

A logo on the reception wall is *not* spatial branding.

What the discipline actually covers, and where most commercial projects lose the plot.

Spatial branding puts a brand into a *building*.

Identity, wayfinding, signage, materials, light and digital content, working as one system. A visitor should know whose building this is and how to move through it. Both, without asking anyone.

Four jobs people keep confusing

Interior design

How should the space work and feel? Planning, furniture, finishes, lighting, services.

Signage

What has to be displayed? Exterior signs, room signs, directories, statutory signs.

Wayfinding

How will people understand the place? Journeys, decision points, naming, maps.

Spatial branding

How does the brand become the environment? Identity, story, graphics, materials, light.

You do not need the logo on
every wall.

Palette, material language, typography and a repeatable graphic system carry recognition further than repetition does. Repeating the mark is the cheapest available move and usually the least memorable one.

Four things a working system does

- Visitors stop asking basic questions, because the next decision shows up at the moment they need it.
- The physical experience backs the brand promise instead of contradicting it in a corridor.
- A documented system lets you open site two, ten or a hundred without redrawing every sign.
- Staff update what changes without anyone remaking the sign.

Mood board to production skips the expensive part

01

Objective

Audiences, behaviours, brand character, operating constraints.

03

Journeys

First-time visitors, staff, deliveries, emergency users.

05

System

Type, colour, materials, sign families, content hierarchy.

07

Build

Approved drawings into buildable parts. Then install.

02

Survey

Entrances, sightlines, circulation, surfaces, services, mounting.

04

Touchpoints

Where identity, direction and story actually help.

06

Prototype

Test scale, finish, illumination and legibility before you multiply an error.

08

Audit

Walk the routes again. Fix what changed.

Start while the *walls* are still open.

Power, backing, recesses, access panels and mounting points get designed in or they get improvised later. Start after the fit-out and you buy visible cables, surface conduits and signs squeezed into whatever space was left over.

What a useful brief contains

01 The property

Type, size, location, and the floor plans if they exist.

02 The journeys

Who uses it, and which routes carry the most people.

03 The rules

Brand guidelines, accessibility, safety, landlord conditions.

04 The dates

Opening date and the installation window you actually have.

05 What changes

Tenants, departments, menus. Anything you will edit later.

Judge it by this, not by the photographs

- A first-time visitor finds the entrance and the main destination without help.
- Information arrives before the decision point, not after the turn.
- The important signs stay legible under the lighting the building actually has.
- The materials survive the cleaning, weather and maintenance they will get.
- The finished work matches the approved samples and drawings.

Survey, design, factory, install. *One* team.

We plan spatial branding and wayfinding, fabricate it in our Bengaluru facility, and install it ourselves. The detail where a drawing meets a wall is where these projects are won or lost, so we keep that handoff inside one room.

1991

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