

Most brand walls are
the About page,
enlarged.

Telling a company story on a wall without producing
corporate wallpaper.

Pick the job before you pick the material

Memorable arrival

Dimensional identity or a signature statement.
Reception or visitor lobby.

Explain the history

Timeline with milestones and real artefacts. Long
circulation wall or experience centre.

Make culture visible

Employee stories, behaviours, recognition. Social hub
or internal street.

Show capability

Product, material or process display. Client briefing
area or showroom.

Keep it current

Integrated digital canvas with a content plan. Town
hall, reception or cafe.

Five questions before any design

01 Who sees it?

Candidates, customers, employees, partners, or all four.

02 Ten seconds

What should they understand from across the room?

03 Two minutes

What deeper story rewards someone who stops?

04 The evidence

What makes that story credible rather than claimed?

05 Two years out

What information will have changed by then?

Four levels, in descending size

01

The headline

One idea, visible from a distance. Purpose, promise or impact.

02

The structure

Time, people, process, place or product. Do not make visitors invent the reading order.

03

The evidence

Real milestones, patents, products, photographs, customer outcomes, employee voices.

04

The detail

Captions, dates and secondary facts that reward a close look.

Some companies have an interesting future and a repetitive *past*.

A timeline earns its place when sequence explains the organisation: founding, expansion, inventions, projects, direction. When the real story is a process, a mission or a community, a thematic wall does more. Do not force chronology onto a company that does not have one.

What each method costs you later

Metal or acrylic

Precise, architectural, durable. Weight, shadows, fixings and cleaning.

Printed wallcovering

Graphic flexibility and large coverage. Wall preparation, seams, replaceability.

Hand-painted mural

Human and site-specific. Artist consistency, surface, future repair.

Layered panels

Depth, rhythm and modularity. Edge finish, alignment, access.

Physical artefacts

Authenticity and tactile interest. Security, preservation, labelling, support.

LED or digital

Motion and updateable content. Content ownership, service access, the blank-screen state.

The nine that show up most

- Enlarging the About Us page and calling it environmental design.
- Using stock photography instead of company evidence.
- Giving every milestone equal visual weight.
- Installing small text where nobody can pause to read it.
- Adding a screen with no owner and no content calendar.
- Treating values as decorative words with no examples behind them.
- Ignoring power, backing, fire systems and maintenance access.
- Approving finishes on a screen rather than in the room.
- Skipping verification of dates, names, permissions and image rights.

Design the change in from the start

01 Removable panels

Magnetic or mechanical, so one milestone can move.

02 Separate components

Split dates from milestones so either can change alone.

03 Standard content bays

Photo frames and bays at fixed sizes.

04 A digital zone

One area for the fastest-changing material.

05 A named owner

A person and a review cycle, agreed before handover.

Do not fabricate a number
you cannot *afford* to change.

Employee count, office count, client count. If it is cut into metal, someone has to pay to cut it again next year, and until they do the wall tells visitors something untrue about the company standing in front of them.

Storytelling and *making*, developed together.

A clever concept still has to survive material thickness, seams, fixings, lighting and installation day. We design, fabricate and install timeline and brand walls, murals, dimensional elements and digital displays through one team.

1991	9,000+	50+
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spacecrafter.studio/services/timeline-brand-walls