



Transferring your
COMPANY VALUES ON YOUR WALL

YOUR DECORAL SHOP

**“THE ONLY WAY TO DO GREAT WORK
IS TO LOVE WHAT YOU DO”**

-Steve Jobs

WHY HAVE COMPANY VALUES?

Core values are what support the vision, shape the culture and reflect what a company values. They are the essence of the company's identity – the principles, beliefs or philosophy of values. Many companies focus mostly on the technical competencies but often forget what are the underlying competencies that make their companies run smoothly – core values. Establishing strong core values provides both internal and external advantages to the company:

- Core values help companies in the decision-making processes. For example, if one of your core values is to stand behind the quality of your products, any products not reaching the satisfactory standard are automatically eliminated.
- Core values educate clients and potential customers about what the company is about and clarify the identity of the company. Especially in this competitive world, having a set of specific core values that speak to the public is definitely a competitive advantage.
- Core values are becoming primary recruiting and retention tools. With the ease of researching companies, job seekers are doing their homework on the identities of the companies they are applying for and weighing whether or not these companies hold the values that the job seekers consider as important.



TYPOGRAPHY

5 REASONS WHY TYPOGRAPHY IS POWERFUL

1. It attracts and holds the audience's attention.
2. It is reader friendly.
3. It establishes an information hierarchy.
4. It helps to create harmony.
5. It creates and builds recognition.

The way that people experience your brand is likely through words in many situations. Whether they're seeing text on your TV ad, reading the about page of your website or looking at the name of your product on the shelf in the supermarket, it's an experience. As Brian Eisenberg explains, "branding is the subtotal of all the "experiences" your customers have with your business" so in order to create positive connotations for your brand, positive experiences are a must.

Just like colour has meaning for your brand, typography is equally as powerful in representing the values and tone of your brand.

Each classification of typeface has a different set of connotations and therefore will create a different representation of who you are and what you stand for as a brand.

TYPOGRAPHY IMPACTS EXPERIENCES

3 POPULAR FONT STYLES

The letters 'Aa' are displayed in a clean, modern sans-serif font. The 'A' is tall and narrow, while the 'a' is lowercase and rounded.

SANS-SERIF

Sans-serif fonts tend to have less line width variation than serif fonts. In most print, they are often used for headings rather than for body text. They are often used to convey simplicity and modernity or minimalism. Sans-serif fonts have become the most prevalent for display of text on computer screens.

The letters 'Aa' are displayed in a classic serif font. The 'A' has a traditional shape with a small serif at the top, and the 'a' has a distinct loop and a small serif at the bottom.

SERIF

Serif fonts were often used in the past as they work particularly well for the printed word – the small strokes projecting from the main stroke of each character (the serif) helps letters to stand out clearly, which makes the brain recognize words and letters more readily.

The letters 'Aa' are displayed in a fluid, cursive script font. The 'A' is tall and elegant, with a small loop at the top, and the 'a' is lowercase and highly decorative with a large loop.

SCRIPT TYPEFACE

Script typefaces are based upon the varied and often fluid stroke created by handwriting. They are generally used for display or trade printing, rather than for extended body text in the Latin alphabet. Script fonts are carefree and have a creative outlook. These are used to express creativity and emotions.

WHY TEXT LAYOUT MATTERS



The art of words is all about the way that words look on your wall. These are your values and need to make an impact. Since the dawn of the written language, the manner in which letters are presented and arranged has always mattered. Today is no different.

5 PRINCIPLES OF DESIGN LAYOUT

- 1) **BALANCE.** Balance in design is similar to balance in physics. A large shape close to the center can be balanced by a small shape close to the edge. Balance provides stability and structure to a design. It's the weight distributed in the design by the placement of your elements.
- 2) **PROXIMITY.** Proximity creates relationship between elements. It provides a focal point. Proximity doesn't mean that elements have to be placed together, it means they should be visually connected in some way.
- 3) **ALIGNMENT.** Allows us to create order and organisation. Aligning elements allows them to create a visual connection with each other.
- 4) **REPETITION.** Repetition strengthens a design by tying together individual elements. It helps to create association and consistency. Repetition can create rhythm (a feeling of organized movement).
- 5) **CONTRAST.** Contrast is the juxtaposition of opposing elements (opposite colours on the colour wheel, or value light / dark, or direction – horizontal / vertical). Contrast allows us to emphasize or highlight key elements in your design.
- 6) **SPACE.** Space in art refers to the distance or area between, around, above, below, or within elements. Both positive and negative space are important factors to be considered in every design.

Bold, *italics*, highlights and underlining

TIPS TO KEEP IN MIND

Bold is great to make a certain word or phrase pop out at the reader. Use it to make your reader stop skimming.

Italics can be used to emphasize a point, imply tone or even convey dialogue.

Highlights can help avoid overusing other features like bold or quotes.

Underlines are tricky with digital content. They may be confused for links, but you may still want to use them for emphasis or titles.

THE MEANING OF COLOUR

AND THE IMPACT ON YOUR BRAND

- 1. Blue:** Security, Trust Worthy, Stability, Loyalty, Wisdom, Confidence, Trust, Friendliness, Preservation, Courage, Science.
 - 2. Green:** Wealth, Money, Calming, Trees, Ambition, Endurance, Healing, Calm, Generosity, Natural, Completion, and Protection.
 - 3. Red:** Energy, Power, Vigor, Leadership, Courage, Passion, Activity, Joy.
 - 4. Yellow:** Optimism, Childish, Freshness, Law, Education, Arrogance.
 - 5. Pink:** Romantic, Feminine, Love, Beauty.
 - 6. Orange:** Cheerful, Passion, Pleasure, Enthusiasm, Fascination, Creativity, Fun.
- Black:** Powerful, Mysterious, Elegance, Sophistication, Functionality.



PHILOSOPHY OF COLOUR

Colour plays a major part in the correct reflection of your brand. This visually obvious yet subtle application has a significant impact on the way a brand is perceived by the public.

TOP COLOURS FOR DECALS



BLACK

Black is the total absorption of all colour. It is a symbol of power. It is essentially the absence of light, which gives it its ominous overtones. Black is timeless and effortlessly stylish. It is the colour of sophistication.

GREEN

The colour green is the easiest on our eyes because it requires no adjustment when it hits the retina. It's therefore calming, restful, and pleasing. Sitting comfortably in the middle of the spectrum, green is the colour of balance. It represents nature and for this reason it's a reassuring colour.



YOUR
DECAL
SHOP

BLUE

Blue evokes the mind. Serene and calming, it is the colour of clarity and communication. Blue has been shown to be the most common favourite colour among the world's population. It is seen as a sign of stability and reliability. That's why Your Decal Shop logo is blue!

WHERE

When it comes to placing your values in the right place in your space, you need to think of what you are trying to achieve. The underlining factor is that you are trying to motivate your employees and impress your clients.

Your Company Values as a Wall Decal would work perfect in a meeting room, entrance/waiting area, hallway, foyer, glass partitions (that's right! Don't limit yourself to walls!) or any large surface which is blank, gets a lot of eye traffic and deserves a feature.





SAY "NO" TO BLANK WALLS!

You may have the most hipster and architecturally built office in town, but if there are large blank walls, your not making the most of your space! Values don't need to be simply black text, they can be huge wall murals that show off your creative flair, passion and innovation! Let's not forget to make your amazing brand shine!

MEETING ROOMS

If you have a space where you regularly get together, discuss projects, meet clients or just chill in, it's a good place to display inspiration of what you are trying to achieve every moment of each day to reach your goals.





WHAT CAN BE DONE

There are so many options to make your Values shine with Decals. From small black letting to large full coloured wall murals to glass decals. When it comes to making a great impression, less is more and bigger is better! Use your space as wisely as you can to project your values and create an environment that your clients and employees won't want to leave.

NOT JUST FOR THE WALLS

Don't just limit yourself to your four walls. Decals on large glass windows can be aesthetically pleasing as well as add privacy! You also don't need to use your entire values on your walls. Remember, less is more! Take one important word from your values, dress it up in a stunning design and display it for the world to see.



LET'S GET CREATIVE

We've talked about fonts, colours, size and location but what about creativity? Great ideas go a long way when you're looking to make a statement. Create a theme, a scenario, a story. As every great design starts with an even better story. Depending on your brand, you can fit in different options to make your values sparkle.

SIMPLE PRE-DESIGNED TEMPLATES

Here are three pre-designed simple and effective templates exclusive to Your Decal Shop that can be utilised with your values today. Clean, straight forward and clear, these designs have been created to communicate your values effectively.

1

OUR VALUES

TRUST
EXCELLENCE
ACCOUNTABILITY
COLLABORATION
SERVICE
INNOVATION
GRATITUDE

2

WE BELIEVE IN PEOPLE
WE ARE ONE TEAM
STRAIGHTFORWARD AND OPEN-MINDED
KEEP IT SIMPLE
ENTREPRENEURIAL
SPIRIT
COST-CONSCIOUSNESS

3

CORE VALUES

DELIVER
amazing service

TAKE OWNERSHIP
in everything

COMMIT
to continuous improvement

EMBRACE
creativity & innovation

HOW YOUR DECAL SHOP APPROACHES OFFICE DESIGN

In order to create a space that reflects the brand and works to your organisation's advantage, we recommend reaching out to us. Our typical service takes this approach, but we're always flexible depending on a business's objectives, timeframes and budgets:

- 1. CONSULTANCY:** Our consultancy service will allow us to analyse your space and make the best recommendations to effectively transfer your brand to your office environment. We also offer a FREE "How to get started" PDF handy with Wall Graphic Planner to help you get started with your Custom Design.
- 2. MOOD BOARDING:** If you are unsure about what you would like in your space but would like to see the sort of thing we could do, this option is for you. After pooling information on your project, we will create a custom mood board that is tailored to your brand to show you the product options and potential styling choices we can do.
- 3. CONCEPTUALISATION:** If you are unsure of what you would like but want to see bespoke concepts this is the option for you. We will create a document that will contain original design concepts that could be applied to your space as well as inspirational images that could be adapted to suit your office.
- 4. DESIGN:** If you know what you would like, or now know after using another service, this option is for you. This service allows you to work directly with a member of our design team who will craft your design based on your tight specifications. It is important that you are clear on what you would like as you are only entitled to a limited amount of revisions before additional charges are applied.

AT YOUR DECAL SHOP DESIGN STUDIO

WE TAKE “CUSTOM” TO A WHOLE NEW LEVEL.

Our firm operates at the boundary between design, problem solving and manufacturing. We create Wall Decals and Murals that start with a pen and an idea. We develop branded interiors and we sustainably print all of our media in-house to whatever you can imagine, to make a space that matters to you. We're designers, illustrators and artisans and we join forces to help make your environment something you want to live and work in. Clients from around New Zealand and around the world come to us every day to aid in this worthwhile pursuit.

**LEARN MORE ABOUT PERSONALISING
THE INTERIORS IN YOUR COMPANY TODAY**

**www.yourdecalshop.biz
info@yourdecalshop.co.nz
Mobile: 0273322548**

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