqrt{E}$

$\frac{1 + \sin \theta}{1 + \cos \theta} + \frac{1 - \sin \theta}{1 - \cos \theta} = 2 \operatorname{cosec} \theta (\operatorname{cosec} \theta - \cos \theta)$

$\operatorname{rot} \vec{E} = -\frac{1}{c} \frac{\partial}{\partial t} \operatorname{rot} \vec{A} - \operatorname{rot} \operatorname{grad} \varphi$

$\psi = \int \psi_s(\vec{r}) U_s(\rho(\vec{r})) d\vec{r}$

$\epsilon = (K_2 - K_1) / (K_1)$

$C_v = \left(\frac{\partial U}{\partial T} \right)_V$

E

0

$-\frac{me^4}{8\hbar^2}$

$-\frac{me^4}{2\hbar^2}$

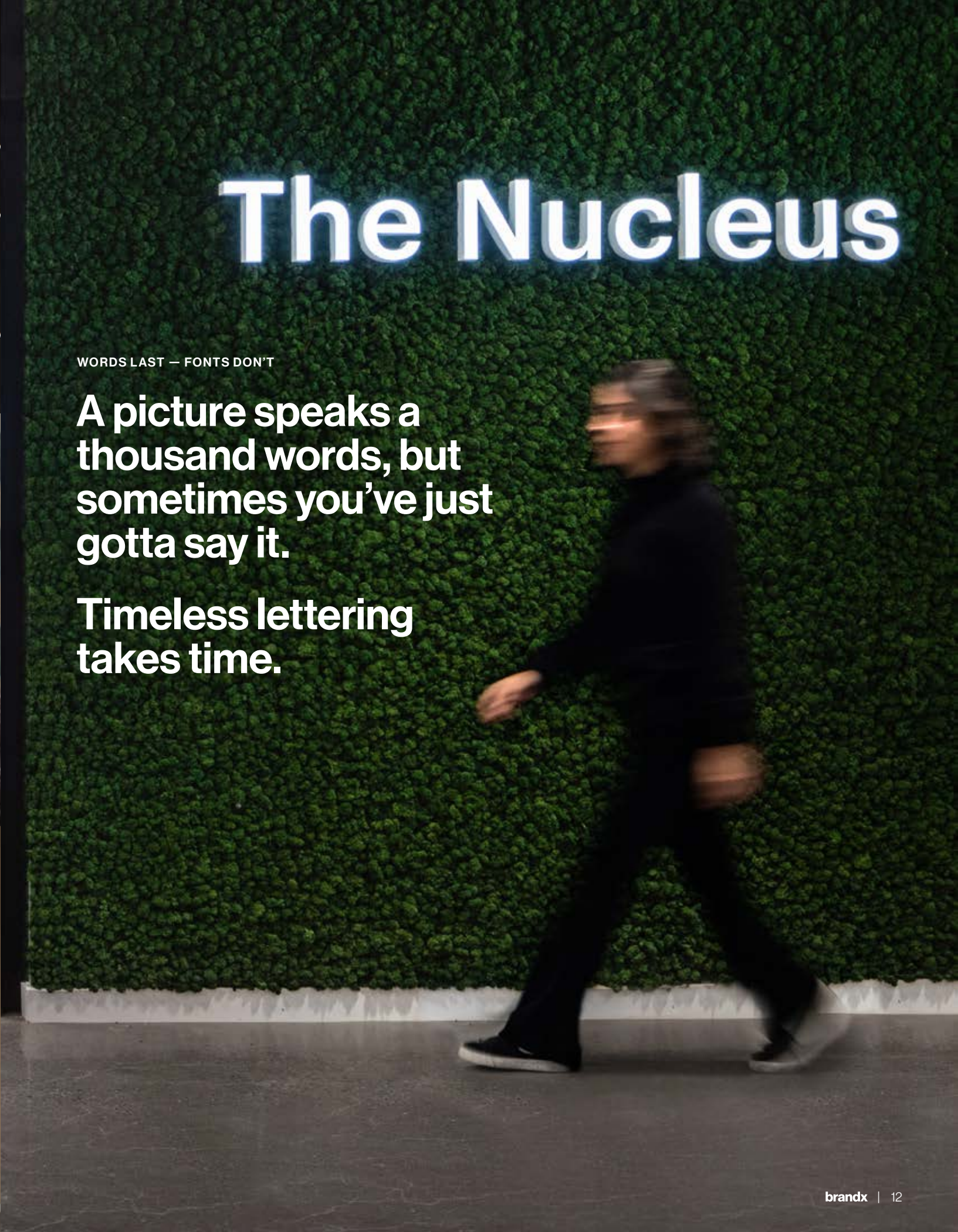
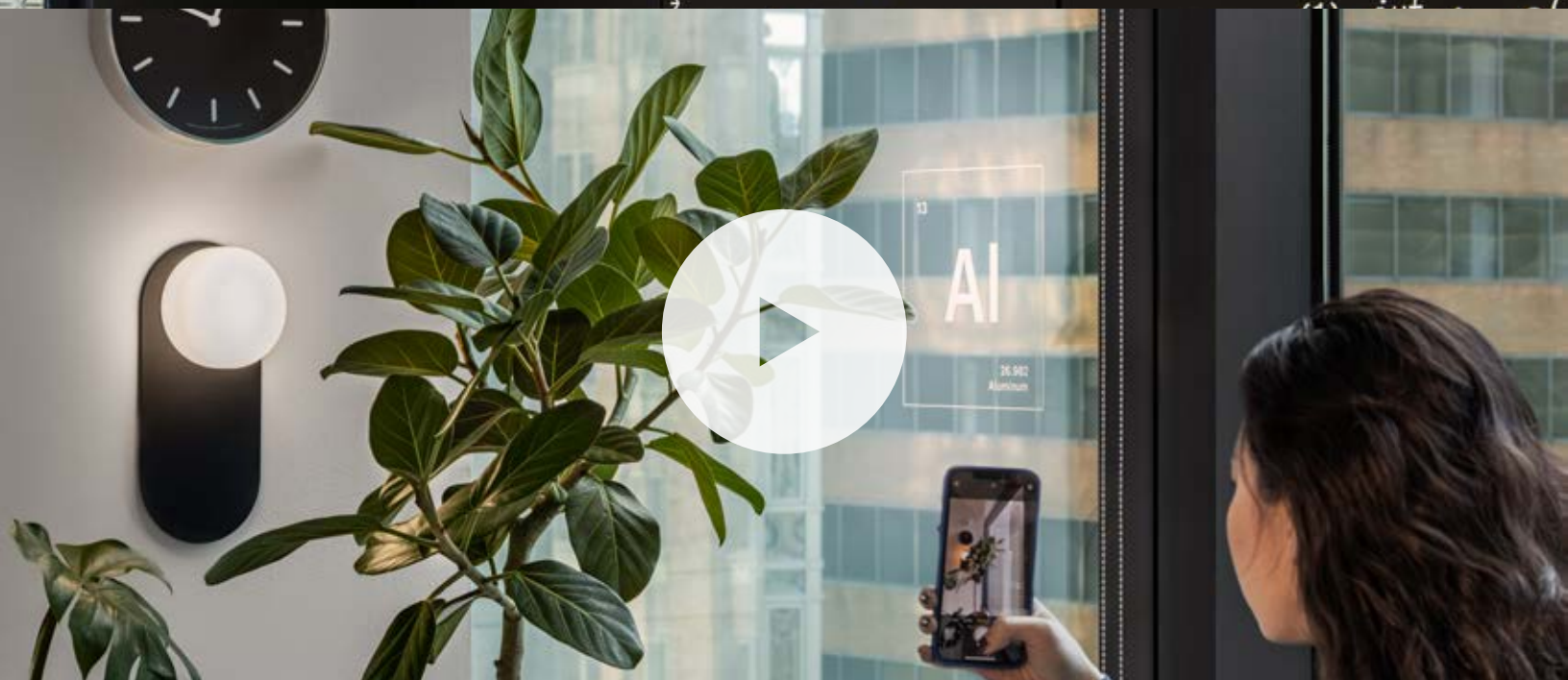
A B C D $\vec{\theta}$ $\vec{\phi}$

The Nucleus

WORDS LAST — FONTS DON'T

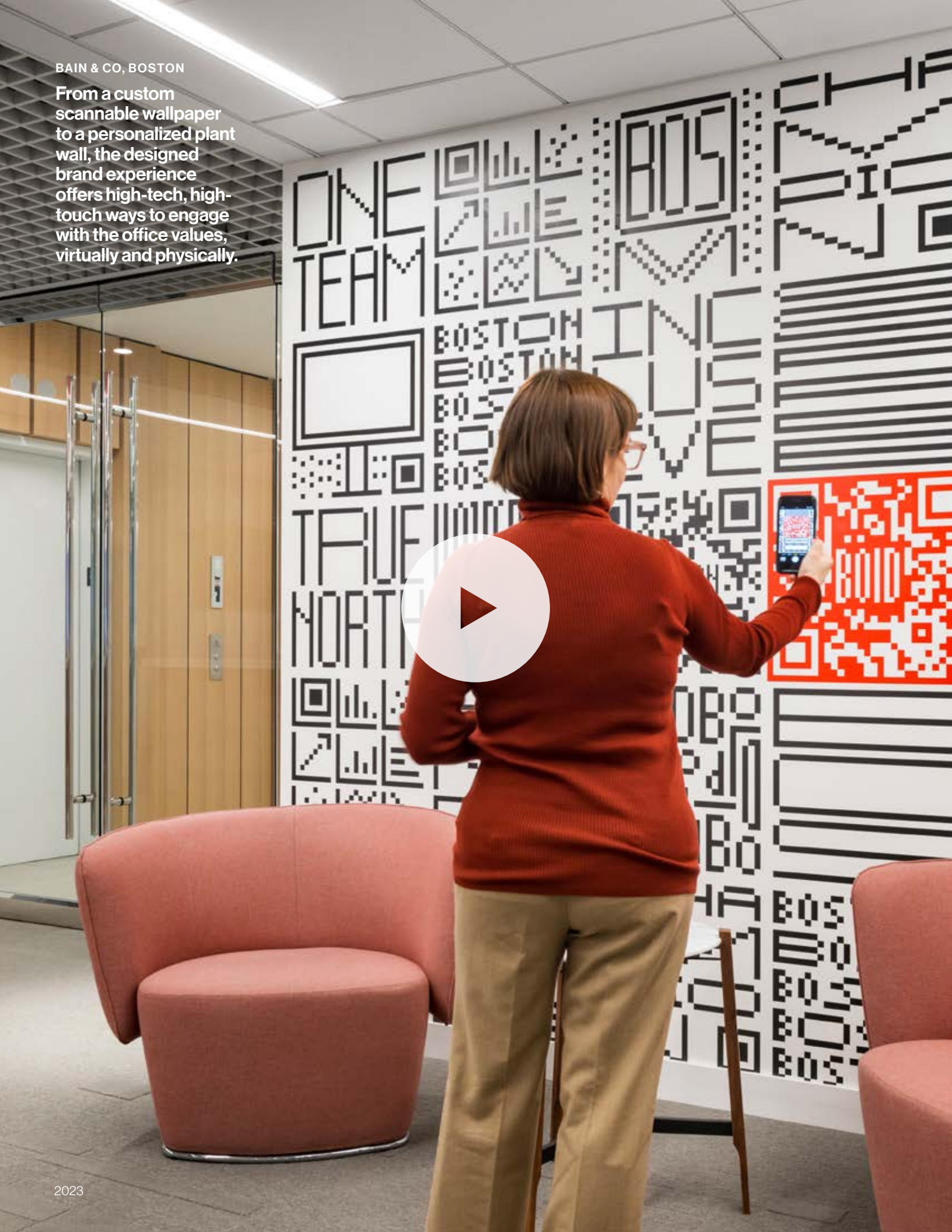
A picture speaks a thousand words, but sometimes you've just gotta say it.

Timeless lettering takes time.



BAIN & CO, BOSTON

From a custom scannable wallpaper to a personalized plant wall, the designed brand experience offers high-tech, high-touch ways to engage with the office values, virtually and physically.

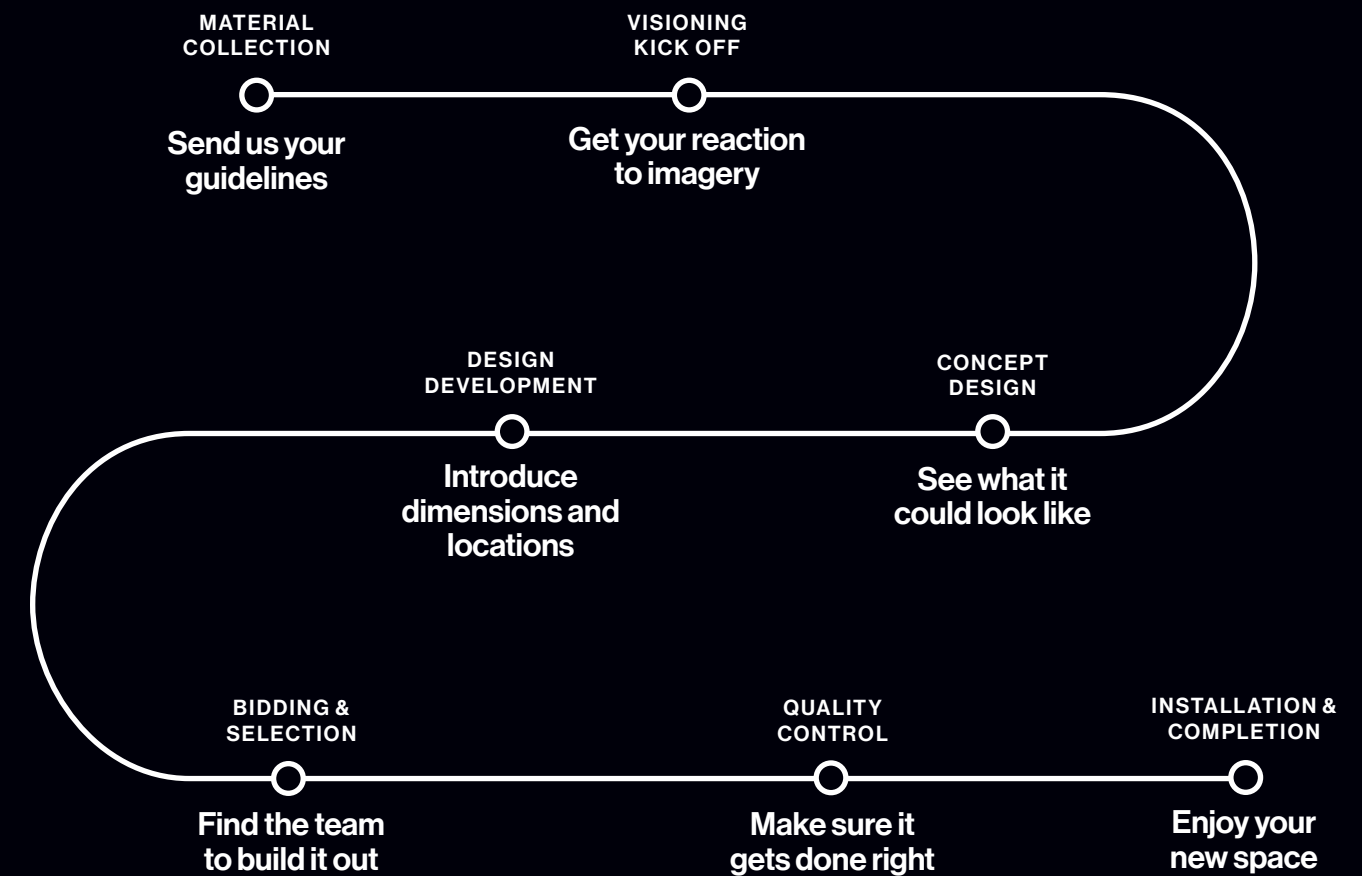


WORKING WITH US

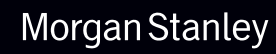
Our process is simple and we're quick to respond.

The brandx team brings professionalism and creativity in equal measure to every project. Our process begins with a detailed inventory of a client's logistical and cultural needs for their space. By asking the right questions from the get-go, we're better enabled to take over the management of the entire process, from visioning and design to the coordination of fabrication and installation.

We anticipate the long-term impact of signage and how it makes space more accessible. All these considerations are very involved, and we take pride in making sure these tasks are thought out so that our clients can focus in on the creative and cultural development of their brand experience. Whether a project has a three-month or three-year schedule, we're there with you all the way.



Our clients



FORDHAM UNIVERSITY,
NEW YORK

Established in 1841 and named after the Fordham neighborhood, its original campus in the Bronx, the standardization and refresh of the graphics and signage brought new life to the 180-year-old history, while honoring Fordham's legacy.



HLW, NEW YORK

Our in-house graphics team produces custom art that, in this case, functioned as a 40' x 9' feature wall. Our scale of work varies from triple-height spaces to exclusive merchandise.



WORLDWIDE

We work across four continents,
with locations in two.



NEW YORK

5 Pennsylvania Plaza
Floor 5, New York, NY
10001, United States
(212) 353-4600

NEW JERSEY

122 Main Street
Madison, NJ
07940, United States
(973) 210-4020

LOS ANGELES

1437 4th St, Floor 4
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90401, United States
(310) 453-2800

SAN FRANCISCO

575 Market St, Suite 516
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94105, United States
(310) 453-2800

LONDON

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London, England
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+44 20 7566 6800

CONNECTICUT

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Stamford, CT
06902, United States
(212) 353-4600

FLORIDA

222 Lakeview Ave # 800
West Palm Beach, FL
33401, United States
(561) 352-0474

Meet the xperts.



Chanel Dehond
Sr. Associate, Global Director



Ani Nguyen
Associate, Project & Operations Manager



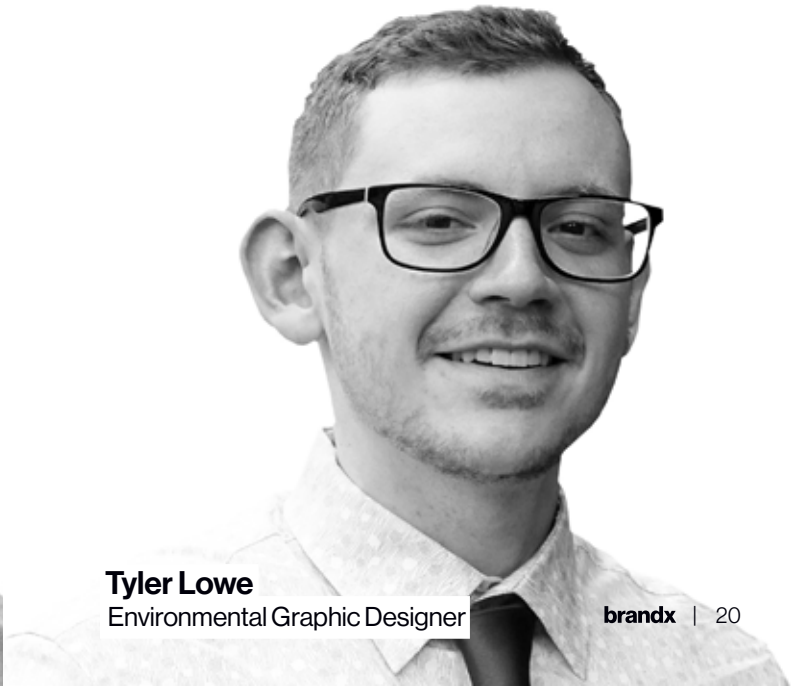
Carolina Madrigal
Sr. Associate, Sr. Environmental Graphic Designer



Jackie Capone
Environmental Graphic Designer



Ed Nufrio
Environmental Graphic Designer



Tyler Lowe
Environmental Graphic Designer

We offer a wide array of signage, wayfinding, and brand experiences.



SIGNAGE

- Code Compliant
- Sustainability
- Exterior

WAYFINDING

- Directories & Directional
- Destination Markers

BRAND EXPERIENCE

- Logos & Brand Assets
- Illuminated Elements
- Dimensional Text
- Surface Graphics
- Glass Film
- Personalization
- Art Curation
- Guidelines & Standards

FORDHAM PREP,
NEW YORK

The restoration includes impactful school colors in the now themed stairwells and a heat applied campus etching from 1846 along the classroom corridor that transports you back.



SUBWAY, MIAMI

Taking inspiration from the 38 million ingredient combinations, we subdivided the HQ into six “neighborhoods” named for different food adjectives—Fresh, Tangy, Melty, Savory, Seasoned, and Spicy.



Reach out anytime.

hlw
hlw.design

brandx
hlwbrandx.com



Contact us

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let's create
SPACE THAT DOES GOOD

Responsible Sourcing

We use a 'responsible sourcing toolkit', material evaluation sheets that ensure responsible sourcing aspects are considered when selecting and specifying construction materials, including consideration for reuse or recycling. We also utilize Cradle to Cradle Certified Products Program to find and select materials that consider all impacts of a product from its manufacture and use to its decommissioning and end of life.



“Brand is about earning & sustaining trust. The best brands are completely coherent. The Unilever workplace should deliver that consistency.”

Carbon Neutral Design
The design is out to perform!

Active Design

Encourage occupants to engage with and move about their space to counteract the negative aspects associated with sedentary lifestyles.

Biophilic Design

Re-establish our innate connection with nature by implementing natural materials while invoking ephemeral experiences like changes in light or temperature.

Basebuild Monitoring



PlanGrid

PlanGrid is a tool we use to document site inspections, collating plans, images and descriptions in a clear and concise report. Click or scan the QR code to take you to the PlanGrid website.



HoloBuilder

HoloBuilder is a tool we have used to facilitate virtual inspection of the entire site, for those that cannot regularly attend site and to assist in the review process. Click or scan the QR code to take you to the HoloBuilder demonstration video.

Point Cloud Scan

To ensure accuracy of the basebuild design models we would propose a Point Cloud Scan, to identify discrepancies between models and the as-built condition.

Innovative Design Communication



Design Communication is King

It's imperative for the client and project team to fully understand the proposed design. Our primary tools are VR walkthroughs of the building and smart documents, linking 360 panoramic views to documentation via QR codes.



BIM 360

BIM 360 is a game changer for collaboration and coordination. It enables consultant BIM models to be live linked in the cloud for real time coordination, vastly improving efficiency and quality whilst mitigating project risk.



Design Technology

Our in-house team, Next, is dedicated to solving design challenges and how we shape the future. Click or scan the QR code to view a showreel video of what the team gets up to.

Design

Take the Beeline... or roam, to come together or be alone

Honeybees navigate with a map of polarized light. They wander in search of their goal; once found, they are able to instinctively take the most direct route back to the hive to share their findings. This is where the term 'beeline' originates.

Big Ideas



Kit of Parts



A series of adaptable components that can be re-configured/ re-used and build around common modules for maximum flexibility.

Brand Zoning



brandx hiw

