

Coo'ee Mum... I'm here!

Not standing out from the crowd can be a good tactical move,  
*but not when you are trying to promote your  
business!*



Commercial Interior Design

steveturner**DESIGN**

'Creating customer appeal from client understanding' tm

## ***Company Visibility***

through signage & windows

Being recognisable is important for any business, and there is usually no bigger advertisement than your shop front or building façade itself.

***As a 3 dimensional marketing tool,***

it provides visual clues to the products and services you offer, along with a snap shot of who you think your customers, clients, staff are, and your companies ethos.

***It does this without lengthy explanations.***



***You probably get french-fries in both...but which are your customers!***

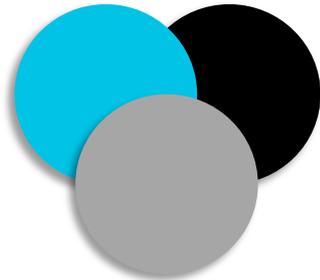
*Whether it is up close or from the end of the street, the impression that you give can result...  
in them never crossing your threshold!*



# impact.

Signage needs to have **impact.** It has to work over different distances...

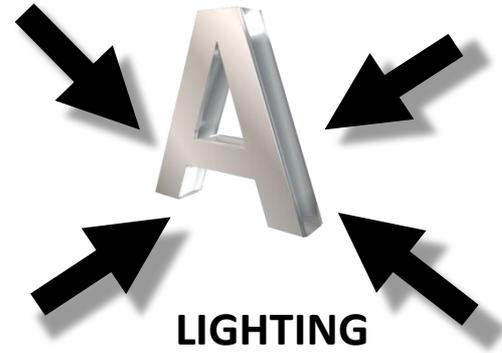
long, middle and close-up, with the importance of each being dependant on the façade or fascia's location.



**COLOUR**

**sCALE**

**SIZE & SCALE**

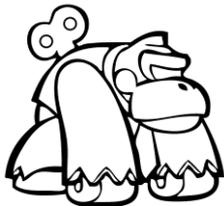


**LIGHTING**

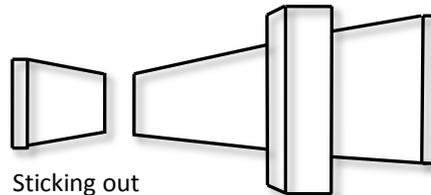
## FACTORS

*used to create the appropriate impact at the right distance  
and tell a company story*

**MOVEMENT**



**ORIENTATION**



Sticking out  
Flat, Standing up

**MATERIALS**





At 'Pumpnickels', the deli style coffee bar, the owner had a clear understanding of his business and his customers. Aiming at 'everyday folk' on the high street, providing straight forward baguettes and not trying to be pseudo continental.

With large windows, the offer inside was obvious and to reinforce the brand from a distance the deep overhead fascia was used to great effect. With its pen scribble typeface, the signage allowed the business to get its message and character across from the other side of the street.



A MODERN SHOP FRONT, WITH WINDOWS FITTED WITH SLIDING SASHES  
Reproduced from "The Grocer Guide to Window Dressing," by courtesy of Messrs. Parnell & Sons.

Close up though it's always been the

### ***Windows***

that give the biggest insight into the business.  
In the past, cramming every product into the first two feet of your shop was intended to impress the pavement shopper with their breadth and depth of product, seen at anytime of day.

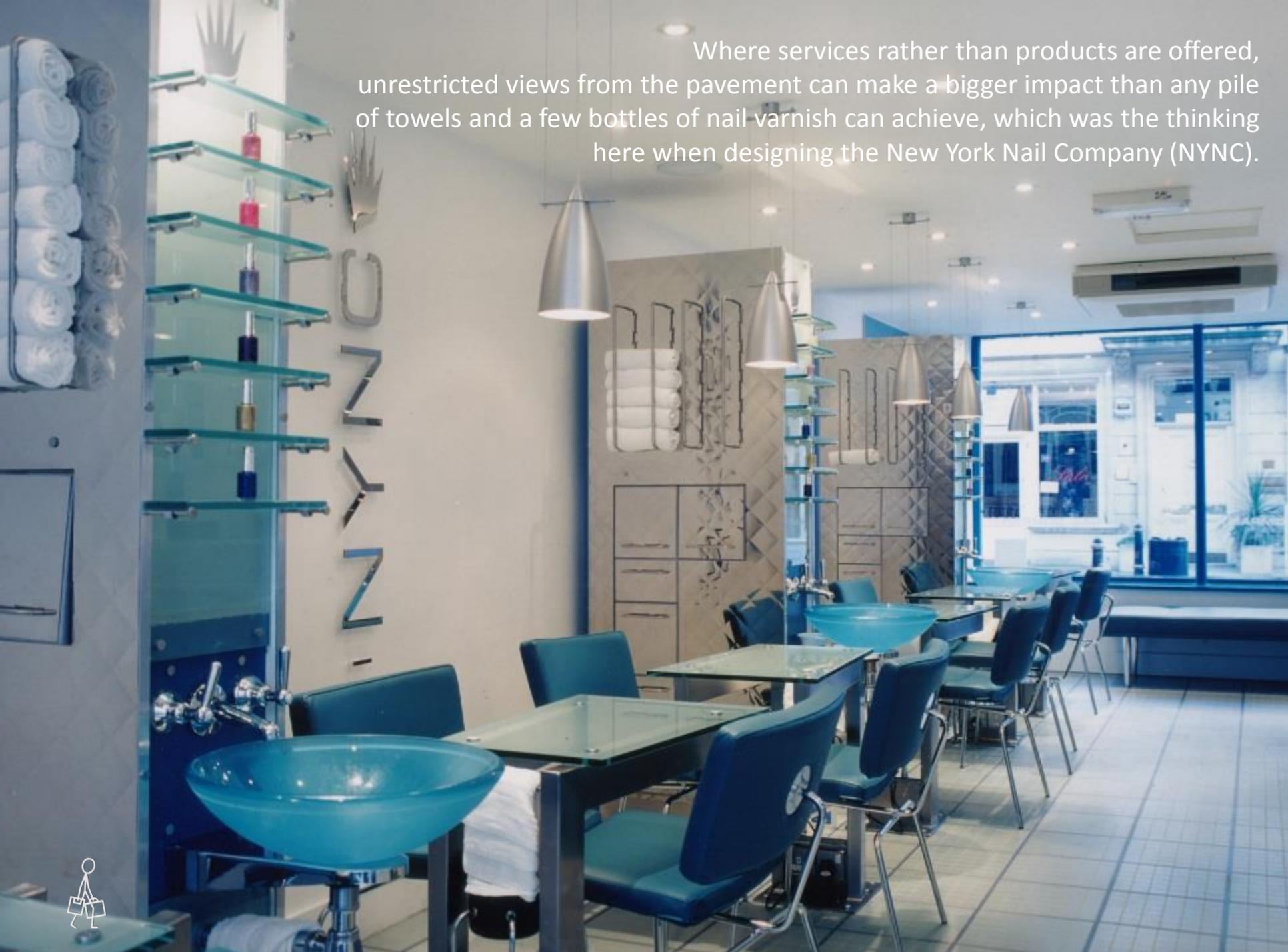
With so many alternative approaches to pavement shopping today, the window still serves the same purpose but in a very different way.

Now it is important to engage the customer on the pavement using the interior as a whole .

Window displays and entrances now are never barriers to either physical or visual access, but are magnets to entice the customer in to enjoy the whole store experience.



Where services rather than products are offered, unrestricted views from the pavement can make a bigger impact than any pile of towels and a few bottles of nail varnish can achieve, which was the thinking here when designing the New York Nail Company (NYNC).



# THIS is when you need a *Commercial* Interior Designer!



Not everyone wants your products or walks in off the street for your services, but if they don't realise you are there, then they won't ever cross your threshold. Using your *commercial interior* as a **3 dimensional marketing tool** can make your customers look more favourably on your products, services or business as a whole.

The 'currency' of 3 dimensional marketing is understanding how price point, appearance, space and equipment combine to meet customer expectations. The *Commercial Interior Designer* works with the client to create solutions that can go further, delivering benefit to staff, business image and ultimately the bottom line.

Getting a designer involved as early as possible not only will help you *create customer appeal* but will help build in operational efficiency from the start that may prove too costly to fix at a later stage.

**Get in touch for a free 30 minute telephone consultation** to find out how we have helped businesses like yours. Visit our website @ [www.steveturnerDESIGNS.co.uk](http://www.steveturnerDESIGNS.co.uk) or call Steve on **07765 023309**.



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