

Gresham Smith

Branded Environments  
& Experiential Design



[GreshamSmith.com](http://GreshamSmith.com)



Celebrating  
51+ Years

950+ Professionals in  
25 Offices Worldwide

# We are a global company with well established roots in each of the communities we serve.

Our project team is committed to guiding your project through all phases of planning and implementation. Passion and enthusiasm contribute to our success, but specific experience is what truly enables us to deliver effectively and efficiently.

**Gresham  
Smith**

## *Genuine Ingenuity*



At Gresham Smith our designers are passionate about creating spaces that translate a brand's identity into an emotion. We dig deep, research and collaborate with other disciplines like architecture, interior design, roadway design and landscape architecture to create programs that function just as great as they look. We evoke an emotional connection with your brand and infuse your organization's DNA throughout your workplace. We know you're not designing for once upon a time, that's why our solutions have an eye for future sustainability and flexibility. What story can we help you tell?



### General Rankings

BDC Giants (2018)

- #14 Top Architecture/  
Engineering Firms

ENR (2018)

- #83 Top 500 Design Firms
- #58 Top 100 Pure Designers

### Services we offer:

Brand Discovery Process  
Logo Design  
Holistic Brand Architectural  
Integration

Large Format Graphic Design  
Exhibit Design  
Sign Design  
Product Display Design

# We connect you to your audience.

Every space tells a unique story. Branded Environments carry the essence of your brand throughout multiple mediums. It inspires, defines, promotes, attracts and retains top talent to thrive in your atmosphere.

# We use branded touchpoints

to tell your story.



Branded Lobbies



Cafés & Breakrooms



Company Values



Impact Walls



Murals



Showrooms



Timeline & History



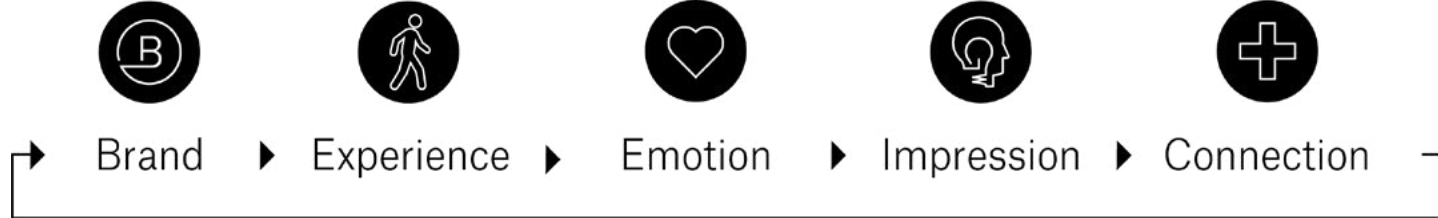
Product Display



Visitor Centers

# We create a lasting impression

through an emotional experience.



We are committed to continuing to

# push the limits by delivering fresh, rich, sustainable environments

that will inspire, motivate, and  
wow your guests.

# The Experts

We care about design and communication. We understand the rules and logic that guide a good wayfinding program. We also understand that wayfinding is for people—and people are complicated. Good communication is the key.



Take a glimpse  
into our balanced  
brand promise.

Helping our clients tell their story through  
an impactful branded experience.

# Nissan

Franklin, TN



## Displaying Innovation and Excitement

Nissan's energetic brand of technology and innovation inspires the graphics, which were designed to be interchangeable as the company evolves. The branding also provides a color scheme that is useful for wayfinding and floor designation throughout the office.





# Fanatics

New York, NY



## Showcasing the Sports Fan Experience

Fanatics is the number one online retailer for officially licensed sports apparel. Gresham Smith is the enterprise interior and branded environment designer for their world-wide locations. Each location will focus on the culture of "Fueling Fan Passion" by using a kit of parts to create a consistent brand experience.





# LifeWay

Nashville, TN

## Integrating the Past into the Future

For over 100 years, LifeWay has produced Christian publications, media and events. Their new facility integrates some of the rich history and values within a modern space. The interior space is designed to represent an ethereal and uplifting spirit, while the branded design elements are created to reflect the traditions of printing.

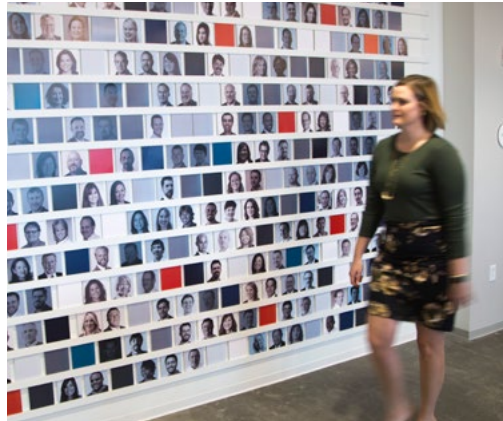






# Gresham Smith

Nashville, TN



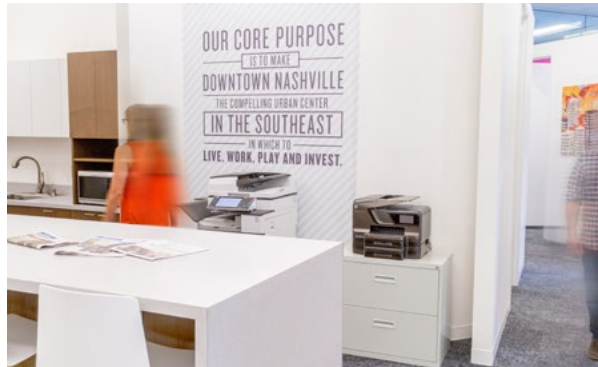
## Defining Who We Are

In 2017, we relocated our Nashville headquarters to the popular and fast growing So Bro district. Designing our own space was fun. Our guiding principles and design were the result of an in-depth research-based workplace strategy program including employee surveys and observations, workshops, focus groups and vision sessions. We're excited that our new office is truly a reflection – functionally and aesthetically – of our staff's vision for who we want to be and how we want to work.



# Nashville Downtown Partnership

Nashville, TN



## Out With the Old, in With the New

The Nashville Downtown Partnership is dedicated to making the city of Nashville the best place to live, work, play and invest. The design capitalizes on the space's existing architectural geometry and utilizes color to create a cohesive space. A large feature wall displays the Nashville Downtown Partnership's mantra, while an interchangeable quote wall and interactive map supports the organization's story.

# iVenture Solutions

Jacksonville, FL



## A Workspace that Defines Culture

The goal for iVenture was to create a space that engages employees and reflects who they are. The company's signature green color is intentionally infused throughout the space, while large wall graphics reinforce the organization's core values and connect the company's people to their purpose. iVenture's logo, nicknamed the "iGuy", inspired branded elements such as a large, interactive wall maze, that gage and inspire employees.





# 121 Financial

Jacksonville, FL



## Promoting Values and Principles

121 Financial is a credit union based on the Seven Principles of a Cooperative Credit Union. Each day, employees are reminded of these values as they are predominately located throughout the workplace. The graphic style is intended to reflect the approachable and accessible banking experience with 121 Financial Credit Union.



# Schneider Electric

Franklin, TN



## Attracting and Retaining Top Talent

The Gresham Smith-designed project consolidated several Middle Tennessee locations to six floors at the Two Franklin Park tower, with a goal of attracting and retaining top-talent employees and transitioning to a more mobile workforce. The design team created an energetic, collaborative space that supports Schneider's continued growth and success, reflects their global brand and showcases their technologies to potential clients.



# Budweiser Brewery Visitor Center

Jacksonville, FL

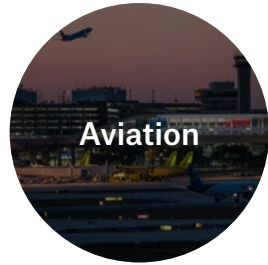


## Experiencing the Taste

The Anheuser Busch Jacksonville Brewery is the company's largest brewery outside of St. Louis. Gresham Smith was asked to re-imagine their visitor center by retrofitting an existing space to include a gift shop for merchandise and tickets and a multi-purpose room with a tasting bar. The brand is prominently displayed using touchpoints throughout the space, such as the brewery's timeline that showcases story elements for visitors.



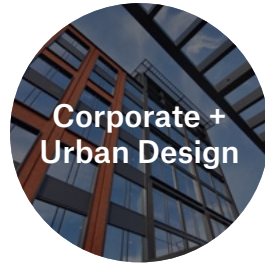
## MARKETS



Airports are as unique as the regions they represent, and we pride ourselves on delivering individuality balanced with the ever-changing demands of the aviation industry.



As design professionals we have considerable experience developing building systems that are cost effective and reliable.



From fundamental interior renovations to complex headquarter campuses, our award-winning project teams focus on the design goals that support a client's success.



Founded on healthcare facility and hospital design in 1967, we are now one of the nation's leading healthcare professional design firms.



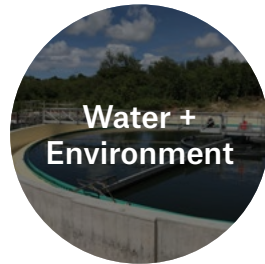
Our professionals bring extensive experience in new plant design, expansions and system modifications, and offer essential design services across many industry segments.



Whether as a direct partner or a complement to our other markets, our land planning professionals provide necessary expertise throughout the life of a project.



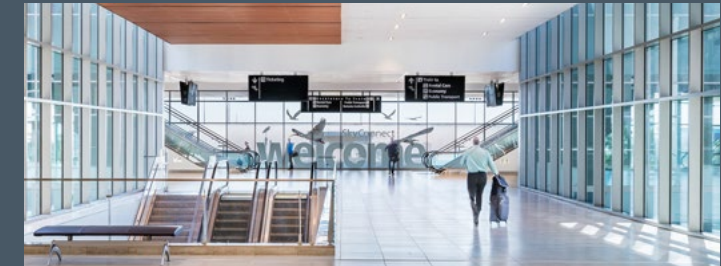
The capacity to handle everything from planning to technical design for transportation projects sets us apart from many other firms, and we've been doing so for almost four decades.



From maintaining clean drinking water, treating wastewater and managing stormwater to overall environmental management—we help you keep your community healthy and resilient.

## FIRM SERVICES

- Architecture
- Commissioning
- Engineering
- Environmental & Sustainability
- Experiential Design & Wayfinding
- Interior Design
- Landscape Architecture
- Planning
- Program Management / Construction Management / EPCM / Alternative Project Delivery
- Site Development





# Gresham Smith

Genuine Ingenuity

Alpharetta, GA  
Atlanta, GA  
Baton Rouge, LA  
Birmingham, AL  
Charlotte, NC  
Chattanooga, TN  
Chicago, IL  
Chipley, FL  
Cincinnati, OH

Columbus, OH  
Dallas, TX  
Ft. Lauderdale, FL  
Jackson, MS  
Jacksonville, FL  
Knoxville, TN  
Lexington, KY  
Louisville, KY  
Memphis, TN

Miami, FL  
Nashville, TN  
Richmond, VA  
Suwanee, GA  
Shanghai, China  
Tallahassee, FL  
Tampa, FL

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Experiential Design:**

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