

Contract Furniture Guide

For Upgrading Your Commercial Space

Your Workspace Is Your Brand's Handshake

Did you know your workspace and furniture create lasting first impressions in seconds—and set the tone for lasting trust and client loyalty? Studies prove visual design and layout drive nearly 94% of first impressions online and offline. In business interiors, those impressions impact sales, retention, and teamwork before a word is spoken. At Pasley Commercial Interiors, our guiding promise is clear: “Design to help your business grow”— we hope this guide will help you!





Why the Right Furniture Pays for Itself

The right furniture isn't just about looks—it's the engine behind higher productivity, healthier teams, and a lasting professional reputation.

Smart choices now prevent expensive updates later and create spaces your staff and clients trust and enjoy. For example, ergonomic workstations can increase productivity by up to 40% and reduce work-related injuries by 33%.

Just think what could happen if you could choose both well designed furniture and had the ability to create a harmonious, brand-driven design? The impact would be measurable in your bottom line. We can help, keep reading ...

First, Assess Your Pain Points

Identifying gaps is step one. Research shows 94% of employees link their workplace to performance (Gensler, 2022 Workplace Survey). A smart assessment sets the stage for success:



Pain Points

Comfort
Survey your team on how they feel after working all day in the desk, chair, or space you are in together.

Efficiency
Ask your team: what needs to be easier for you to access in your workspace?

Clutter
Find out if there are unused or chaotic areas in your workplace. This is a fast improvement zone.

Branding
Look at your space from the entry to the break room: is your brand look and feel consistent throughout? Are these spaces saying what you want them to say to your team and your customers?

4 Steps

A 4-Step Guide to a Smarter, More Profitable Interior

1

Maximize Employee Well-being





Flexibility
Choose adjustable desks, supportive chairs, and collaborative lounge areas—proven to boost creativity, focus, and overall health.

Lighting
Layer natural light and biophilia elements: offices with daylight access report up to 18% higher productivity, while greenery gives a 12% faster reaction time on tasks.

TIP #1:
Look for three essentials: adjustability (ergonomics), style (brand fit), and easy maintenance (practicality).

2

Reflect Your Best Brand Identity





Choose the Right Colors
Use colors, materials, and styling to communicate professionalism and optimism—shades like blue foster trust, gold conveys energy and excellence.

Keep it Simple and Same
Inconsistent design risks customer distrust: unified brand elements across reception, meeting rooms, and client-facing spaces make the largest impact.

TIP #2:
Prioritize commercial-grade durability for high-traffic use: office chairs, desks, and lobby furnishings must meet safety and performance standards for the long run. Ask this question of your furniture vendor, "Are these items field repairable?"

3

Optimize Layout for Customer





Think About Foot Traffic
Arrange furniture to eliminate dead zones, encourage easy navigation, and create memorable client touch-points.

Get Team Feedback
Studies show thoughtful layouts increase customer dwell time and spending in retail and hospitality settings.

TIP #3:
Request 2D and 3D renderings to see and fine-tune each choice before investing. Seeing the fit and layout of your selections before you make your purchase will protect from choosing the perfect desk and finding out it doesn't fit well in your space.

4

Build Long-Term Value





The Right Lighting
Choose LED smart lighting and recycled materials: energy-efficient solutions can cut costs by 50–70%.

Lighting Color
Don't forget: lighting color is everything! 2700K for warm hospitality, and 3500K for task lighting are good starting points. Never blend colors in the same room.

Flexible Desking
Modular designs adapt as your business grows, preventing expensive renovations and protecting your capital.

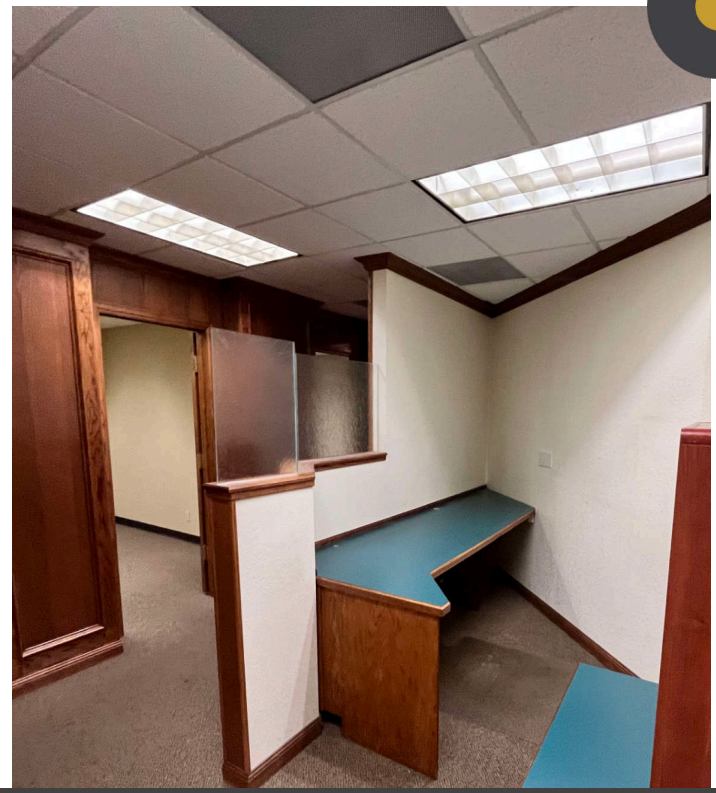
TIP #4:
Leverage dealer-direct pricing through Pasley Commercial Interiors, or another NCIDQ level commercial interior designer in your area that sells direct from the manufacturer: skip middlemen and unlock premium selections at better value.

Businesses that optimize spending on design see 3.5 times higher visibility (Forbes, 2020, "The Value of Brand Consistency").

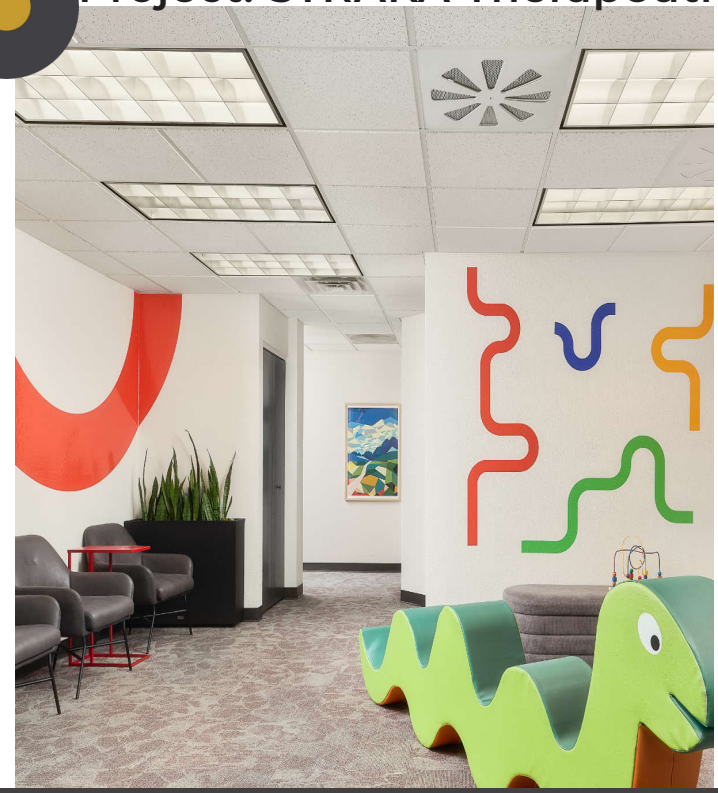
3 Case Studies For Real-World Proof.

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Project: STRAKA Therapeutics



Before



After

1

Case Study

The measurable value: Selling the business fast ... and for more money than previous offers!

Challenges:

The business lacked strong brand identity and operated in a difficult space, with a disjointed feel between its brand and physical environment.

A brand guide was available but had not been deployed in the space.

Solution:

Cohesion was brought between the space and brand by integrating the existing brand palette, including logos, colors, and iconography, into the physical space.

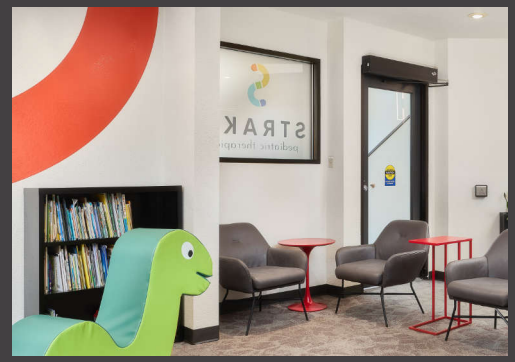
Result:

"They turned a drab commercial space into a playful environment perfectly suited for special needs kids with learning disabilities."
Betsy Straka, Owner

The space reflected the company's identity, making the team and clients happier.



STRAKA
pediatric therapies



Project: STORY COFFEE



Before



After

2

Case Study

The measurable value: Solving physical limitations in order to open a successful second location, doubling revenue!

Challenges:

After winning a national award designing their first location, Story Coffee returned with a new challenge: design their second shop inside a vintage building with limited spaces and almost no storage areas.

Solution:

A mobile wall was created to host the brand while doubling as a door for storage, effectively combining functionality and branding.

Result:

"We would not be the recognizable brand in the city of Colorado Springs, that we are, without Pasley Commercial Interiors."
Don Niemyer, Owner

The redesign bolstered the brand's presence in the city and elevated its business identity.

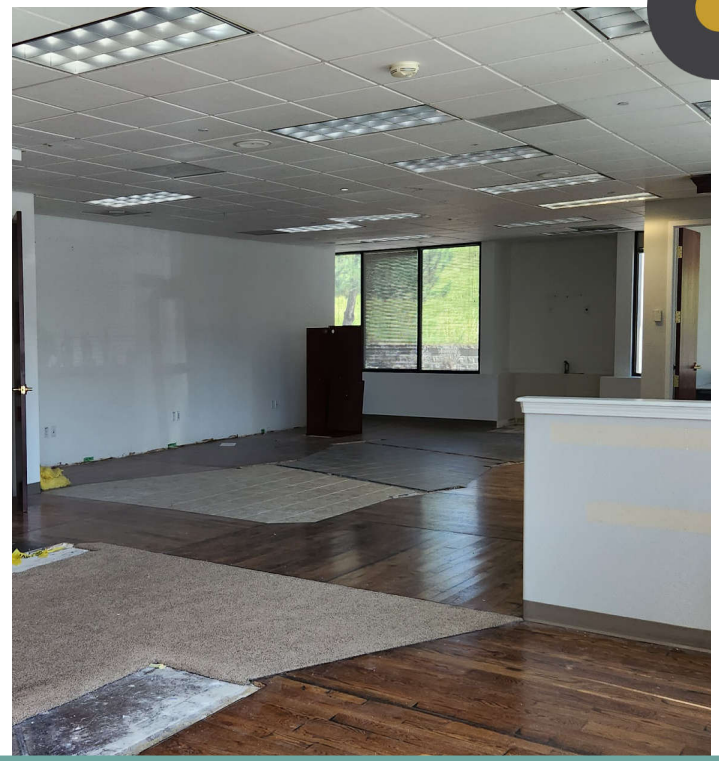




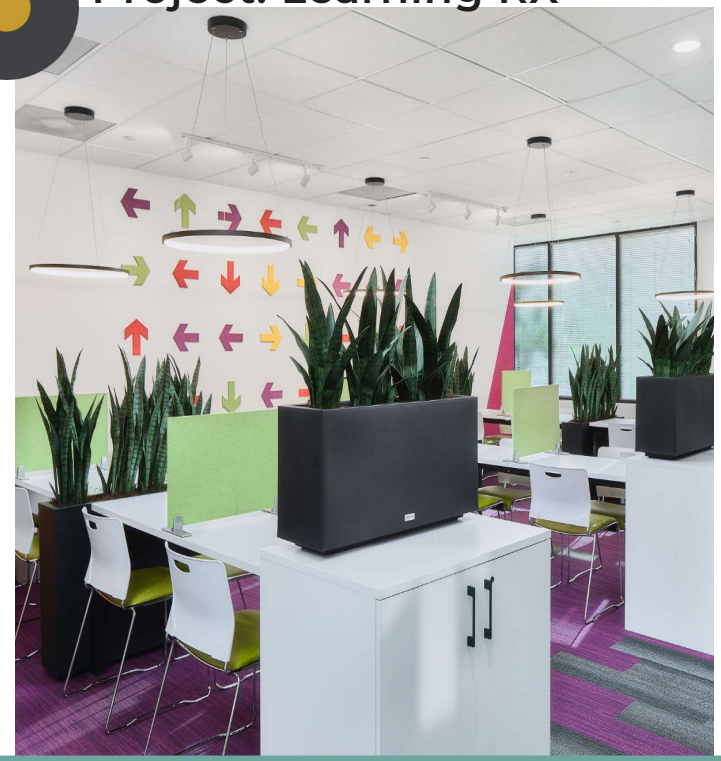


PASLEY COMMERCIAL INTERIORS

Project: Learning RX



Before



After

3 Case Studies.

The measurable value: A repeatable design plan was created for a fast growing, franchise!

PASLEY COMMERCIAL INTERIORS

Challenges:

The original space appealed to children, but was misaligned with the high school patient target audience. Also, creating replicable branding assets, furniture, and finishes needed to be deployed in many locations nationwide.

Solution:

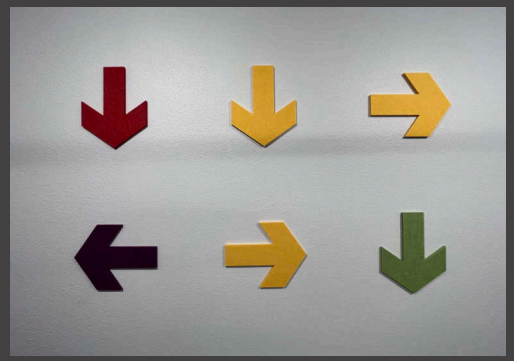
A branded design was implemented with shippable, owner-installable furniture and assets, shifting the feel to suit high schoolers and enabling franchise scalability.

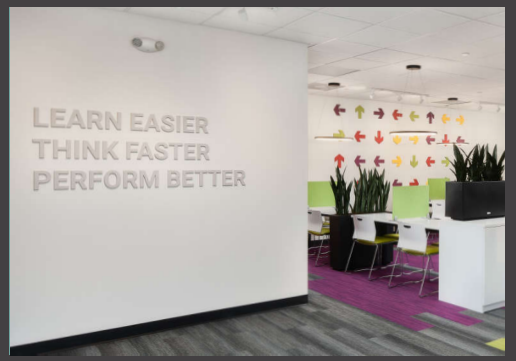
Result:

"We had just doubled in size so we needed a design team that could move fast and be flexible. We are so thankful for Pasley Commercial Interiors."
Kim Hanson, Owner

The space supported their expansion by providing a replicable model.

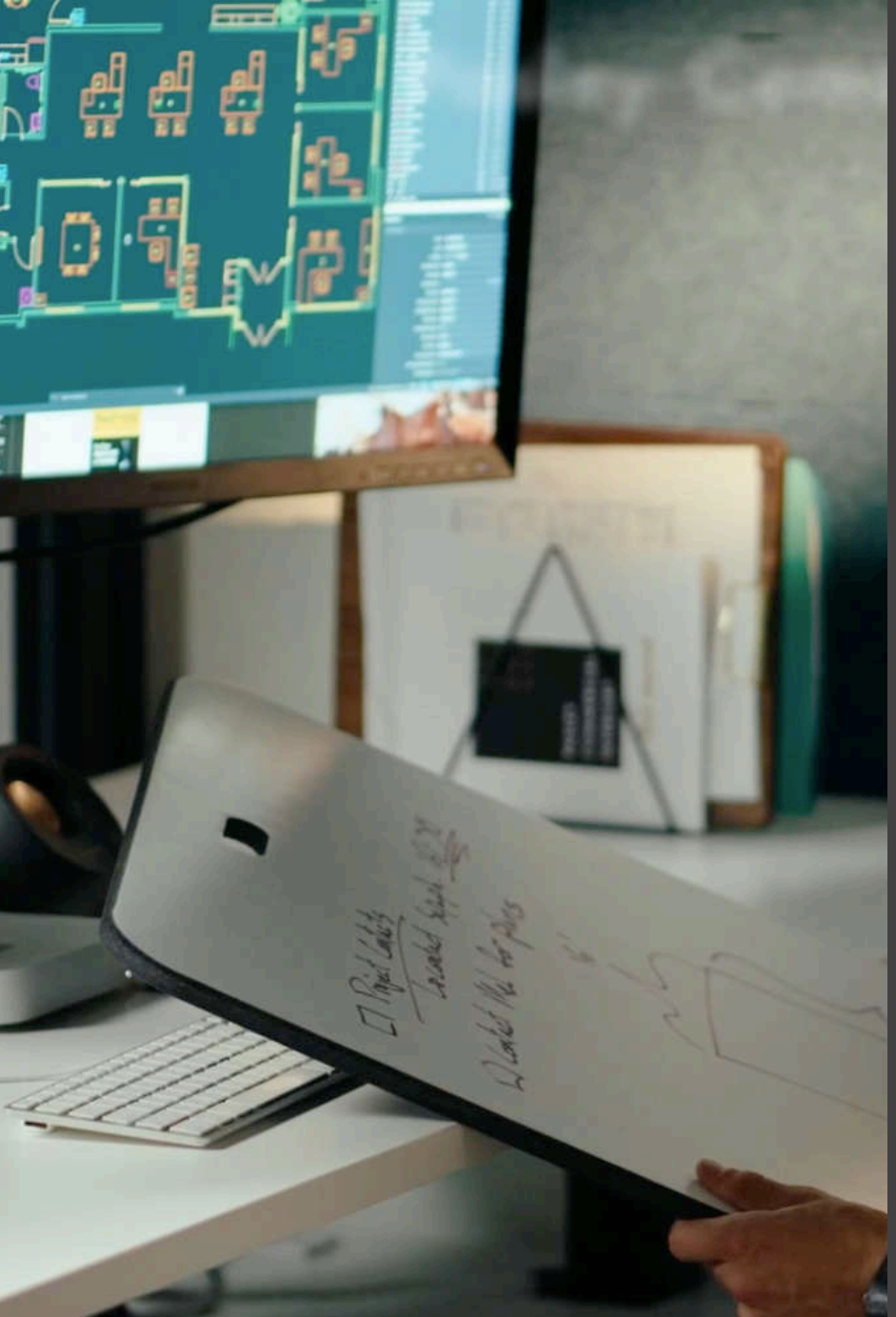






The right choices lift your space and your brand. Companies with cohesive branding see revenue rise by up to 23% (Lucidpress, 2021 Brand Consistency Report).

Benefits Of Working With A Qualified Interior Designer



Benefits

We can provide a simple, fast **Brand Audit** so you know what to work on first across all your branding efforts.

Get the inside track on layouts that encourage client flow and longer stays, and most importantly get a **compliance review** to make sure your whole design meets local code requirements.

Learn how to evaluate **commercial-grade durability** and safety standards for high-traffic areas. You will learn how we personally visited manufacturers in the US and in Canada to determine if their build quality and quality control met our expectations.

> Next page ...



Benefits

- Modular, **Flexible Designs:** Plan for a fast-changing future—furniture that adapts to your growth, while protecting your investment. We can show you lines of desking and office systems that are completely customizable and have interchangeable parts. Let your selections grow with you!

- Access to **3D renderings and turnkey installation**—visualize your space and accelerate your project. We will show you what the future looks like before you spend money on it.

Meet PASLEY COMMERCIAL INTERIORS.

Team.

OUR FOCUS.

According to Forbes, it takes less than 7 seconds to make a lasting first impression.

The look of your business subconsciously communicates information about who you are before you even get the chance to shake your client's hand.

We are here to make sure that you nail your first impressions.

56 Five Star Google Reviews and Counting!

Robin Pasley, NCIDQ
Owner & Design Principal



Robin brings a business owner's mindset to every consultation and every design project.

+

Victoria Rubio
Design Assistant



Victoria is a joy to work with and works very hard to deliver amazing work on time.

+

H.B. Pasley
Branding & Client Experience



H.B. will help you keep your brand focused and your messaging on point.

Skills.

BRANDING.

- Market Research
- ARCHER® Story & Sales Messaging
- Brand Strategy.

DESIGN.

- NCIDQ National Certification
- Commercial expertise.
- AutoCAD
- Sketchup
- REVIT
- 3D Animation

FURNITURE.

- 20/20 Design
- Custom Color and Finishing
- Turnkey Installation
- Manufacturing Relationships

YOUR SPACE. YOUR SUCCESS.

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INTERIORS

Your office should reflect your brand and fuel your growth.

Let’s collaborate to transform your commercial space into a competitive edge.

Don't forget: office furniture is often 100% tax-deductible in the year it is "placed in service." Ask your CPA for details.

Next Step

Bring what you have to our first phone call — a floor plan, a problem, or just a rough desk count. We'll give you a reasonable plan and let you know what lead times look like right now.

Call (click here):
719-472-3111

Book A Short Call

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