5 Ways **DISPLAY GRAPHICS** Improve Your Business

Reasons to Brand Your Workplace with Graphics

barkerblue

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1

Make a Strong First Impression

Graphics display your brand image quickly.

A picture can convey your company identity much quicker than words. Using custom visuals to brand your business workplace shows you care about your business image.

Display graphics help make a business environment warmer, and liven up the setting for both customers and employees. It's crucial to pay attention to the first impression you make, as you may not get a second chance. Displaying graphics in your workplace lets you select and broadcast that first impression right up front.

93% of all human communication is visual (Infographic World). Some research shows the human brain processes visuals 60,000 times faster than text (DigitalMarketer.com).

2 Convey a Specific Message

Selecting the right visual or graphics is essential to telling the story of your brand or product.

94% of young professionals (millennials, currently age 22 - 37) agree a company's brand experience and culture exhibited in their physical environment should match their marketing experience elsewhere (Blessing & White Study).

Always consider the main appeal of your product, who your demographic is, and what your audience prefers. If your brand image is largely about safety, you might choose more traditional graphics, with symmetry and peaceful colors. Whereas a company image that thrives on risk, and appeals to a young active audience, may choose bolder colors and graphics that suggest adventure. Either way, displaying graphics throughout your workplace lets you better control your message to the market.

Wall vinyl for Basic American Foods, by BarkerBlue.

3 Customize to Distinguish Your Brand

Whenever possible, choose custom-designed graphics to capture the unique essence of your brand or business identity.

Pre-fabricated art or decals, though better than nothing, risk looking like everyone else. They don't let you tailor your message to your business. Conversely, custom-designed graphics can convey a unique image and message that's all your own. That helps people distinguish your brand from competition, especially in a noisy or cluttered marketplace. Plus a customized business graphic is more likely to be remembered and admired by your target audience.

Wall vinyl and backlit mounts for SAASTR CSS, by Barkerblue.

4 Motivate Employees

Featuring engaging visuals conveys a sense that the workplace and the employee is highly valued.

Research suggests displaying graphics inspires creativity, progress, and inventive thinking from workers. In fact, one study shows art produces a quantifiable increase in productivity. Exeter University reported people working in enriched spaces (decorated with art and plants) were 17% more productive than those working in lean (undecorated) spaces (Forbes, May 2016, "The Impact of Art in the Workplace")

Work productivity increases even higher, by as much as **32%**, when allowing employees input into enhancing their work environment (University of Exeter/ Ambius Study).

5 Inspire Innovation and a Personal Approach

Displaying unique and beautiful graphics suggests you welcome innovation.

At the same time quality graphics also create a more personalized setting. Inviting customers and employees to a business with blank or bland walls makes people feel institutionalized. Whereas showcasing customized visuals tells people that your business welcomes and values individual expression and accomplishment.

84% of employees say environment affects their productivity (International IPSOS survey commissioned by Steelcase). Plus a recent Gallup study shows Millennials, Generation Xers, and Baby Boomers alike all expect an immersive brand experience to extend to a company's physical space.

Fabric wall for ONEder event, OneWorkplace.

BarkerBlue Provides Custom Display Graphics. Here's What Some of Our Clients are Saying:

BarkerBlue helped us allow for our employees to engage with our corporate values and bring the culture to life within our organization. BarkerBlue was a critical partner in not only thinking through the best way to do this, but also in creating and developing the beautiful design, the color scheme, and how the graphics are presented on the walls. We look forward to continue our partnership as we continue to grow.
—Jacqueline Hendy, SVP of Human Resources, Bill.com

We rely on BarkerBlue to come up with recommendations for the random requests we get. I can say 'here's what we're thinking,' and they're really good about steering us to the right end product without spending a lot of time on research and figuring out the specs. With everything they do, they're continually bailing me out, not sure what I would do without them.
—Lauren Barry, Designer, One Workplace

They created a beautiful three dimensional sign for us, and helped with everything from clearing administrative issues with the building to installation. We couldn't be happier and would definitely use them again.
—Susan Setton, Facilities Manager, Prezi

BarkerBlue is our preferred vendor. They do all the measurements, provide recommendations, and come up with out-of-the-box solutions that give us the 'wow' factors our clients are looking for. Plus, the level of customer service they provide, putting out fires at the last minute, is just too valuable to even put into words.
—Lindsay Hearne, Re-Inventing Events

BarkerBlue produces all the print work for me, they do my estimates, recommend alternatives and are always thinking of other things we can do. I can't use low quality anything, and without anything other than the file to match, they always do an excellent job. They're reliable and the quality is great, so once I put the order in I can relax.
—Peg Land, Large Format Graphics Consultant

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