

NICHOLLS + ASSOCIATES  
EST. | DESIGN & PLANNING CONSULTANTS | 1989

**Branded Interiors | The Complete Package**

*Interiors are an extension of a company's identity, the services that they provide and their customer's experience from the moment they walk through the door*

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Part I

**Branded Interiors Identity Board**

*High Level Concepts to Guide Future Design Work*

Part II

**Branded Interior Concepts**

*Getting into the Details to Create Intentional Spaces*

Part III

**Design Book**

*Detailed Overview of Branded Interiors*

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*Quality Control to Maintain the Design Intent During Construction*

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## Branded Interiors Identity Board

*High Level Concepts to Guide Future Design Work*

### The Purpose

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Branded Interiors connect a company's brand identity with interior spaces which evoke an intentional customer experience when they step through the door. It re-enforces the bond with your customers and strengthens your uniqueness to stand out.

The Branded Interiors Identity Board creates the core elements which guide all future design phases and decisions.

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### The Process

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#### Step One

*Brand Identity Worksheet:* Provided by our studio for you to fill out in advance of our Programming Interview

#### Step Two

*Programming Interview:* Conducted by our team to dive into the details with you of your brand and design goals for interior spaces

#### Step Three

*Design Research & Development:* Our team gets into the creation of custom design elements, uniquely suited to your brand

#### Step Four

*The Board:* The custom Board is created and presented to you which will become the guide for all future design phases and interior decisions

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*Throughout this design process, we encourage you to ask yourself "Does this interior detail awaken the feeling that we want our customers to experience and identify with our brand?"*

## Branded Interior Concepts

*Getting into the Details to Create Intentional Spaces*

### The Purpose

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Drawing on the elements within the Branded Interiors Identity Board, additional design research and development allow our team to create both two-dimensional and three-dimensional concepts based on your next project location.

A curated collection of finishes, lighting, fixtures, and millwork details are carefully selected for each interior space to suit aesthetics and functionality.

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### The Process

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#### Step One

##### *Schematic Design:*

A site measure of your existing or new space and creation of two-dimensional AutoCAD drawing based on existing conditions.

Review of building code requirements and any site limitations. Coordination with your Architect or our sub-consultants will be confirmed to ensure a smooth process.

#### Step Two

##### *Design Development:*

Creation of three-dimensional views to implement design concepts realistically.

Finishes, lighting and fixtures are sourced from trusted manufacturers and presented to you in conjunction with the three-dimensional concepts

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*Throughout this design process, we encourage you to ask yourself “Does this interior detail awaken the feeling that we want our customers to experience and identify with our brand?”*

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## Design Book

*Detailed Overview of Branded Interiors*

### The Purpose

Key interior spaces are highlighted for understanding of the overall concepts. A selection of interior views along with photographs of final finishes, lighting and fixtures are included for each key space.

The Design Book is an exciting package which can be used internally for your own company's team development and also for interested parties who may want to join your team as a franchisee or owner/operator, depending on your business structure.

### The Process

#### Step One

*The Book:*

Key interior spaces are identified with you to be included within the Design Book.

Custom assembly of the Design Book based on the approved concepts and products from the previous design phase.

A unique Design Philosophy is created and included at the beginning of the book to set the tone for the reader to be engaged.

#### Step Two

*Sample Board:*

Production of a physical samples board which will include many of the interior finish products.

*Throughout this design process, we encourage you to ask yourself "Does this interior detail awaken the feeling that we want our customers to experience and identify with our brand?"*

## Design Blueprints

### Construction Level Drawings and Details

#### The Purpose

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A comprehensive drawing set including reference plans, reflected ceiling plans, finishes plans, select interior elevations, custom millwork drawings and full product specifications allow for Tendering of the project prior to execution.

Our studio will liaise with the General Contractor or Construction Manager to facilitate pricing during Tender.

Once the project is awarded, a full construction drawing set provides the construction team with the critical design intent while anticipating flexibility during the build-out process.

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#### The Process

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##### Step One

###### *Tender Documents:*

All project design intent details and products are carefully documented within a series of two-dimensional and three-dimensional drawings as well as schedules.

Products can either be sole sourced or alternates can be provided to allow for more flexibility during the pricing stage.

The application of a building permit will be completed by either your Architect or our sub-consultants

##### Step Two

###### *Construction Documents:*

Contract Documents are finalized, based on any revisions during the Tender process and become the core design drawings during construction

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## Construction Accountability

*Quality Control to Maintain the Design Intent during Construction*

### The Purpose

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Our team follows a specific process from site mobilization to the final deficiency site walk through to oversee the construction team's efforts to maintain the Design Intent.

We encourage you to actively engage in the construction process through an interactive, real-time portal. Continuous updates are made throughout the construction which ensure that clients, the design team and contractors are all on the same page

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### The Process

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#### Step One

##### *Site Visits & Coordination:*

Regular site visits are conducted to verify the Design Intent throughout the construction schedule. The quantity of visits is determined after Tender is awarded.

Site coordination via emails and phone calls allow for quick responses to site conditions or changes in the scope that must be decided on as quickly as possible.

#### Step Two

##### *Review & Documentation:*

Shop drawing and samples reviews as well as revisions to the Contract Documents are uploaded to the client portal in a sequential order to suit site progress.

Our studio works with the construction team promptly to source alternate products, if required, while maintaining the Design Intent.

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