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BRANDING DELIVERED

**IMPACTFUL OFFICE WALL
AND GLASS GRAPHICS**



By Janice Laubach,
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Branded Offices

A Trend for 2022 and Beyond

When Larry Zogby moved his successful logistics company from downtown Manhattan to its current headquarters in Long Island City, NY, he found himself staring at 10,000 square feet of blank walls and cold, bland offices, meeting rooms, hallways and other spaces. Zogby, Owner of [RDS Delivery Service](#), is a former CLDA board member and long-time member of CLDA.

Zogby knew his employees and customers deserved better, so he set about designing and creating an office environment at RDS Same Day Delivery Service that is warm, inviting and awe-inspiring. The carefully designed space showcases the RDS brand, energizes employees and inspires many potential clients to seal the deal with Zogby and his team. The walls are painted in the brand's bright, bold colors of green, yellow and white. It features beautiful, impactful wall wraps, inspiring quotes and other branded touches that are designed to take visitors on a "journey" throughout the space.

Branded office spaces aren't only trendy for 2022 and beyond. They're wise investments that can yield huge dividends through increased sales, more successful recruiting and higher employee morale, Zogby says.

“The building is one big beautiful sales tool ... I use my space and everything in it as a sales tool to seal the deal with potential clients.”



We sat down with him recently to find out how he created his branded space and why he thinks it's an invaluable business tool that other business leaders should embrace in the coming year and beyond.

Why did you choose to brand your office space?

I'll tell you exactly why. I was so excited when we branded our vehicles, uniforms and messenger bags. The reaction from our customers and everyone who saw them was so positive and enthusiastic that my street couriers were filled with a huge sense of pride about the work they were doing. So, I wanted my office team to experience that same energy and excitement.

Was the reaction from your team what you expected?

I have found that creating a cool vibe with design and function has resulted in increased energy, greater production and an off-the-charts happiness factor. When you have dysfunction in the workplace, there's more time spent arguing with each other. Investing in the culture is not just having parties. It's investing in a physical asset that makes people feel a certain way—that makes them want to come to work every day and give you their very best effort.

What are some of the benefits?

The building is one big beautiful sales tool. It helps with retention. It helps with recruitment. It helps me create the

kind of incredible culture that I want for my team. I use my space and everything in it as a sales tool to seal the deal with potential clients. I host meet and greets with clients, prospects, vendors, networking partners and community leaders. For example, we recently hosted an event with the Queens Borough President Donovan Richards as our guest of honor. I could not have done that if we didn't have an incredible facility.

How did you begin the process?

I sat in this office and looked at every wall. And I asked myself: If the walls could talk, what would they say? How can I leverage that energy to my team? Then, I worked with two great partners: [KickCharge Creative](#) to design the wall wraps and [JMR Graphics](#) to install them. I realized over time that you have to trust your own vision and energy and then choose great partners to help execute your vision. Of course, if you don't have a great brand, this approach will never work for your business.

I'm a huge fan of theater as well as retailers and supermarkets like Stew Leonard's that do it right. These folks have invested in lights and branding to create a powerful customer experience. So I asked myself: "How do I replicate that feeling of both Broadway and those beautifully branded retail spaces?" I wanted to hit visitors' five senses. So, our lobby includes not just branded wall wraps but also