



EXPERIENCE SHARING

Designing Environmental Graphics for Social Media

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Environmental Graphic Design:

Connecting Brand and Culture in the Physical Space

- Humans are attracted to **experiences.**
- Gensler's 2017 Experience Index indicates five main manners in which people experience a space. These **“modes of experience,”** or intentions with which people interact with a space, include:
 - *Task*
 - *Social*
 - *Discovery*
 - *Entertainment*
 - *Aspiration*

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

- 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 include dynamic environmental graphic design.
- These brand spaces use graphic elements or design to create **brand stories** through messaging, color, imagery and typography that align with your organization.
- Ultimately, spaces should be a **strategic extension** of your brand.

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.
- Becomes part of the culture and **brand story** by curating destinations and memory captures.
- Celebrates **mission**, **vision**, and **values**.

EXAMPLES



Hubbard Hall Study Lounge





Akers Hallway Entrances



Snyder / Philips Lounge

Bathroom Stickers



NSO Backdrop



MSU Union Stairwells





MSU Union Garden Level



East Neighborhood Elevator Wraps



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West Shaw Hall



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ON DECK



Brody Hall Stairs

East McDonel
Wall Installation & Floor Sticker





Wilson Hall Breezeway

THANK YOU