

## CASE STUDY – BRANCH DESIGN

**Commissioned**

February 2011

**Client**

A prominent UK Commercial Vehicle Rental Company

**Nature of Consultancy**

*Branch design*

Our client is a well established commercial vehicle rental specialist. Its locations around the UK were in need of a refresh and common look and feel that could cope with a wide range of property types from portakabin operations to purpose built 'super sites'.

Following stakeholder engagement, a requirements list was drawn up that included such items as:-

- Style
- Usability
- Durability
- Cost
- Availability nationwide

Designs, colours, finish etc. were chosen in conjunction with the client's marketing department who were looking at signage style at the same time.

Design specification was presented to our client's board and approved following which it was piloted at the new Avonmouth branch.

A detailed design document was produced including preferred suppliers, finishes, colours etc. and published to our client's intranet.

The new style has already been successfully introduced to nearly 50% of our client's locations with all to branches being fitted out by mid 2012.

