

Strategy, Branding
and Graphics

Harrison.

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Over the past three decades, Harrison's reputation has been recognised for our capabilities, strengths and delivery of interior design and architectural concepts. However, it is our full-breadth of services — inclusive of **strategy, branding and graphics** — we believe is essential to delivering a comprehensive brand, across all print and digital touchpoints, as well as their physical spaces and product offering.

Branding is far more than 'a good logo'. It is about the emotions behind what your audience feels, sees and tastes when they interact with you at any point in their journey. Your brand is the image behind what your business believes in and endeavours to accomplish — these values define your personality. A brand requires broader thinking that we are here to help you discover.

Over the following pages, you will discover a brief description about **our process and scope**, along with a *visual* summary of five recent projects that demonstrate our holistic approach in various iterations. All projects began with collaborative discussions and strategy workshops, deciphering the best path forward for the brief-at-hand, and in-turn, informing all creative decisions made. The final two, we can't help but share as 'coming soon'...

01

Discovery

We research, discover and establish innovative and engaging brand propositions; whether it is a new concept or the repositioning of an existing offer. Our comprehensive brand development experience married with in-depth knowledge of the hospitality and leisure sectors, ensures projects are well-defined and commercially relevant.

- Trend & market analysis
- Purpose & positioning
- Site investigation
- Due diligence

02

Definition

We immerse ourselves in your business, brand, and culture to get tangible, and transformational insights that create a foundation to build upon. During the *strategy workshop*, we will work with you towards defining a brand strategy, point-of-view and narrative that is unique to you.

- Strategy workshop
- Global positioning
- Brand narrative
- Naming
- Establish creative brief
- Spatial assessments
- Project management

03

Vision

We work with your brand's personality, translating the strategy and ideas across all kinds of touchpoints. We create a brand identity that not only looks good yet full of meaning. One that works across various contexts captivating your audience and in turn elevates your business.

- Brand identity
- Brand overhaul
- Tone-of-voice
- Art direction
- Print & digital collateral
- Interior concept creation
- Architectural concept creation
- 3D visualisation

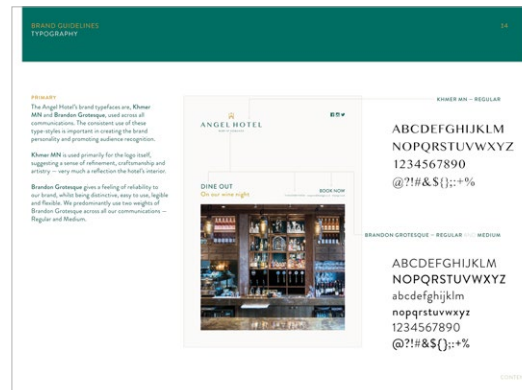
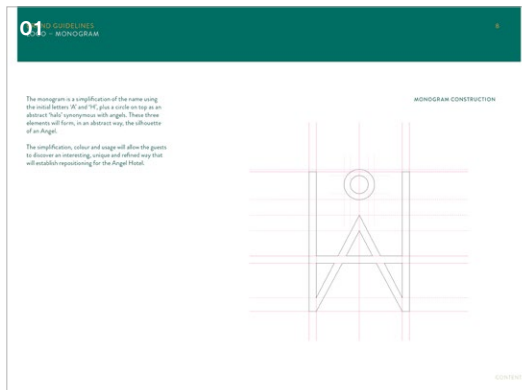
04

Delivery

We design and deliver physical spaces and experiences that bring your brand to life — they carry emotion, values, and aesthetic qualities that create a powerful and flexible 'brand-world' — architecture, materials and lighting are all narrative tools for brands.

- Brand interpretation
- Signage & wayfinding
- Interior design
- Architecture
- Production management
- Construction documentation

* Services denoted in grey are Interior Design and Architecture focussed.



- 01 Comprehensive 'brand guidelines' were created to support the consistent application of the identity.
- 02 A classic 'stationary suite'.
- 03 Details from the narrative strengthen the identity.
- 04 Uniforms include subtle branded detailing, such as brooches and embroidery.
- 05 A bespoke porcelain feathered chandelier is the focal point of the newly designed restaurant.
- 06 Detail of table-touchpoint, with gold-foiling and a unique textured paper.

Project **The Angel Hotel**

Location Suffolk, UK

Client Gough Hotels

Sectors Bars

Restaurants

Hotels

Services Strategy workshop

Brand narrative

Brand identity

Print & digital collateral

Art direction

Signage & wayfinding

Interior design

01



02



- 01 Initial research revealed an over saturation of illustrative Oystercatcher bird for logos.
- 02 Final logo; interpreted here in a 'graphic' form with bold, block colours.
- 03 Identity, used here on the printed menus, with a colour palette that sits well within the interior design.
- 04 Example of an exterior sign utilising the logo in its most simplistic form.
- 05 Interior and exterior spaces are filled with murals that explore the narrative further; painted by ArtScene.

Project **Oystercatcher**
 Location Polzeath, UK
 Client St Austell Brewery
 Sectors Bars
 Restaurants
 Services Brand narrative
 Brand identity
 Art Direction
 Signage & wayfinding
 Interior design
 Architecture



- 01 Celebrating local attractions, beyond the 'guidebook', for each YHA location; mural illustrated by Zoë Power.
- 02 The welcome-sheet was re-designed to provide guests with more than just 'hostel information', including a bespoke map and listings from the neighbourhood, with space to make notes.

02

Secret spots in this neighbourhood
Hidden gems only the locals know

3B Word on the Water
A floating bookshop on Regent's Canal towpath. As well as keenly priced books they boast a woodburning stove, friendly dog and occasional live jazz performances.

3B Camley Street Natural Park
London Wildlife Trust's Flagship Reserve, it hosts pond-dipping and nature-watching sessions for children and its wood-cabin visitor centre is used by the Wildlife Watch Club.

3D Drink, Shop & Do
There are many events held here, mostly crafts and dance oriented.

3A Gasholder Park
A green space within an old Victorian gasholder on the edge of Regent's Canal.

4C The Calthorpe Project
A pleasant, pretty inner-city community space that's tucked away behind King's Cross station. Locals gather here to socialise, exercise and get their hands dirty gardening.

3B Platform 9¾ at King's Cross
Still waiting for your Hogwarts letter? Don't worry, you can experience the next best thing at King's Cross station. Let the wand choose the wizard (or witch) at the Harry Potter shop or take a picture at Platform 9¾, both found in the station concourse. They're very popular, so be prepared for queues if you're visiting in busy periods.

1A Camden Market
Camden Market's the place to be for the most interesting street looks, the quirky accessories and the best street food in London. Cool doesn't quite cover it. Open daily, this is the place to be for delicious food and 'where did you buy that' bargains.

3A Granary Square
This chic square is home to some of the city's best restaurants and coolest bars. The dancing fountains in the square brings the beach to London on sunny days, with children of all ages dashing through the lively jets.

Walking Tours
No need to take the underground when you can explore on foot

7 Free Walking tour
Walk in the footsteps of the rich and powerful on this free tour. You'll be introduced to the personalities who ruled Great Britain, from Edward the Confessor to Winston Churchill.
Tour starts every day at 10am, 11am & 1pm

YHA NEIGHBOURHOOD MAP SERIES

LONDON ST PANCRAS

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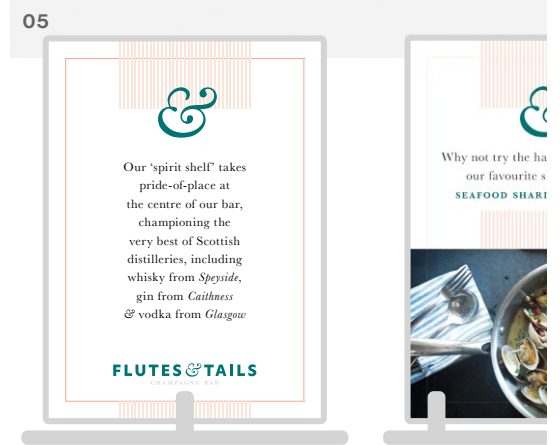
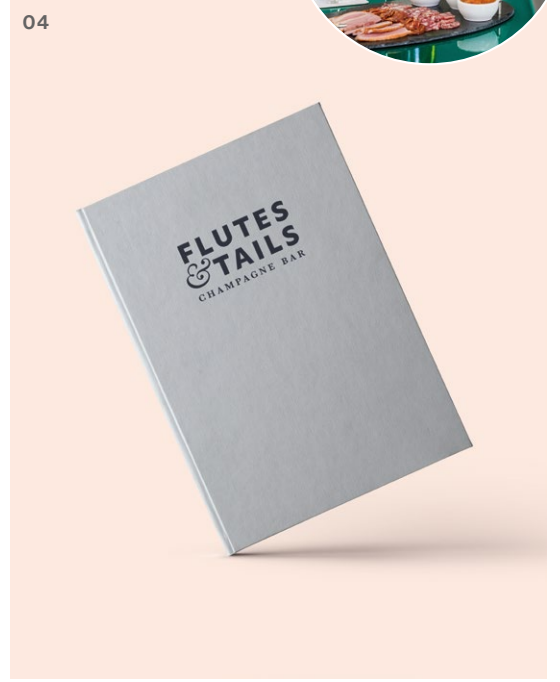
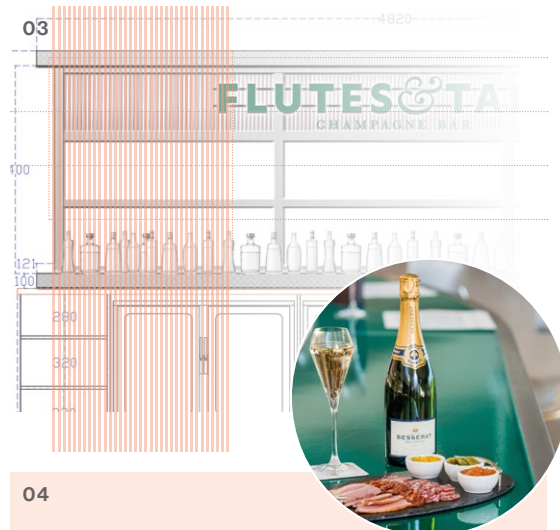
Project YHA London St Pancras

Location London & Broad Haven, UK

Client YHA England & Wales

Sectors Hotels
Leisure & Entertainment
Restaurants

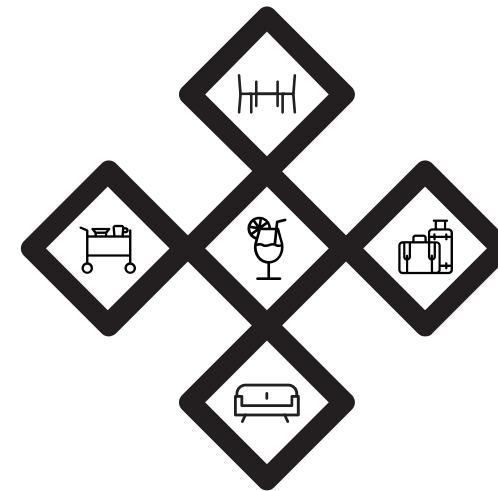
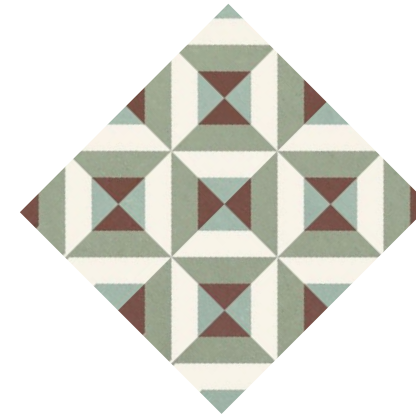
Services Strategy workshop
Brand narrative
Print collateral
Art direction
Signage & wayfinding
Interior Design



- 01 Coasters demonstrate the identity's flexibility, in this instance emphasising the ampersand and pattern.
- 02 Colour palette derived from imagery relating to the narrative and offering.
- 03 Graphic elements inspired by existing interior details, such as the reeded glass, and primary 'teal' colour is referenced to it's iconic bar.
- 04 Classic silver menu covers.
- 05 Narrative-led POS examples that share details of the concept's products.

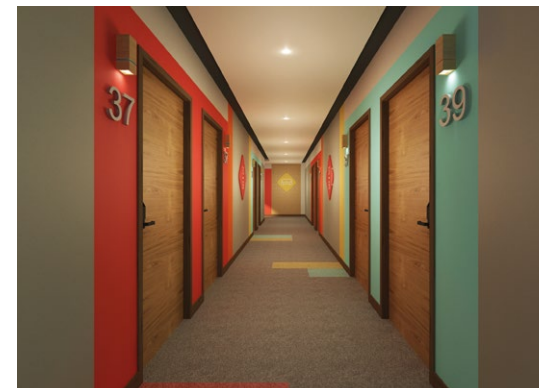
Project Flutes & Tails
Location Edinburgh Airport, UK
Client The Restaurant Group
Sectors Bars
 Restaurants
 Travel Hubs
Services Brand narrative
 Brand identity
 Print & digital collateral
 Signage
 Interior Design

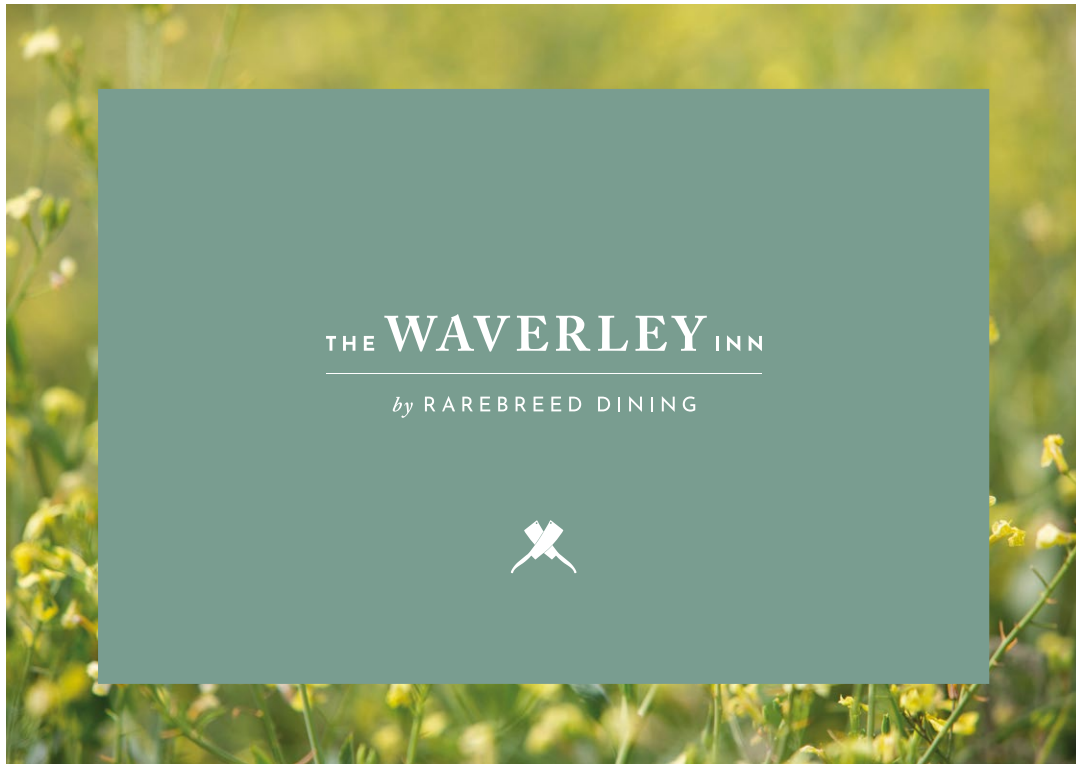
PATEO



- 01 The 'T' represents a *canopy*, *pergola* or a *table* which are often found on a *Patio*; the *Pateo concept* is based around a space to relax, refresh and connect.
- 02 Bright colours, patterns and typography are key features of the brand and space.
- 03 An illustration of the corridor's wayfinding.
- 04 The wayfinding system and formation is derived from the classic patio tile and the tessellated pattern.

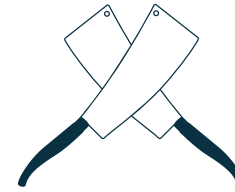
Project Pateo, Ramada Encore
Location —
Client Wyndham Hotel Group
Sectors Bar
 Restaurant
 Hotels
Services Brand narrative
 Brand identity
 Naming
 Print collateral
 Art direction
 Signage & wayfinding
 Interior design





THE **WAVERLEY** INN

by RAREBREED DINING



RARE SINCE 2014

COCKTAILS
STEAK
MEMBERSHIP

Project **The Waverley Inn**
Location Surrey, UK
Client Rarebreed Dining
Sectors Bars
Restaurants

COMING SOON



SINCE 1815

UNION SOCIETY BAR

LIBATION · VICTUALS · DISCOURSE



Project **1815 Union Bar**
Location Cambridge, UK
Client Cambridge Union Society
Sectors Bars
Restaurants

LET'S WORK TOGETHER

If you are interested in working together or want more information, please send a message or give us a call:

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