



British Heart  
Foundation

# Our office space reimaged

14 October 2021

# Our office space reimaged

A modern and fresh approach

Moving away from traditional white lab coat images, focusing more on modern images with a futuristic sci fi feel to them.

Using detailed intricate photos that show off awe inspiring science

Language is aspirational and inspiring

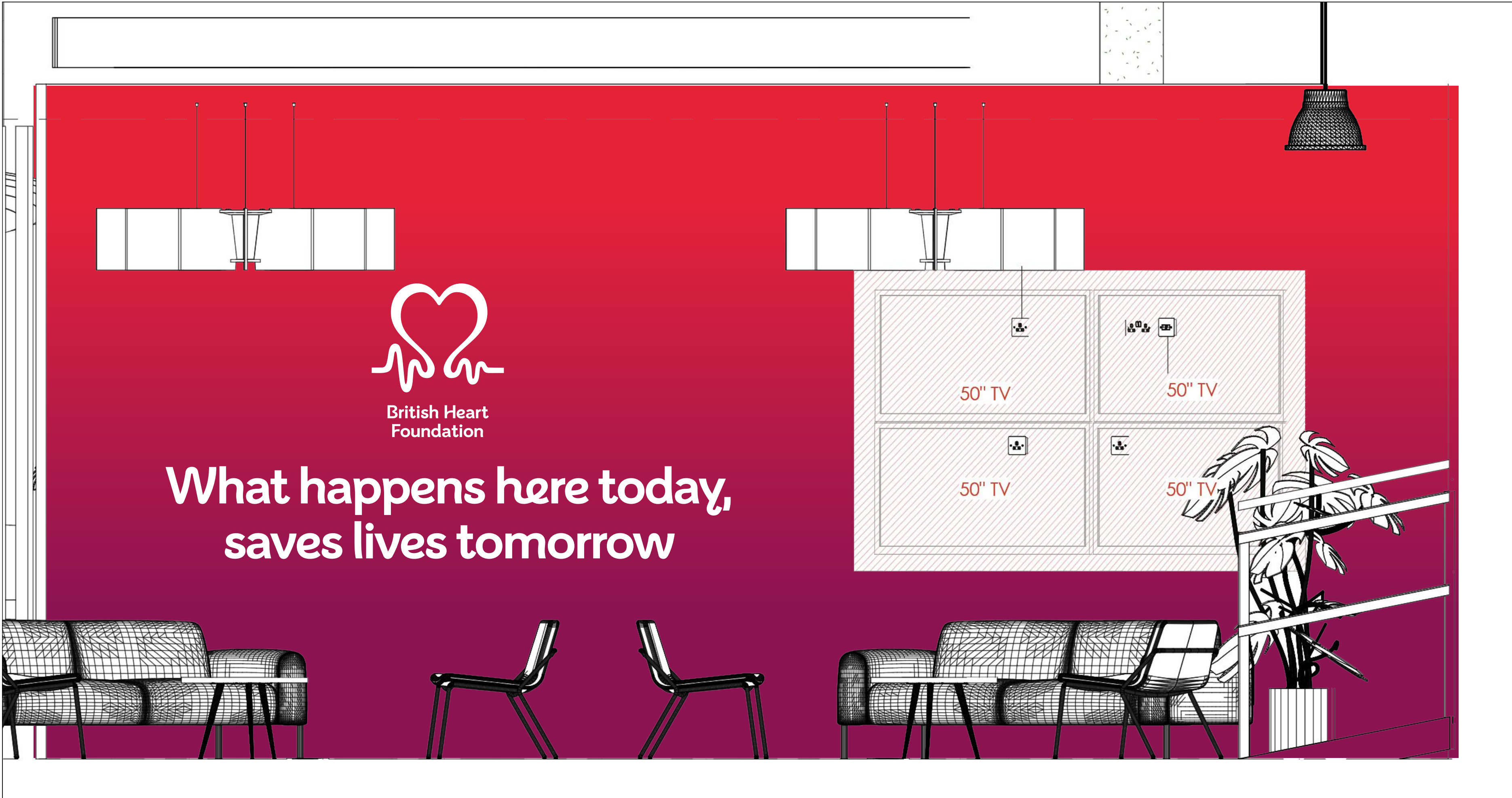
*Please note , the images you see in here are for visual purposes only, they will not be the final visuals.*

# Phase one

Reception Wall  
Cafe Wall  
Icons  
Wayfinding Map

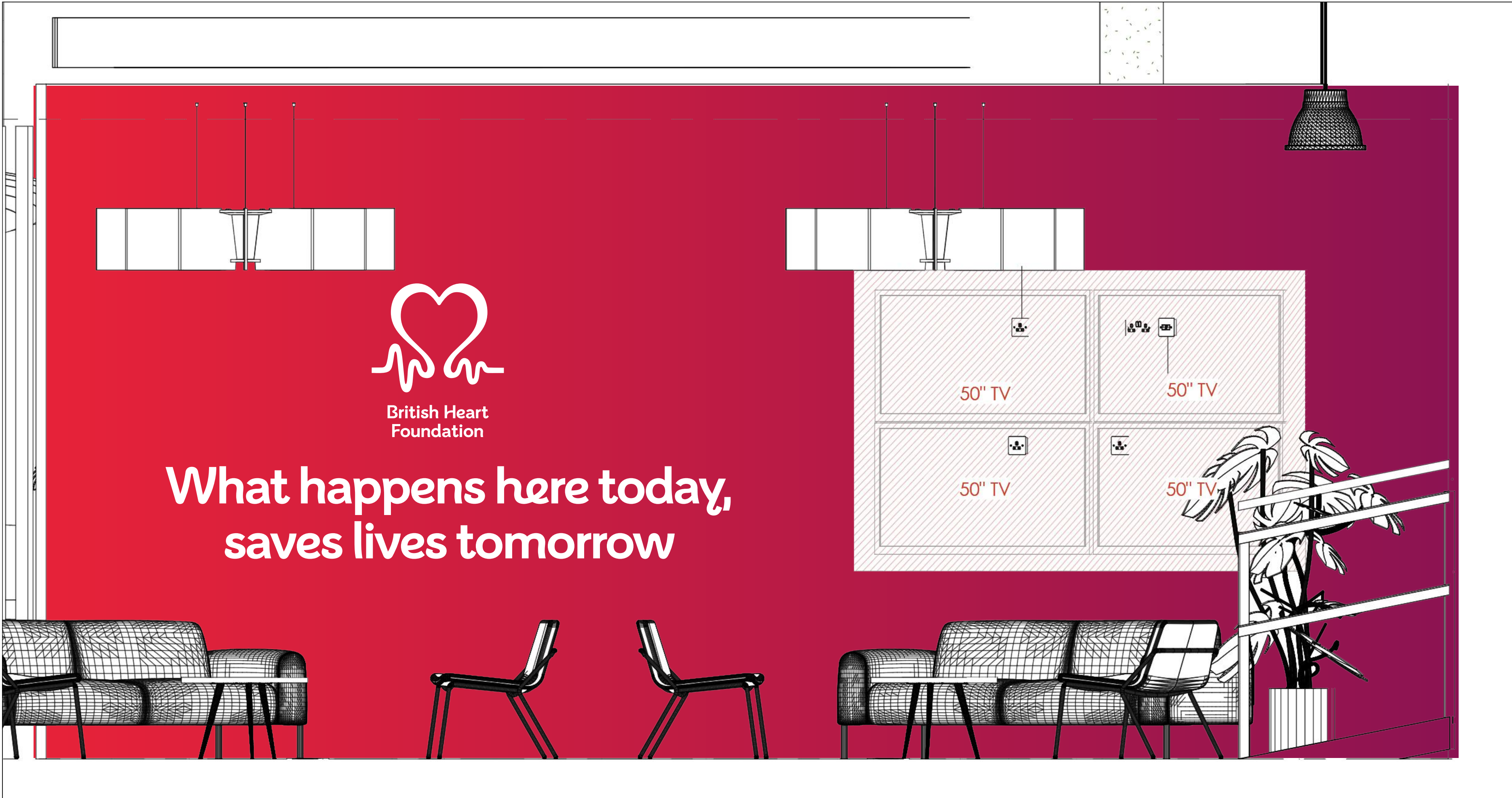
# Reception area

Option 1 - Vertical gradient



# Reception area

Option 2 - Horizontal gradient



# Cafe wall

Option 1



A world without research,  
**would be a world without them**

# Cafe wall

Option 2



Survival.  
**Luck has nothing to do with it.**

Alive today because of research we funded.

# Cafe wall

Option 3



Yesterday's research **lives today**

# Cafe wall

Option 3



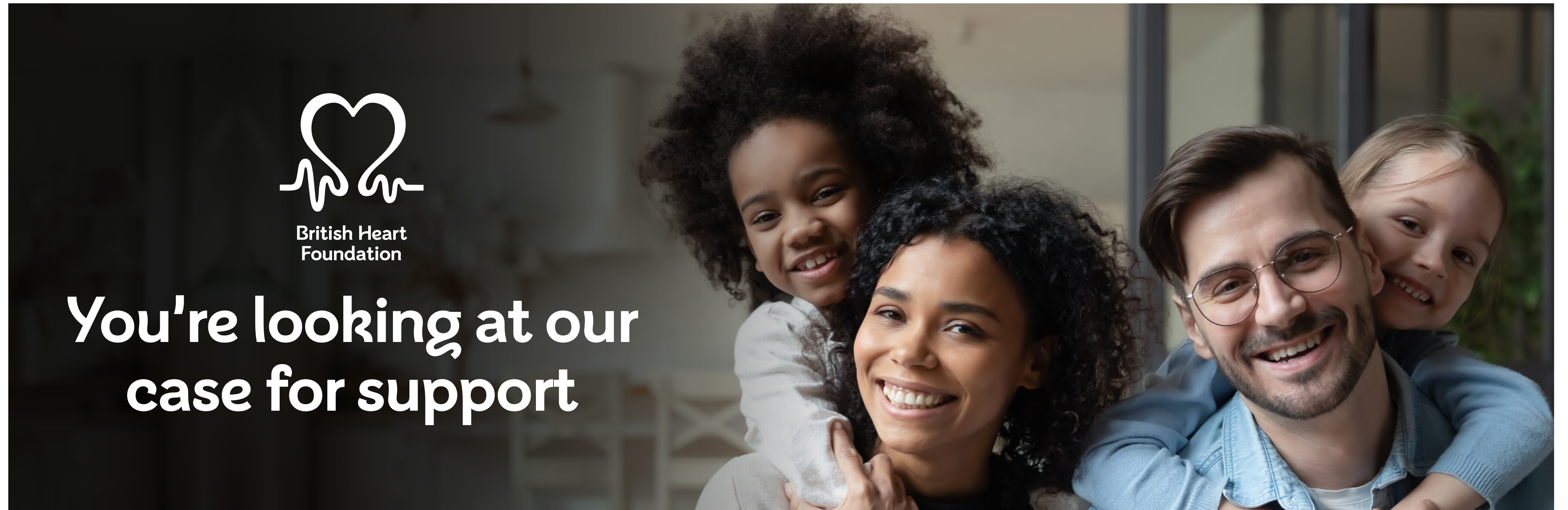
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You're looking at our  
case for support



# Cafe wall

Option 3

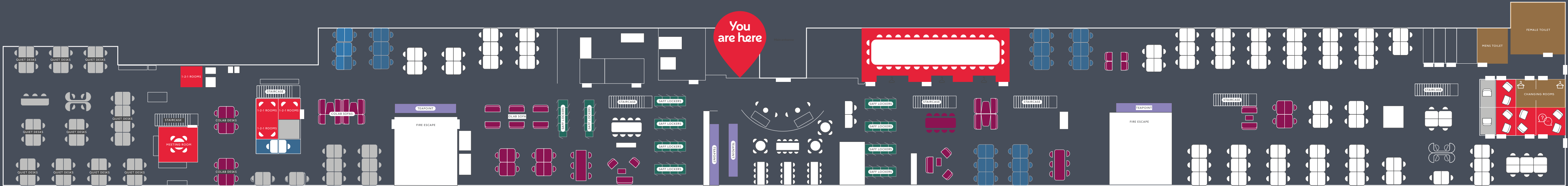
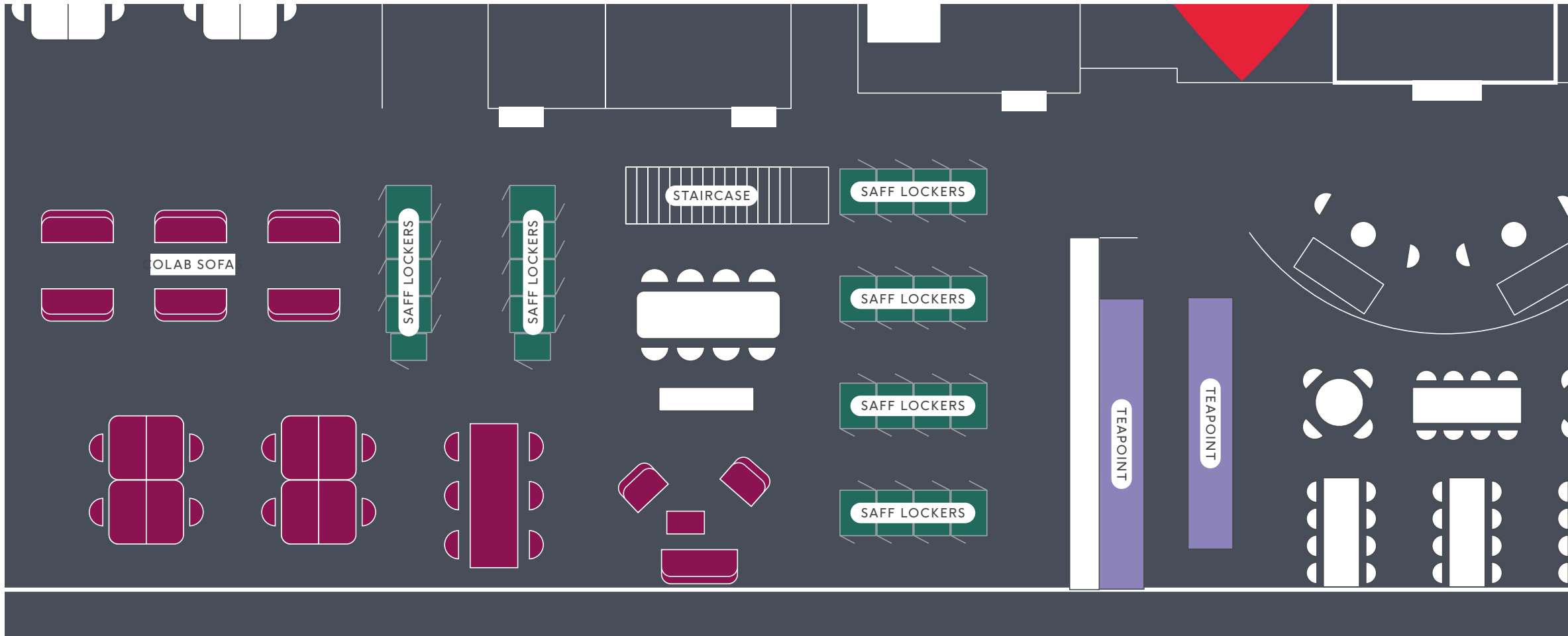


**You're looking at our  
case for support**

# Wayfinding Map

## Option 1

Our wayfinding system will be printed at a large scale at the entrance of our office. It will be approximately 2 metres wide and will direct people to their destination.



Map

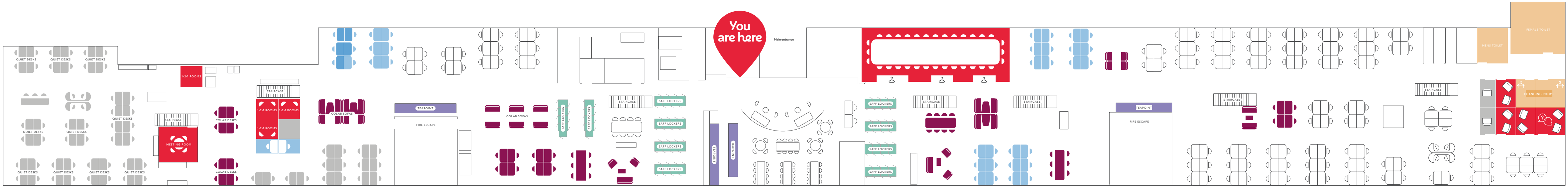
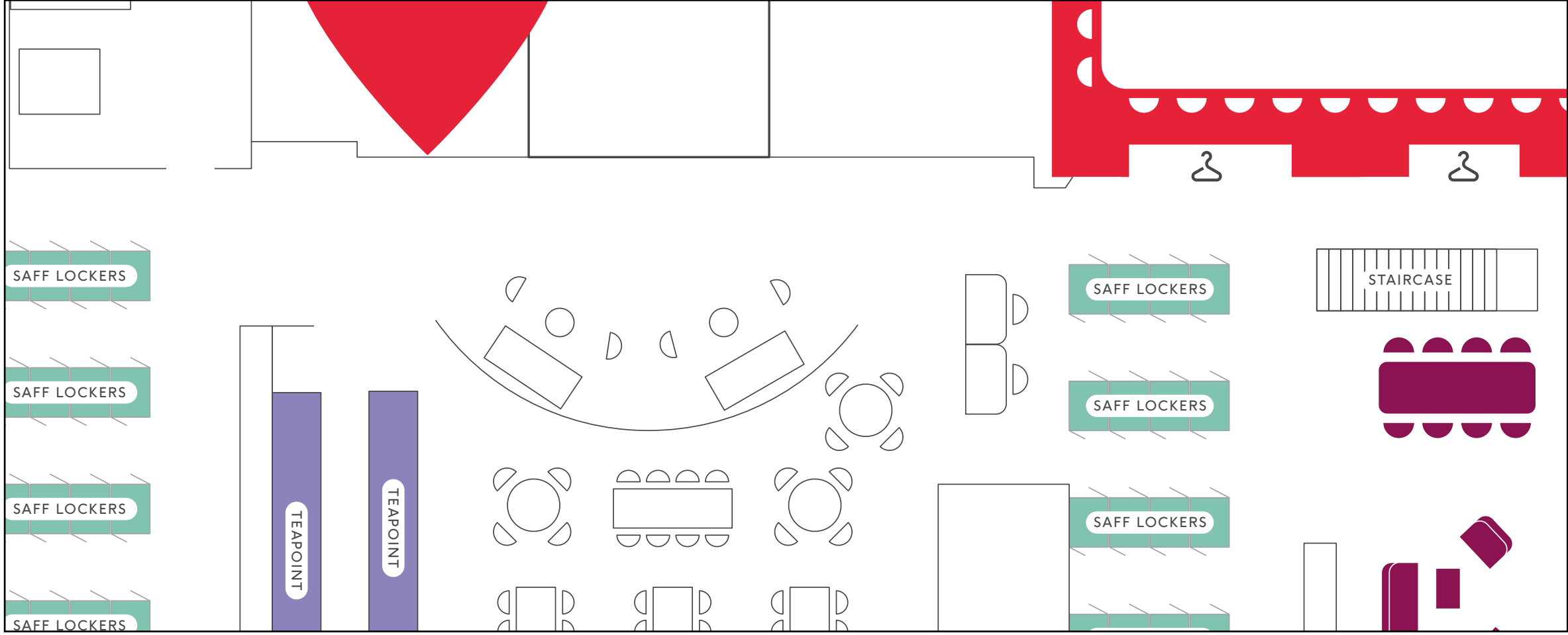
- MEETING & 1-2-1 ROOMS
- HYBRID MEETING DESKS
- COLLABORATION AREAS
- QUIET WORKING AREA
- TEAPOINT
- STAFF LOCKERS
- COAT CUPBOARD
- TOILETS
- PVT CALL ROOMS
- INTERVIEW ROOM
- MULTIFAITH ROOM
- DRYING ROOM







# Wayfinding Map

## Option 1

Our wayfinding system will be printed at a large scale at the entrance of our office. It will be approximately 2 metres wide and will direct people to their destination.



# Map

- |   |  |  |  |
|---|--|--|--|
| <span style="color: red;">●</span> MEETING & 1-2-1 ROOMS  | <span style="color: blue;">●</span> HYBRID MEETING DESKS |  COAT CUPBOARD  |  INTERVIEW ROOM |
| <span style="color: purple;">●</span> COLLABORATION AREAS | <span style="color: grey;">●</span> QUIET WORKING AREA   | <span style="color: orange;">●</span> TOILETS  | <span style="color: grey;">●</span> MULTIFAITH ROOM  |
| <span style="color: blue;">●</span> TEAPOINT              | <span style="color: green;">●</span> STAFF LOCKERS       |  PVT CALL ROOMS |  DRYING ROOM    |

# Wayfinding Map

In-situ

Please note the map is still a work in progress. We are still simplifying it and making it as easy as it can be for people to understand it.



# Wayfinding system

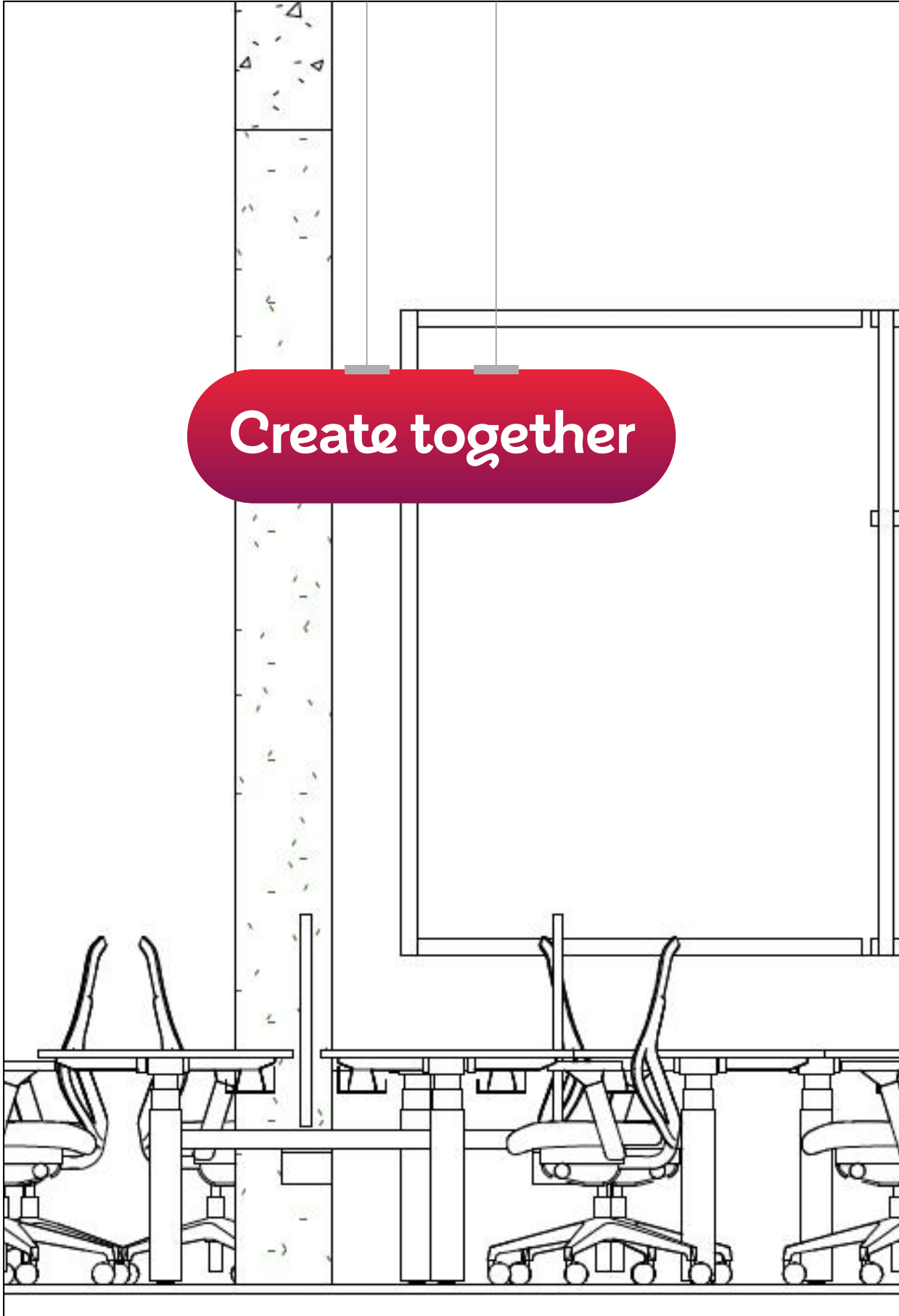
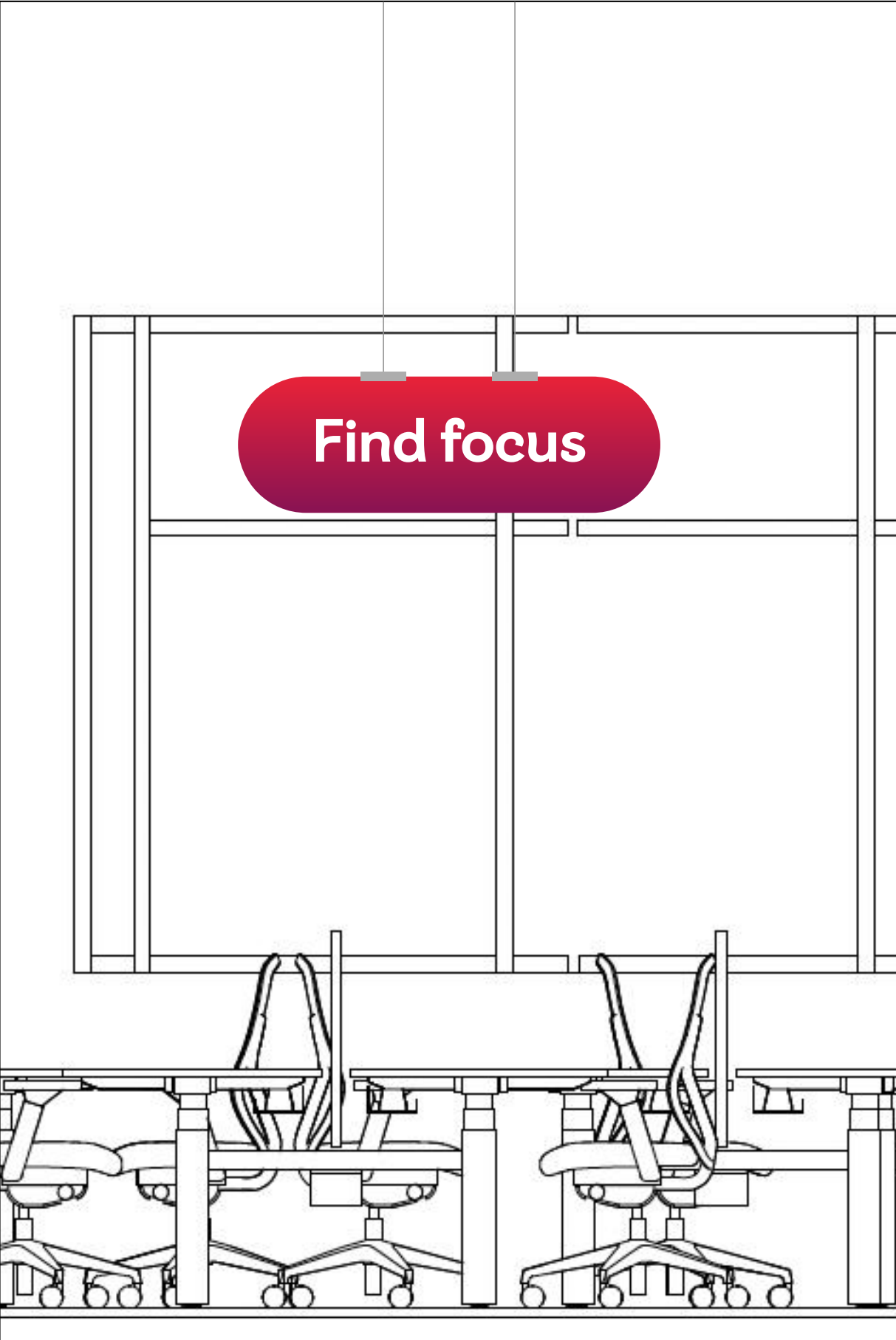
Hanging signs

We will have two different hanging signs that will show the larger partitions of the office.

Find focus will represent the quiet zones in the office

Create together will represent the larger collaborative spaces

Work away will represent the general working zone



# Wayfinding system

Vinyl stickers

We will use three different vinyl stickers to represent our smaller functional spaces. The vinyls will be red roundels to be easily seen against the white backgrounds.

These vinyls will be displayed either on doors, whiteboards or tables depending on the type of space.

What colour do we think is best here?

P.05

**GET PRIVACY**

*Stay Private represents our one person booths*

T.05

**TEAM UP**

*Team Up represents our meeting room spaces*

C.05

**CATCH UP**

*Catch Up represents our smaller booths*

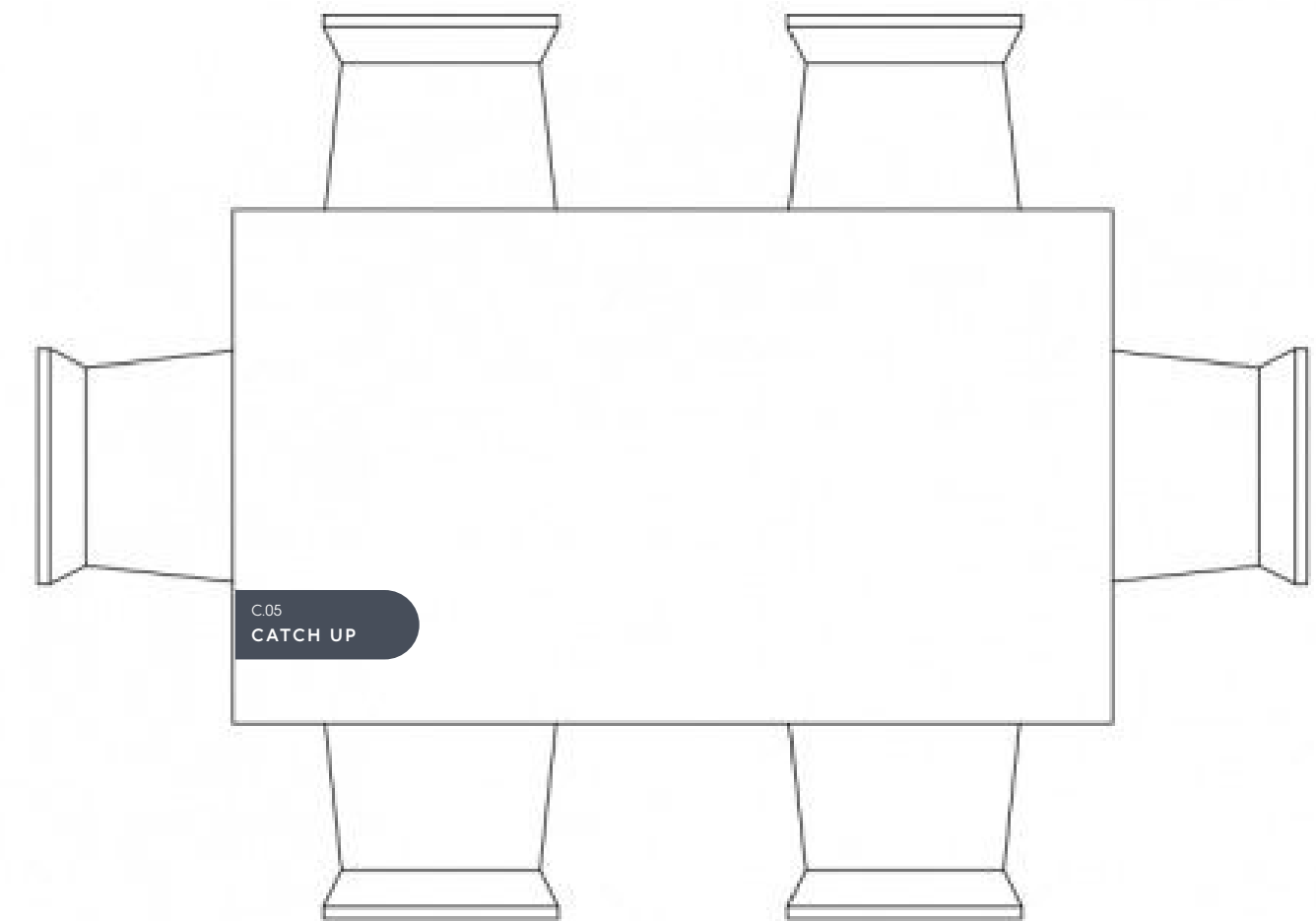
# Wayfinding system

Vinyl stickers - In-situ

T.05  
TEAM UP



C.05  
CATCH UP



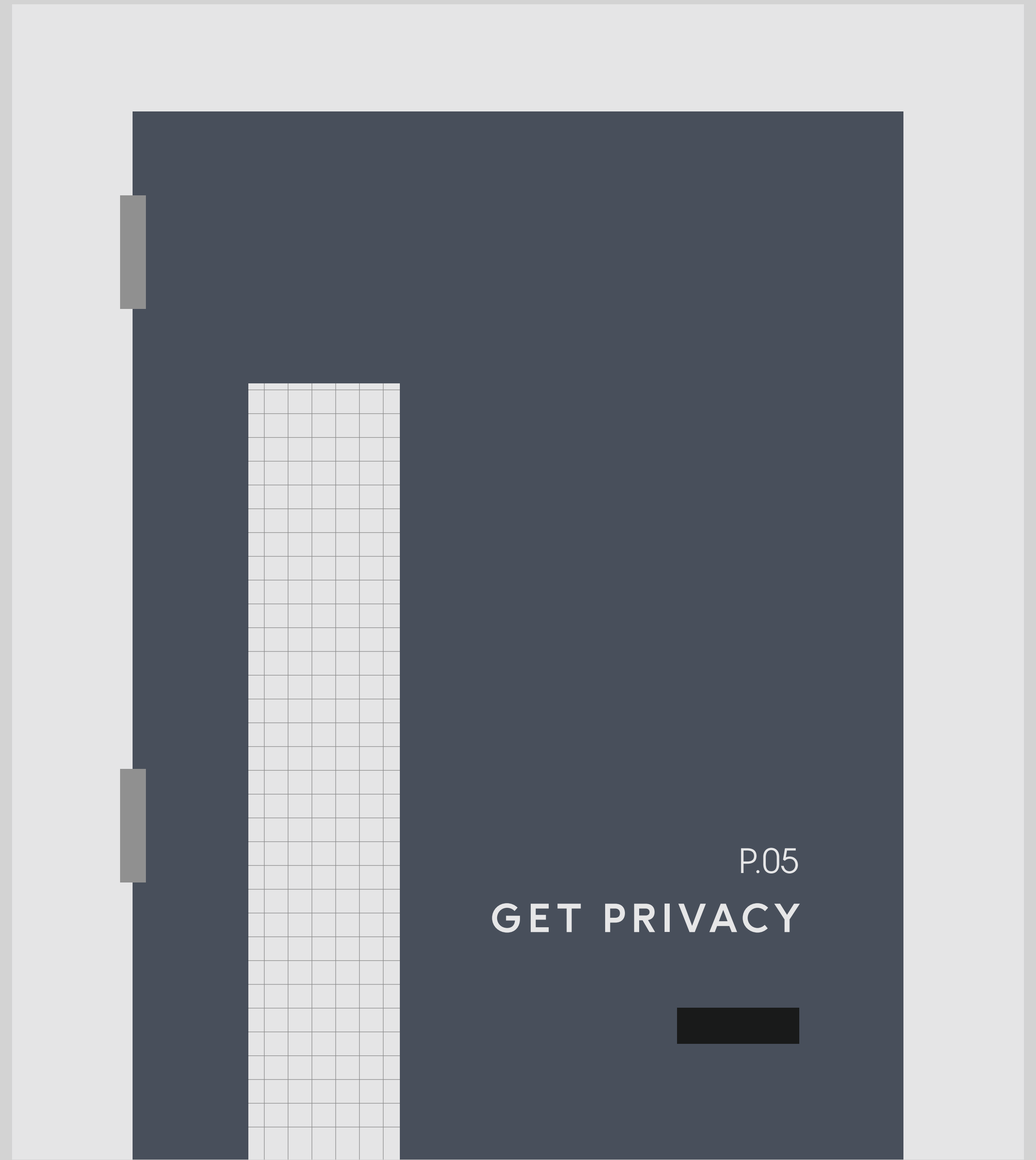
# Grey doors

Vinyl to door

Vinyl will be stuck onto grey door  
Approx size: unspecified

Only workspace function and  
number to be shown

Graphic to be placed in the middle of  
the door for visual DDA accessibility



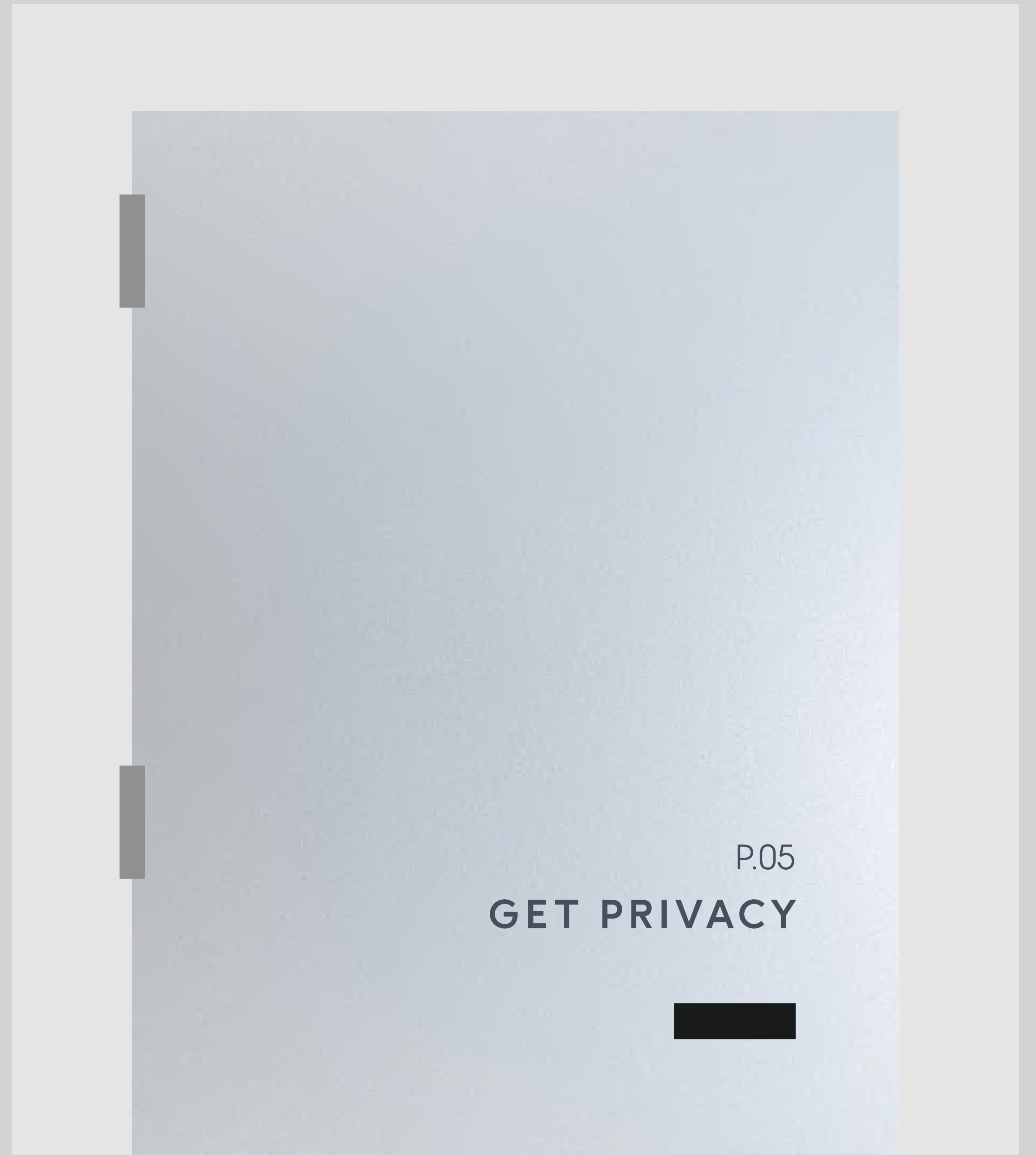
# Glass doors

Vinyl to door

Vinyl will be stuck onto grey door  
Approx size: unspecified

Only workspace function and  
number to be shown

Graphic to be placed in the middle of  
the door for visual DDA accessibility



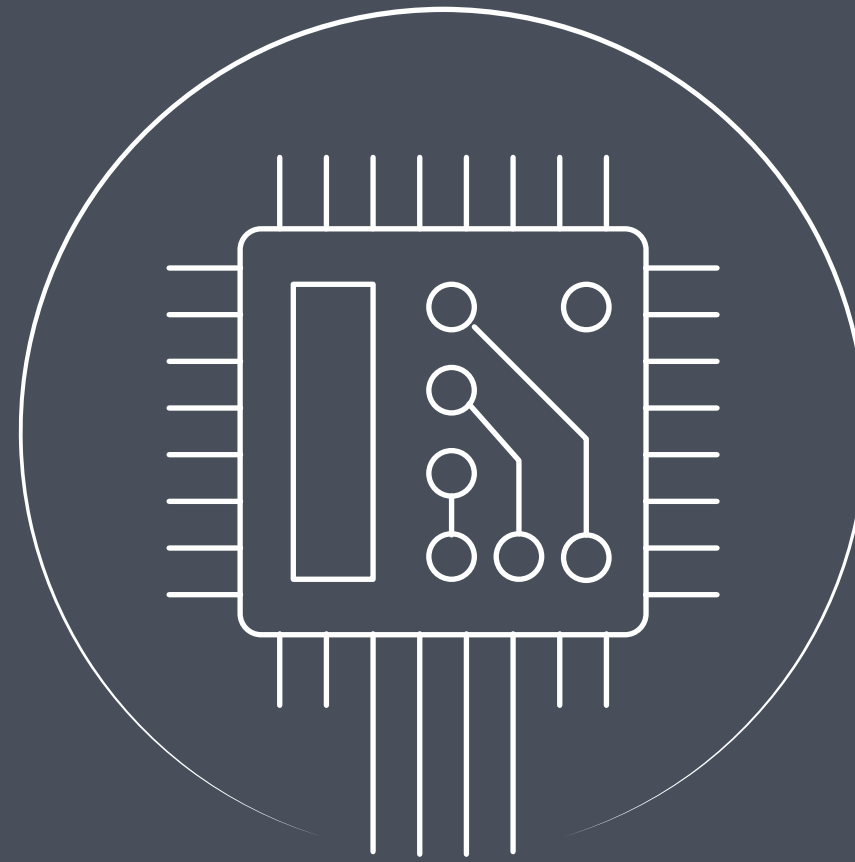
# Icons

There will only be a few icons dotted around the office which will be for the singular room types. Icons will be minimal to match the overall modern aesthetic.

POST ROOM



IT STORE ROOM

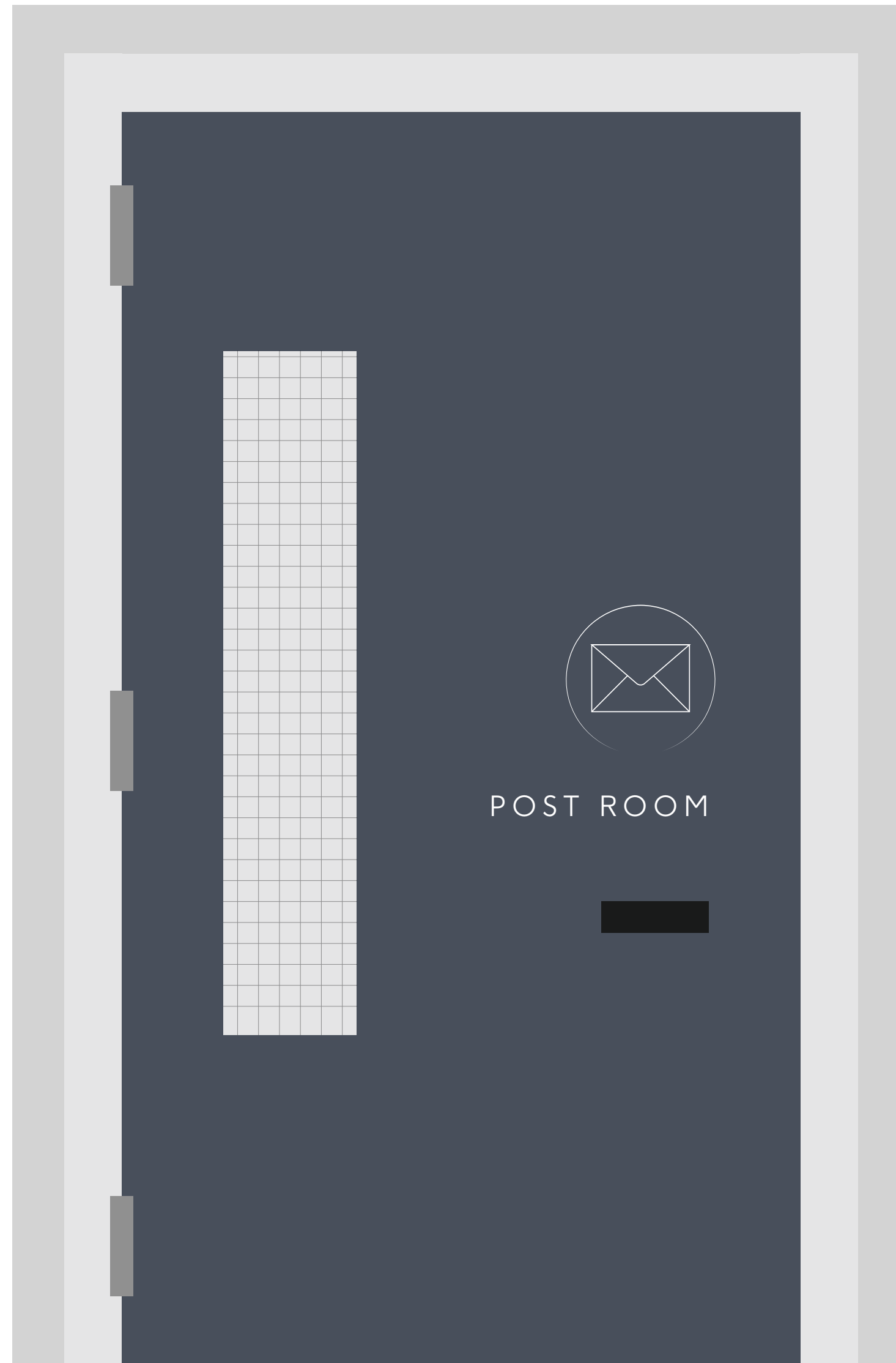


WELLNESS ROOM



# Icons

In-situ



**Questions/discussion**