



REACS

ROCHDALE EARLY ADVANTAGE CHARTER SCHOOL



Beautification Project 2



Enviromental Branding

A Brief Background

In architecture and interior design, Environmental branding is used to extend the experience of an organization's brand, or distinguishing characteristics as expressed in names, symbols and designs, to the design of interior or exterior physical settings.

Wayfinding has the function to inform people of the surroundings in the (unfamiliar) build environment, it is important to show information at strategic points to guide people into the right directions. Complex structures in the build environment are interpreted and stored by the human memory.

Today's Deliverables

- 2 New Door Designs for the upcoming project





Double Doors Design 1



Single Door Design 1



Elevator Design 1



Double Doors Design 2



Single Door Design 2



Elevator Design 2