Branding Strategy

Ally Financial Consumer Care Center

Jacksonville, FL

SMITHGROUP JJR

Branding Concept | LIFE ALONG THE WATER

BIG BLUE OCEAN

WARM SANDY BEACHES

PEACEFUL GRASSY WETLANDS

LIVELY CITY RIVERFRONT

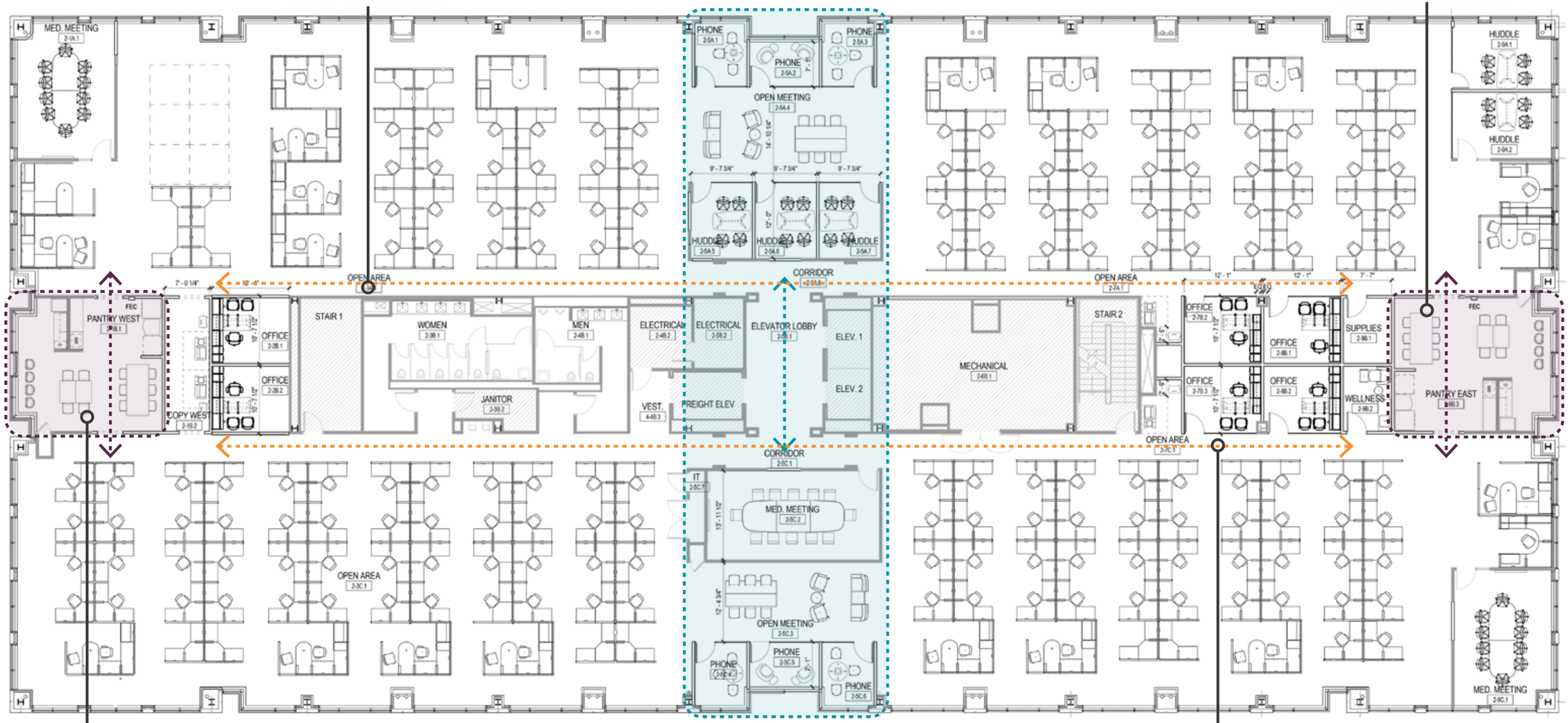
Design Strategy Plan | LEVELS 2-5

Creating moments of retreat and collaboration.

BRIDGING ZONE

AREAS OF COLLABORATION

AREA OF RETREAT



AREA OF RETREAT

The east and west pantries create a special space for workers to visit, take a break from the day, and enjoy moments of solace .

AREAS OF COLLABORATION

Open and closed collaboration spaces provide workers with variety and choice in their workspace. Comfortable, but durable, lounge furniture creates a warm and welcoming space for workers to interact with each other.

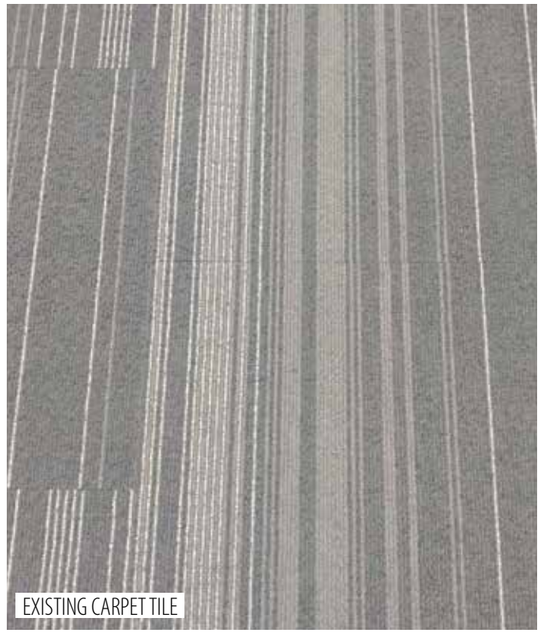
BRIDGING ZONE

Bridging zones connect workers and spaces. Bridging zone walls provide opportunities for supergraphics, feature walls, or LEAD walls.

Concept Elements | BASE PALETTE

Fabrics + Finishes + Branding

EXISTING FINISHES + MATERIALS


EXISTING CARPET TILE

EXISTING WOOD PANEL

EXISTING STONE

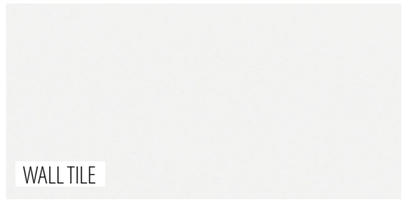
EXISTING TILE

EXISTING WORKSTATIONS

RESTROOMS

Benjamin Moore,
OC-65 Chantilly Lace

Dunn Edwards,
DE5715 Fizzle


WALL TILE

Dal-Tile, Rittenhouse Square 0790
Arctic White, 3"x6"

COUNTER TOP

Euro Stone, Brillante Bianco

EXISTING FLOOR TILE TO KEEP

Concept Elements | LIFE ALONG THE WATER (LEVEL 1)

Fabrics + Finishes

FEATURE WALL (WALLCOVERING)

To Match
Stone Source, Uon Uon Soft,
Tortora White Positive

ACCENT PAINTS / MATERIALS

FIELD COLOR

Benjamin Moore,
OC-65 Chantilly Lace

ACCENT 1

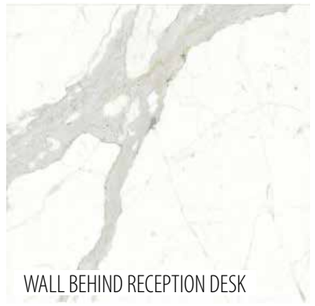
Sherwin Williams,
SW6148 Wool Skein

ACCENT 2

Sherwin Williams,
SW9164 Illusive Green

ACCENT 3

Sherwin Williams,
SW6494 Lakeshore



Bedrosians,
Plane Slab,
Calacatta

WALL BEHIND RECEPTION DESK

P-LAM CABINETS

PANTRY

Formica,
918-SP Neutral White,
Sculpted Finish

BACKSPLASH TILE

Bedrosians,
360,
Lagoon

QUARTZ COUNTERTOP

Euro Stone,
Virgo

LUXURY VINYL TILE

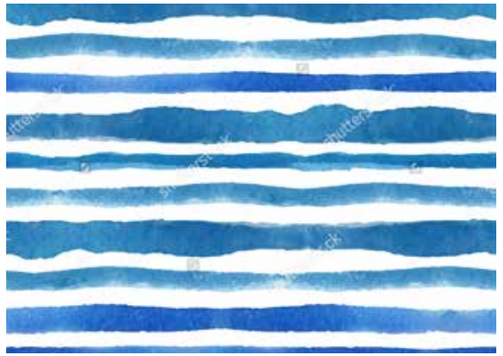
Armstrong,
Natural Creations,
ArborArt Galena Oak
NA180 Rye

FABRICS

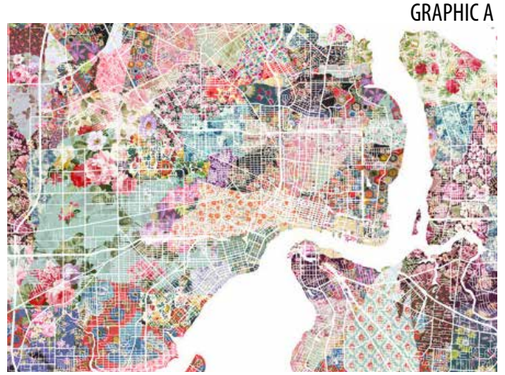
Concept Elements | LIFE ALONG THE WATER (LEVEL 1)

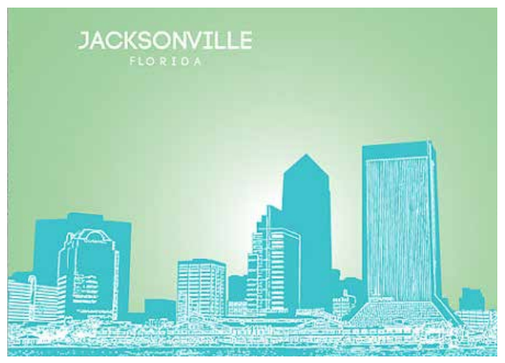
Graphics + Branding

GRAPHICS



GRAPHIC A





Sherwin Williams,
SW9051 Aquaverde

BRANDING / COMMUNICATIONS

TRUTHMARK (LOBBY)

LEAD WALL

TRUTHMARK - WOVEN WICKER

Concept Elements | LIFE ALONG THE WATER (LEVEL 1)

Furniture + Specialty Lighting

LIGHT FIXTURE PRICE ARE BASED ON AVAILABLE RETAIL COSTS, CONTRACTOR COSTS TYPICALLY RANGE BETWEEN 20-40% LESS.

CAFE SEATING

($270)

BANQUET SEATING (FURNITURE)

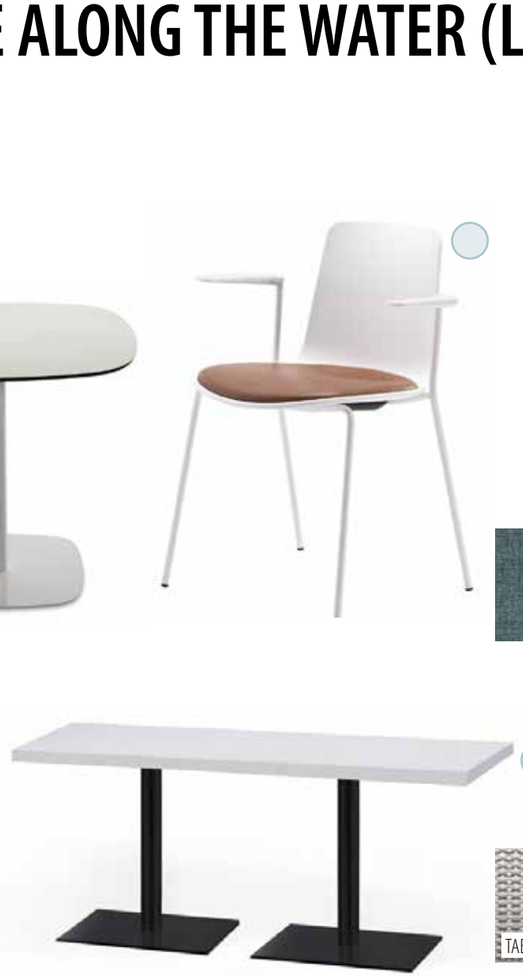


TABLE TOP

DIVIDER

BACK

SEAT

COMMUNITY TABLES

LOBBY & RECEPTION

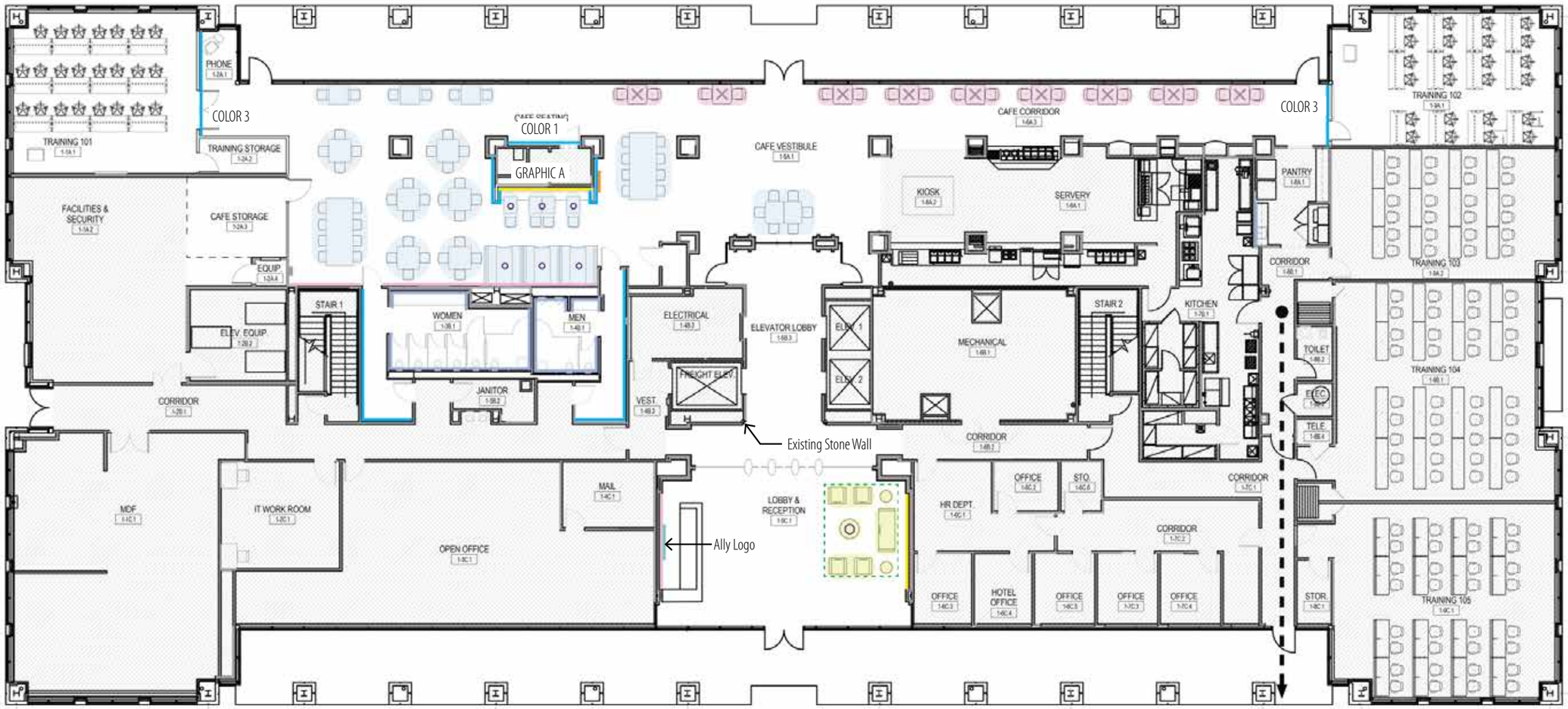
($2845 - 3 total)

GRAPHIC WALL (OPTION)

AREA RUG

Branding Plan | LEVEL 1

Base Palette + Life Along the Water Palette



BRANDING LEGEND

- Feature Wall
- Accent Paint
- Branding/Truthmark
- Image Graphics
- Tile
- LEAD Wall
- Specialty FFE
- Café FFE
- Existing FFE
- Area Rug
- Specialty Lighting

Concept Elements | BIG BLUE OCEAN (LEVEL 2)

Fabrics + Finishes

FEATURE WALL (WALLCOVERING)

To Match
Stone Source, Uon Uon,
Azzurro White Positive

ACCENT PAINTS / MATERIALS

FIELD COLOR

Benjamin Moore,
OC-65 Chantilly Lace

ACCENT 1

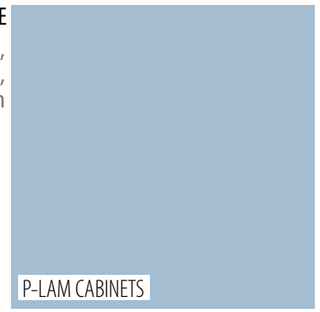
Dunn Edwards,
DEC796 Irogon Blue

ACCENT 2

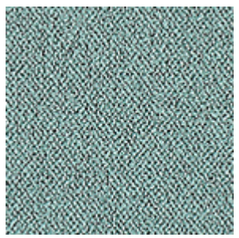
Sherwin Williams,
SW6502 Loch Blue

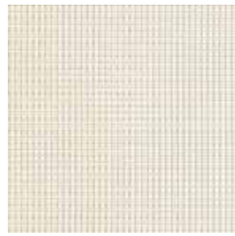
ACCENT 3

Sherwin Williams,
SW6800 Something Blue

	"SAILING" CAFE	"WAVES" CAFE
	Formica, 8821-58 Just Blue, Matte Finish	
P-LAM CABINETS		
		Formica, 918-SP Neutral White, Sculpted Finish
BACKSPLASH TILE		
	Bedrosians, Costa Allegra, White Sand	Bedrosians, 360, Lagoon
QUARTZ COUNTERTOP		
	Euro Stone, Virgo	Euro Stone, Virgo
LUXURY VINYL TILE		
	Armstrong, Natural Creations, ArborArt Galena Oak NA180 Rye	Armstrong, Natural Creations, ArborArt Galena Oak NA180 Rye

FABRICS

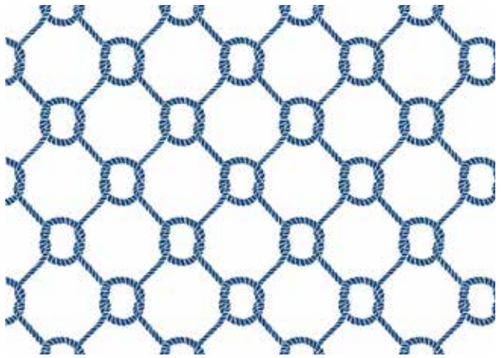




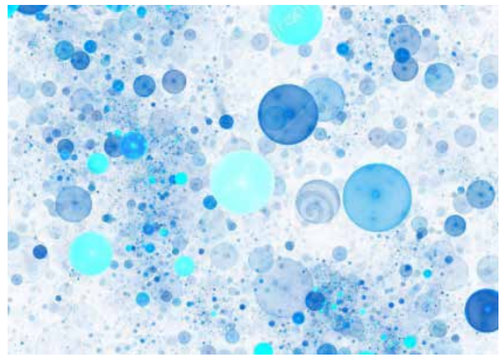
Concept Elements | BIG BLUE OCEAN (LEVEL 2)

Graphics + Branding

GRAPHICS



GRAPHIC A



GRAPHIC B

Frazee,
CL2325D Portable

Sherwin Williams,
SW6464 Aloe

BRANDING / COMMUNICATIONS

TRUTHMARK - BLUE GLASS MARBLES

LEAD WALL

Concept Elements | BIG BLUE OCEAN (LEVEL 2)

Furniture + Specialty Lighting

LIGHT FIXTURE PRICE ARE BASED ON AVAILABLE RETAIL COSTS, CONTRACTOR COSTS TYPICALLY RANGE BETWEEN 20-40% LESS.

($79)

"SAILING" CAFE

($675)

AREA RUG

OPEN MEETING

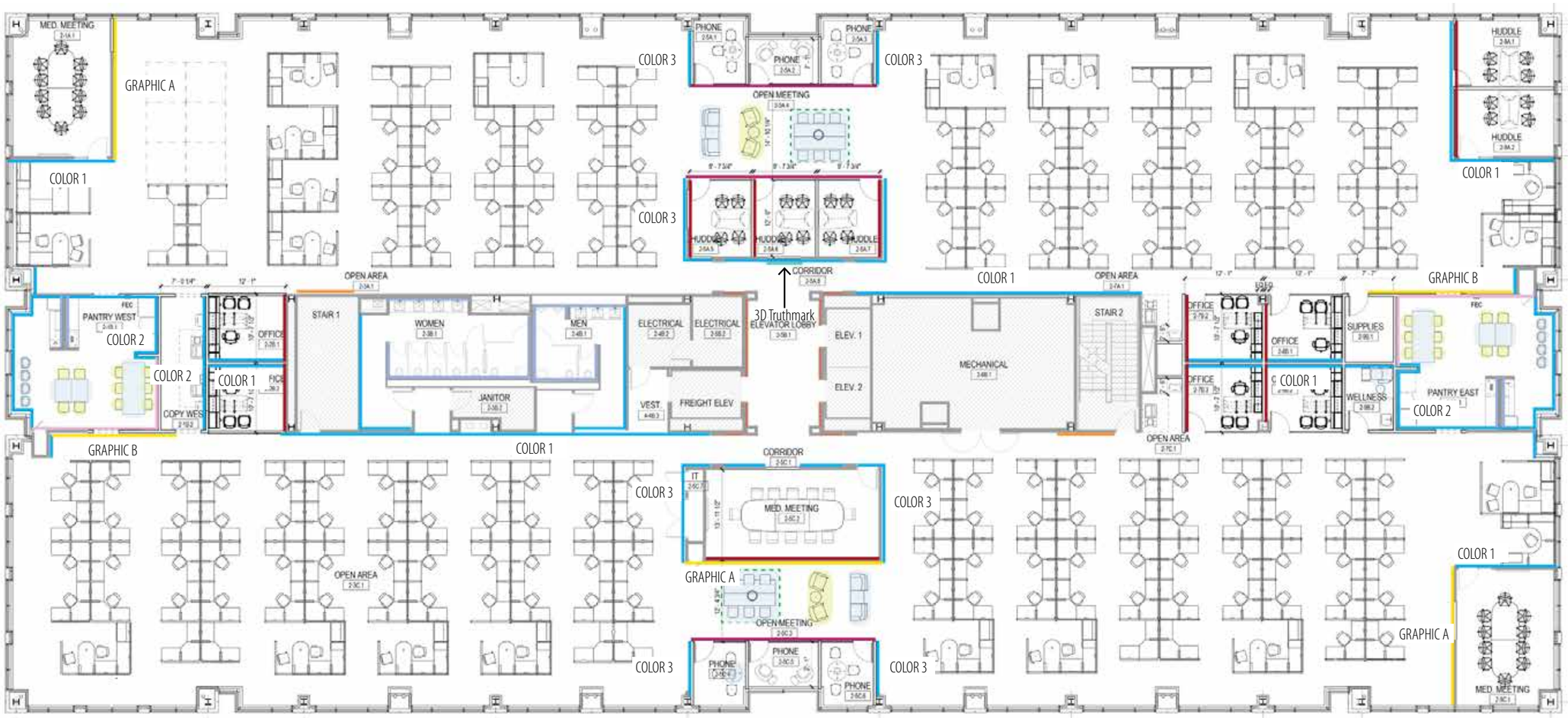
($149)

"WAVES" CAFE

WELLNESS ROOM

Branding Plan | LEVEL 2

Base Palette + Scheme Palettes



BRANDING LEGEND

- Feature Wall
- Accent Paint
- Branding/Truthmark
- Image Graphics
- Tile
- LEAD Wall
- Accent Glass/Glass Film
- Walltalker Wallcovering
- Waterfall "A" Wallcovering
- Specialty FFE
- Base FFE
- Area Rug
- Specialty Lighting

Concept Elements | WARM SANDY BEACHES (LEVEL 3)

Fabrics + Finishes + Branding

FEATURE WALL (WALLCOVERING)

ACCENT PAINTS / MATERIALS

FIELD COLOR

Benjamin Moore,
OC-65 Chantilly Lace

ACCENT 1

Dunn Edwards,
DE5499 Dull Sage

ACCENT 2

Sherwin Williams,
SW6770 Bubble

ACCENT 3

Sherwin Williams,
SW7016 Mindful Gray

"SUNSET" CAFE

Formica,
2007-58 Dali,
Matte Finish

Stone Source,
Tratto Lines,
Beige

Bedrosians,
Costa Allegra,
Adriatic

Euro Stone,
Virgo

Euro Stone,
Virgo

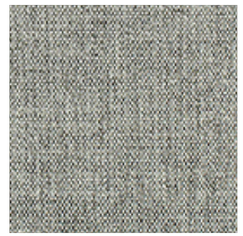
Armstrong,
Natural Creations,
ArborArt Galena Oak
NA180 Rye

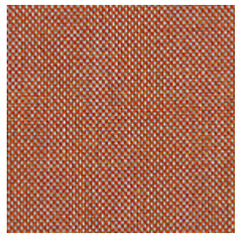
Armstrong,
Natural Creations,
ArborArt Galena Oak
NA180 Rye

FABRICS

"SURF" CAFE

Formica,
8824-58 White Drops,
Matte Finish





Concept Elements | WARM SANDY BEACHES (LEVEL 3)

Graphics + Branding

GRAPHICS

GRAPHIC A

GRAPHIC B

Sherwin Williams,
SW6324
Mellow Coral

Sherwin Williams,
SW6131 Chamois

BRANDING / COMMUNICATIONS

TRUTHMARK - SEA SHELLS

LEAD WALL

Concept Elements | WARM SANDY BEACHES (LEVEL 3)

Furniture + Specialty Lighting

LIGHT FIXTURE PRICE ARE BASED ON AVAILABLE RETAIL COSTS, CONTRACTOR COSTS TYPICALLY RANGE BETWEEN 20-40% LESS.

($550)

ALTERNATE OPTION ($249)

"SURF" CAFE

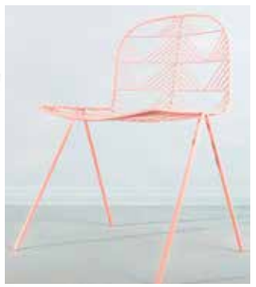
($279)

AREA RUG

OPEN MEETING

($565~695)

ALTERNATE OPTION ($279~390)



"SUNSET" CAFE

WELLNESS ROOM

Branding Plan | LEVEL 3

Base Palette + Scheme Palettes

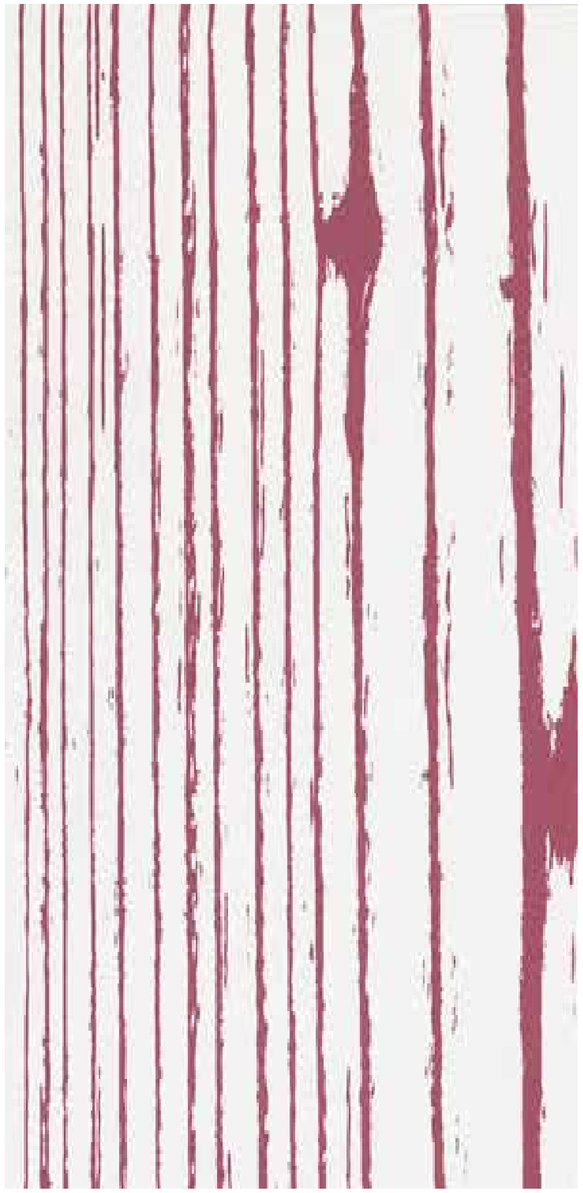
BRANDING LEGEND

- Feature Wall
- Accent Paint
- Branding/Truthmark
- Image Graphics
- Tile
- LEAD Wall
- Accent Glass/Glass Film
- Walltalker Wallcovering
- Waterfall "A" Wallcovering
- Specialty FFE
- Base FFE
- Area Rug
- Specialty Lighting

Concept Elements | LIVELY CITY RIVERFRONT (LEVEL 4)

Fabrics + Finishes + Branding

FEATURE WALL (WALLCOVERING)



ACCENT PAINTS / MATERIALS

FIELD COLOR

Benjamin Moore,
OC-65 Chantilly Lace

ACCENT 1

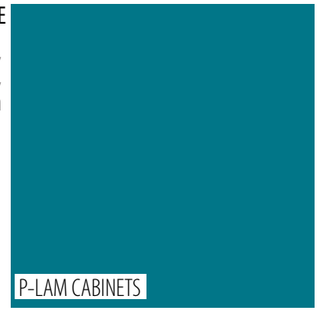
Dunn Edwards,
DE6275 Silver Creek

ACCENT 2

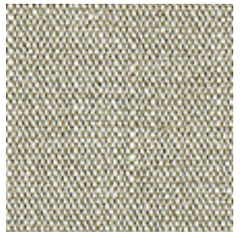
Dunn Edwards,
DEA145 Wine Stain

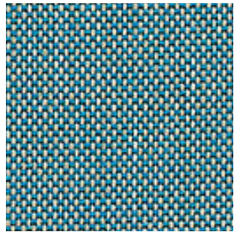
ACCENT 3

Sherwn Williams,
SW6222 Riverway

"BRIDGE" CAFE	"PUB" CAFE
Formica, 1520-58 Infinity, Matte Finish	
	
	Wilsonart, 4962-38 Gesso Tracery, Velvet Finish
Stone Source, Trilogy, Cinder	Bedrosians, 360, Cardinal
Euro Stone, Greige	Euro Stone, Grige
Armstrong, Natural Creations, ArborArt Galena Oak NA180 Rye	Armstrong, Natural Creations, ArborArt Galena Oak NA180 Rye

FABRICS





Concept Elements | LIVELY CITY RIVERFRONT (LEVEL 4)

Graphics + Branding

GRAPHICS

GRAPHIC A

GRAPHIC B

Sherwin Williams, SW6243 Distance

Sherwin Williams, SW6500 Open Seas

BRANDING / COMMUNICATIONS

TRUTHMARK - BOTTLE CAPS

LEAD WALL

Concept Elements | LIVELY CITY RIVERFRONT (LEVEL 4)

Furniture + Specialty Lighting

LIGHT FIXTURE PRICE ARE BASED ON AVAILABLE RETAIL COSTS, CONTRACTOR COSTS TYPICALLY RANGE BETWEEN 20-40% LESS.

($300)

ALTERNATE OPTION ($149~179)

"PUB" CAFE

($448-511)

ALTERNATE OPTION ($185)

AREA RUG

OPEN MEETING

($499)

ALTERNATE OPTION ($129)

"BRIDGE" CAFE

WELLNESS ROOM

Branding Plan | LEVEL 4

Base Palette + Scheme Palettes

BRANDING LEGEND

- Feature Wall
- Accent Paint
- Branding/Truthmark
- Image Graphics
- Tile
- LEAD Wall
- Accent Glass/Glass Film
- Walltalker Wallcovering
- Waterfall "A" Wallcovering
- Specialty FFE
- Base FFE
- Area Rug
- Specialty Lighting

Concept Elements | PEACEFUL GRASSY WETLANDS (LEVEL 5)

Fabrics + Finishes + Branding

FEATURE WALL (WALLCOVERING)

ACCENT PAINTS / MATERIALS

FIELD COLOR

Benjamin Moore,
OC-65 Chantilly Lace

ACCENT 1

Shewin Williams,
SW6744 Reclining Green

ACCENT 2

Frazee,
CL3014D Diego

ACCENT 3

Frazee,
CLC1205W No Way

"MOSS" CAFE

Formica,
5349-58 Fossll,
Matte Finish

Bedrosians,
Mallorca Glass,
White Linen/Message
in a Bot

Euro Stone,
Greige

Armstrong,
Natural Creations,
ArborArt Galena Oak
NA180 Rye

"ROOTS" CAFE

Formica,
5270-58 Geo White,
Matte Finish

Bedrosians,
Manhattan,
Subway

Euro Stone,
Virgo

Armstrong,
Natural Creations,
ArborArt Galena Oak
NA180 Rye

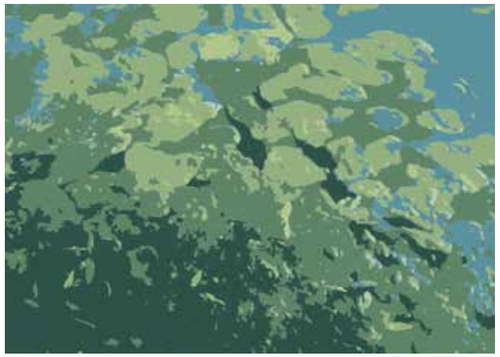
FABRICS

Concept Elements | PEACEFUL GRASSY WETLANDS (LEVEL 5)

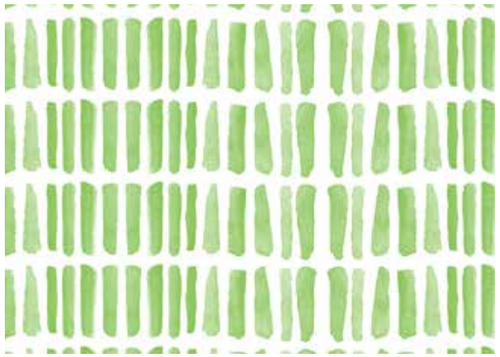
Graphics + Branding

GRAPHICS

GRAPHIC A



GRAPHIC B



Sherwin Williams,
SW6760 Rivulet

Sherwin Williams,
SW6403
Escapade Gold

BRANDING / COMMUNICATIONS

TRUTHMARK - SPANISH MOSS

LEAD WALL

Concept Elements | PEACEFUL GRASSY WETLANDS (LEVEL 5)

Furniture + Specialty Lighting

LIGHT FIXTURE PRICE ARE BASED ON AVAILABLE RETAIL COSTS, CONTRACTOR COSTS TYPICALLY RANGE BETWEEN 20-40% LESS.

($232~384)

ALTERNATE OPTION ($99)

"MOSS" CAFE

($1364)

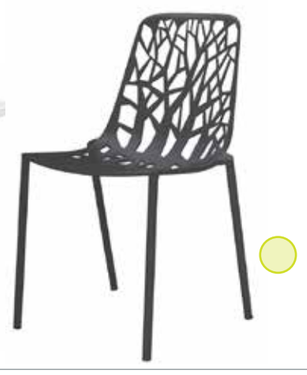
ALTERNATE OPTION ($675)

AREA RUG

OPEN MEETING

($221)

ALTERNATE OPTION ($99)



"ROOTS" CAFE

WELLNESS ROOM

Branding Plan | LEVEL 5

Base Palette + Scheme Palettes

BRANDING LEGEND

- Feature Wall
- Accent Paint
- Branding/Truthmark
- Image Graphics
- Tile
- LEAD Wall
- Accent Glass/Glass Film
- Walltalker Wallcovering
- Waterfall "A" Wallcovering
- Specialty FFE
- Base FFE
- Area Rug
- Specialty Lighting

Appendix | LIST OF MANUFACTURES

FURNITURE

- Arper
- Bend
- Bernhardt Design
- BuzziSpace
- Coalesse
- Davis
- Design Within Reach
- HighTower
- Herman Miller
- Industry West
- JANUS et Cie
- Keilhauer
- Martin Brattrud
- naughtone

LIGHT FIXTURES

- Desgn Within Reach
- Schoolhouse Electric
- Restration Hardware
- Tom Dixon
- West Elm
- Y Lighting