EXPERIENCE SHARING

Designing Environmental Graphics for Social Media

Linda Karbo & Katie Nye **REHS Marketing & Communications**

Environmental Graphic Design: Connecting Brand and Culture in the Physical Space

- Humans are attracted to experiences.
- people experience a space. These "modes of experience,"
 - Task
 - Social
 - Discovery
 - Entertainment
 - Aspiration

Gensler's 2017 Experience Index indicates five main manners in which or intentions with which people interact with a space, include:

Environmental Graphic Design: Connecting Brand and Culture in the Physical Space

- include dynamic environmental graphic design.
- These brand spaces use graphic elements or design to create your organization.
- Ultimately, spaces should be a **strategic extension** of your brand.

In these findings, they found that "people are 10 times more likely to share their experience on social media" when a branded space has unique design features and

brand stories through messaging, color, imagery and typography that align with

Types of Environmental Graphic Design

Branded Environments

- Bringing day-to-day spaces to life through storytelling ____
- Creating immediate brand awareness
- *"It's a mood"*

Signage & wayfinding

How people navigate through your space ____

Walls & glass graphics

– Create flow and cohesion

Interactive media: combining video, audio & imagery Virtual reality, video, gaming, sensory evoking _____

Social Media

- Real time interaction
- ____

Creates stronger identifiable connections between people, brands and value

Creating On-Campus Connections Tradition, Spirit, Affinity...Spartans for Life

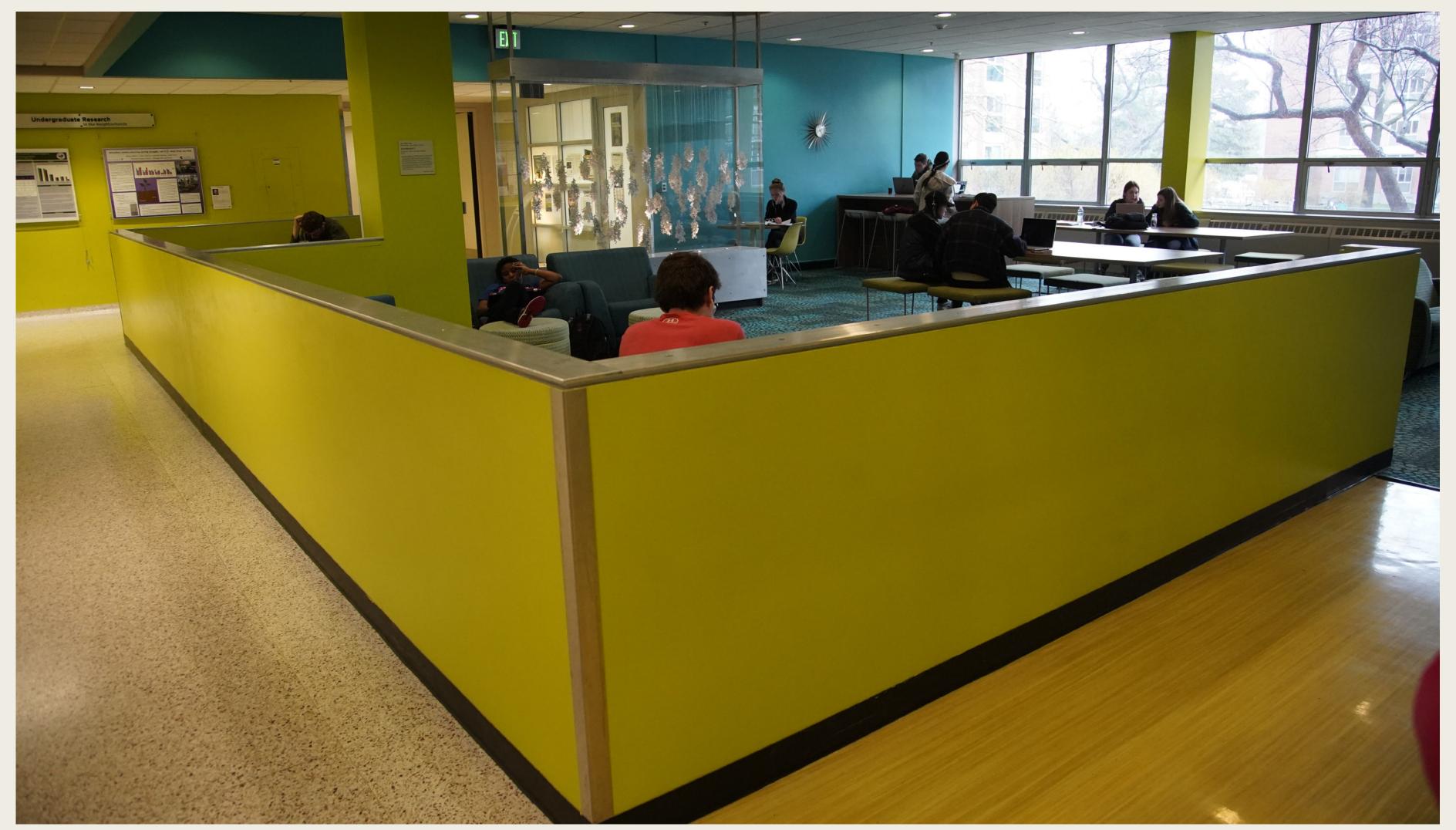
- Live On Experience
- Spartan Traditions
- School Pride
- "Instagrammable" Moments

Positives

- Creates a **positive atmosphere** to help people be productive and engaged.
- Promotes creative thinking. Use graphics to stimulate minds.
- Authentic spaces reinforce brand recognition and creates **brand loyalists** and **advocates**.
- Encourages **social sharing** and tagging.
- Celebrates mission, vision, and values.

Becomes part of the culture and **brand story** by curating destinations and memory captures.

EXAMPLES

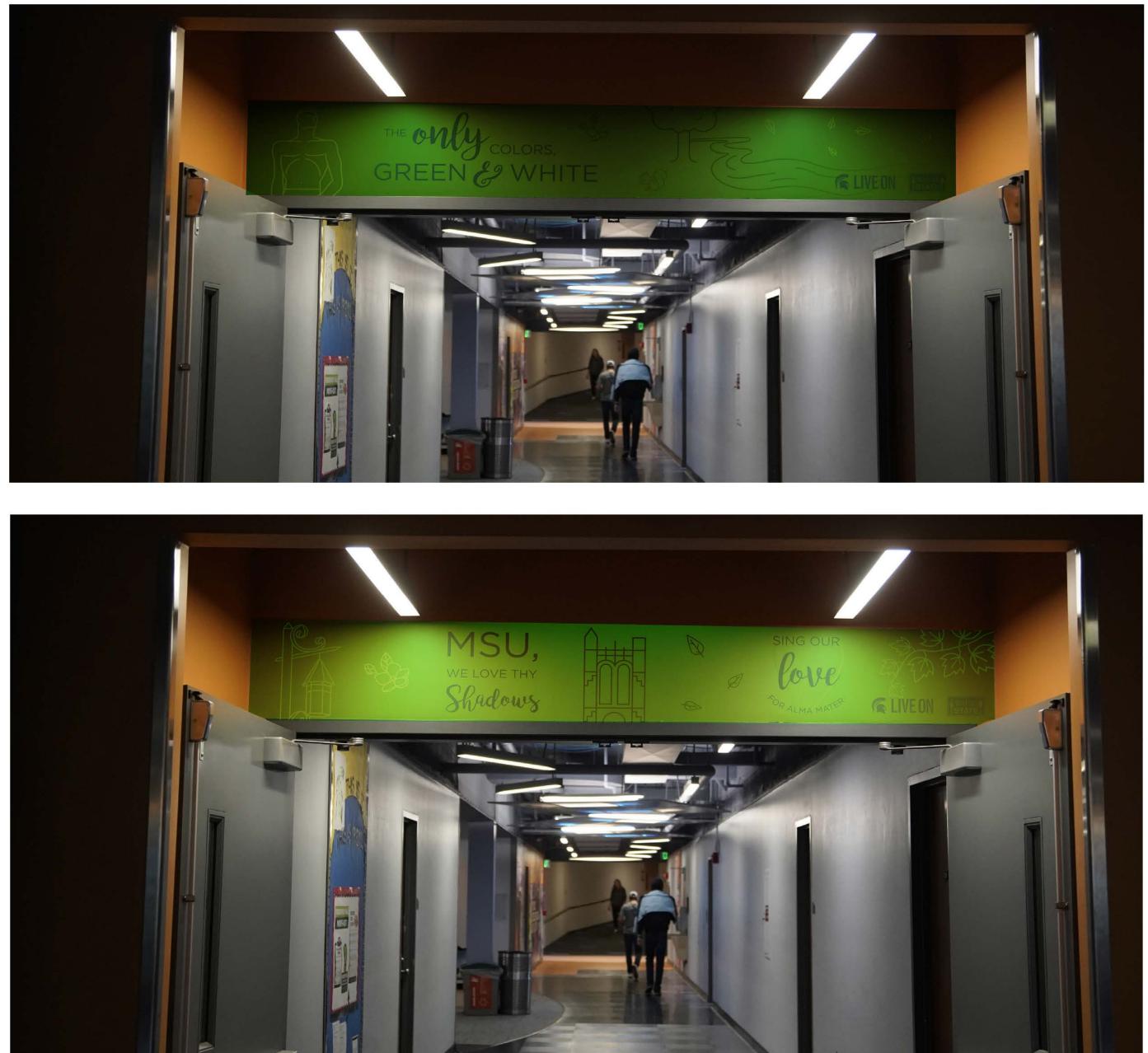


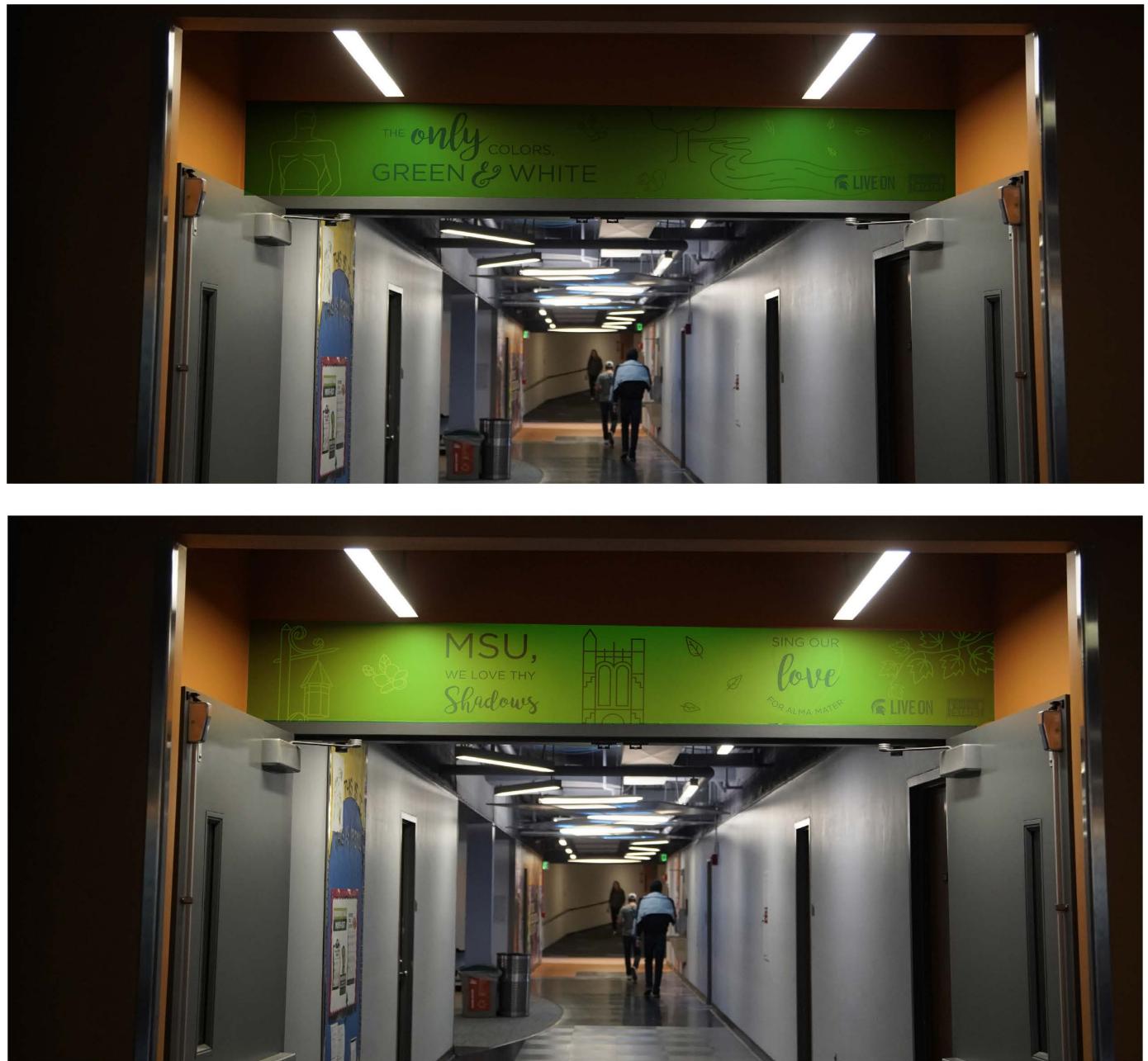
Hubbard Hall Study Lounge



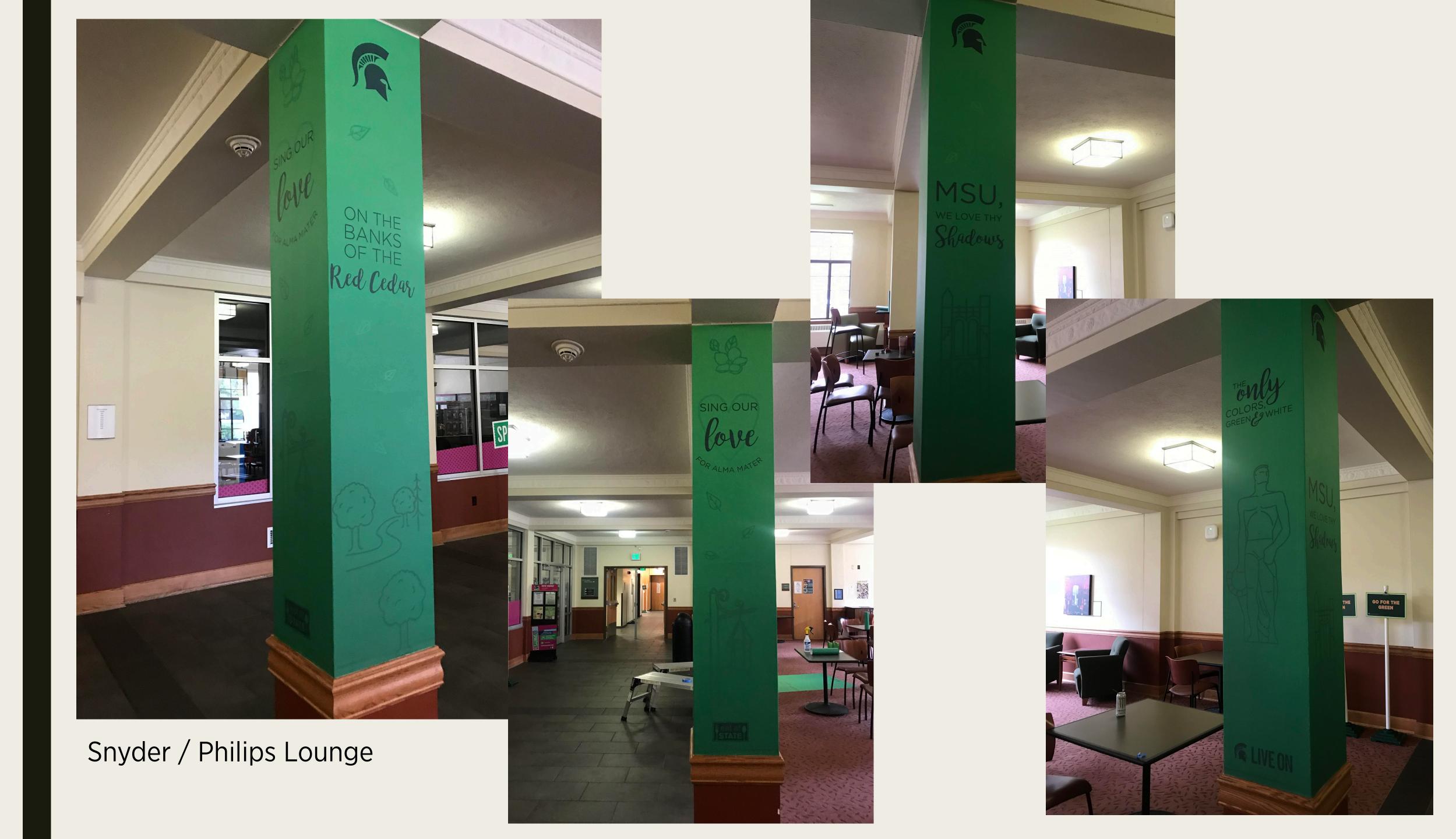






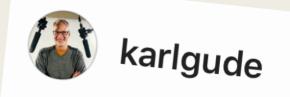


Akers Hallway Entrances



Bathroom Stickers



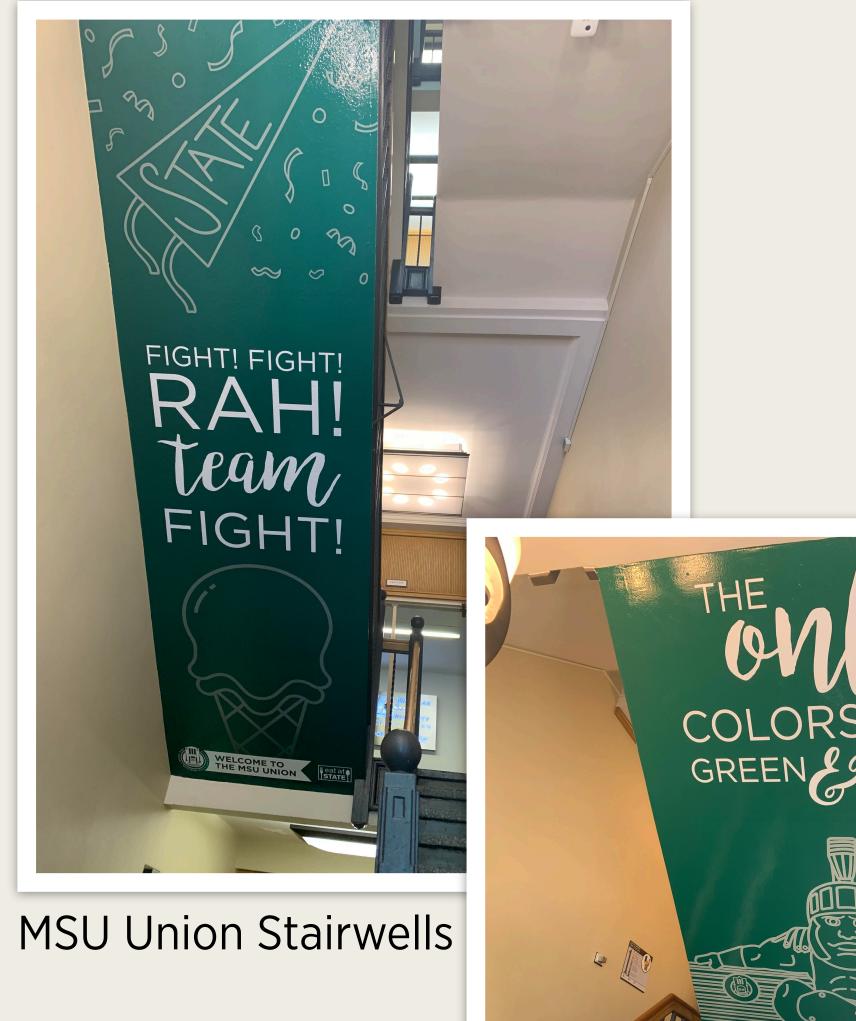


Greetings from East Lansing, Michigan 1 \bigcirc P Liked by natpuck18 and 33 others \mathbb{W}

NSO Backdrop

karlgude I do love this campus. 🧡















View Insights

Promote





Liked by kadiealpers and 251 others

msuliveon ROCK. THE. BLOCK. TONIGHT! 6-9 p.m. Shaw Hall Multipurpose Room







ON DECK





Brody Hall Stairs

East McDonel Wall Installation & Floor Sticker











Wilson Hall Breezeway

THANK YOU