

OFFICE BRANDING GUIDELINES

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Overview

Purpose

The purpose of these guidelines is to standardize branding across all Baker Tilly spaces, enhancing brand awareness, engaging employees and activating the office environment to be more welcoming and aesthetically vibrant.

These guidelines should be referred to when applying brand elements to both new and existing spaces.

Not all elements will apply universally. Exercise aesthetic judgment to ensure cohesiveness.

Goals

- Create uniformity in branding across Baker Tilly spaces.
- Simplify the branding process by providing clear guidance.
- Enhance employee engagement through rich brand experiences.



Brand Activation Framework

Activation Process

1. Assess the space needs
2. Identify surfaces and areas that require additional activation
3. Reference this guide for potential brand element applications
4. Mock-up brand elements for review
5. Confirm requirements with vendors
6. Prepare production files
7. Complete installation

Space Types and General Guidelines

Key spaces should follow core activation principles. Some key spaces are:

- Cafe area
- Wellness area
- Meeting rooms
- Casual open seating and common areas

Execution Guidelines

For successful implementation of brand activations, keep in mind the following:

- Don't over-saturate a space with too many brand elements
- Vary the size and placement of branding to maintain visual interest
- Focus on key walls or areas that naturally draw attention
- Ensure that no room or space is left unactivated; all areas should be engaging



Creative Activation Concepts

Brand alignment

All environmental applications are rooted in Baker Tilly's brand platform and visual identity. It is essential that office branding follows these guidelines to ensure alignment with the overall brand.

The concepts of the Growth Symbol and the Explorer Persona serve as the core inspiration for Baker Tilly's brand activation efforts. These brand elements aim to bring the brand to life in physical spaces through creative expression.

Creative activation concepts

Each concept highlights an individual activation idea, followed by implementation steps and best practices.

- The Growth Symbol
- Topographic Pattern
- Plants & Greenery
- Mural Art
- Explorer Elements
- Light Elements as Art
- Glass Texture and Color
- Interactive Displays



Reception / Entryway Signage

Placement

Logos in the reception area are to follow the materials recommendation below, if design aesthetic allows.

Alternative logos may be used (black, charcoal, white), as needed, if standard placement doesn't provide enough contrast with the backing.

Some reception and/or entryway signage may be paired with a 3D topographic map. See page 13 for details.



Materials and Design

.5" deep with .5" standoff installation, 72" wide, solid flat-cut aluminum 1520 'Random Arc' Sanded-Low Gloss, standard stud mount.

Alternative materials for elevator lobbies, etc: .375" deep, flush installation, picture shown is 24" wide to create enough negative spacing surrounding our logo but sizing will vary on spacing.

Dimensional lettering of the full Baker Tilly logo.



Growth Symbol

Reasoning

One of the most memorable elements of the brand is the growth symbol. When used strategically, it helps associate the Baker Tilly brand and logo. There are specific ways the growth symbol can be used as a graphic element.

Applications

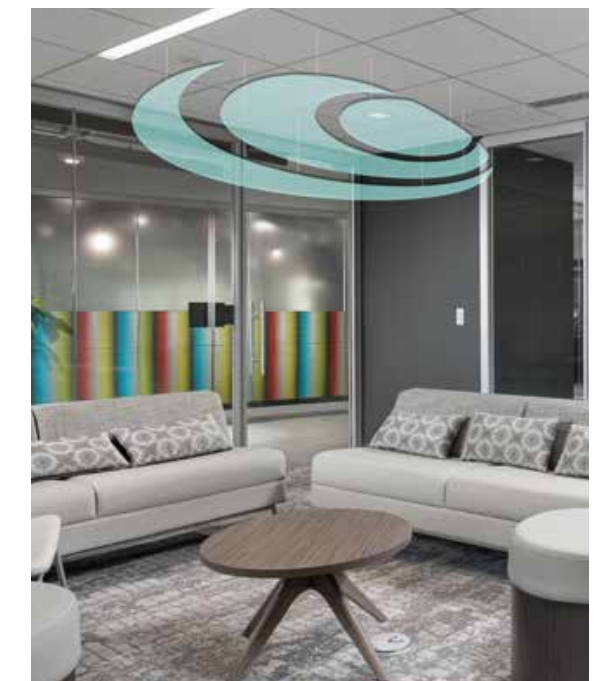
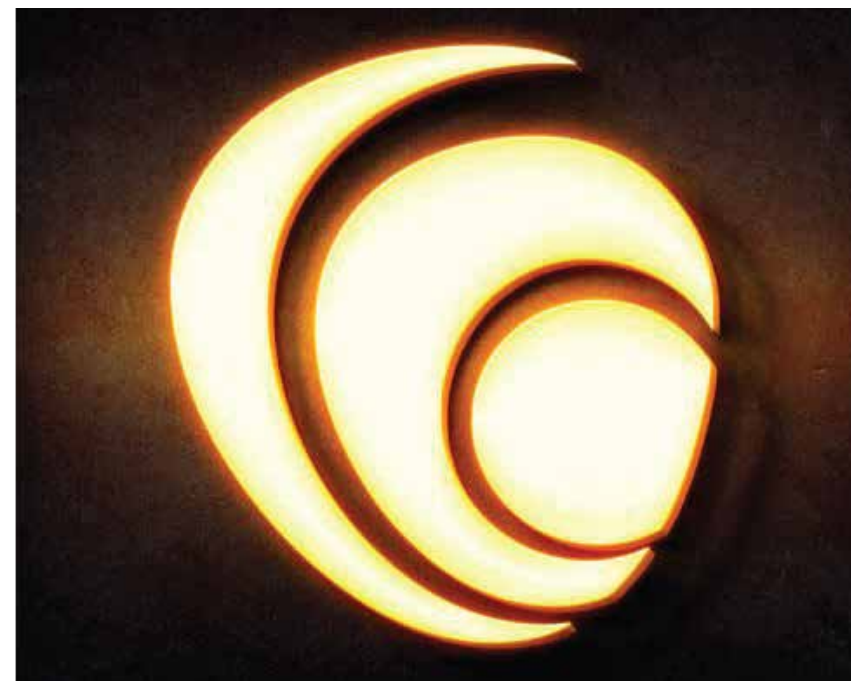
The growth symbol should be used strategically to welcome people or highlight key brand moments and spaces. It's important to avoid overuse.

2D Applications:

- Wall activation
- As privacy texture, on glass or fixtures
- Applied to reception desks or welcome areas
- As a shape containing art

3D Applications:

- Art object or plaque
- Lit signage
- As a mobile or hanging decorative object
- Wall texture with greenery



Growth Symbol

DO



Use as wall texture or accent



Use as light projection to activate walls, ceilings or floors



Use the symbol on frosted glass as a privacy graphic



Use in 3D low relief to activate walls

DON'T



Don't use unapproved brand colors



Don't stretch or distort the symbol disproportionately



Don't use overuse or repeat the symbol in one area



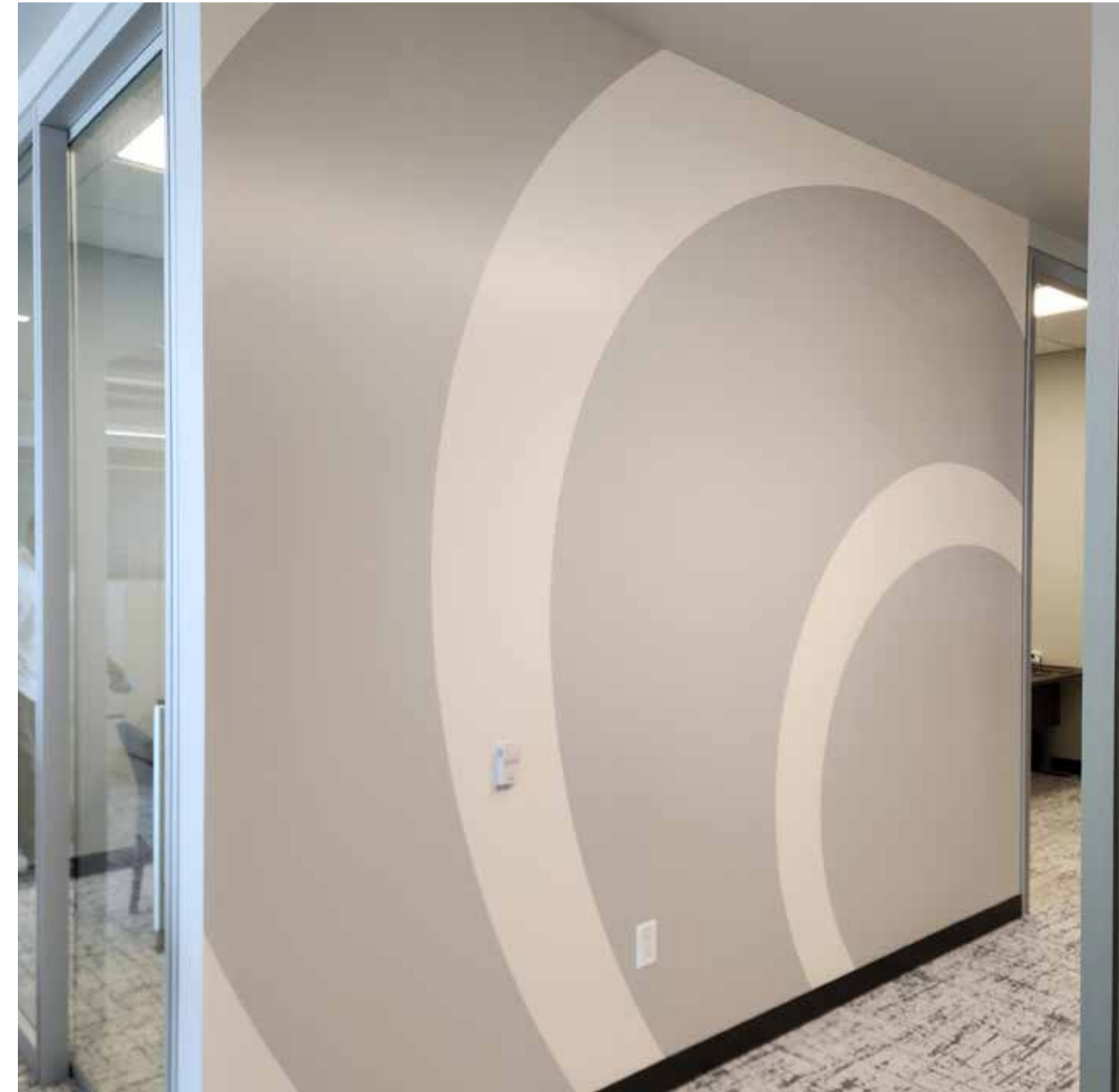
Don't use overlay the symbol on complex or noisy backgrounds that make the image hard to read or appreciate



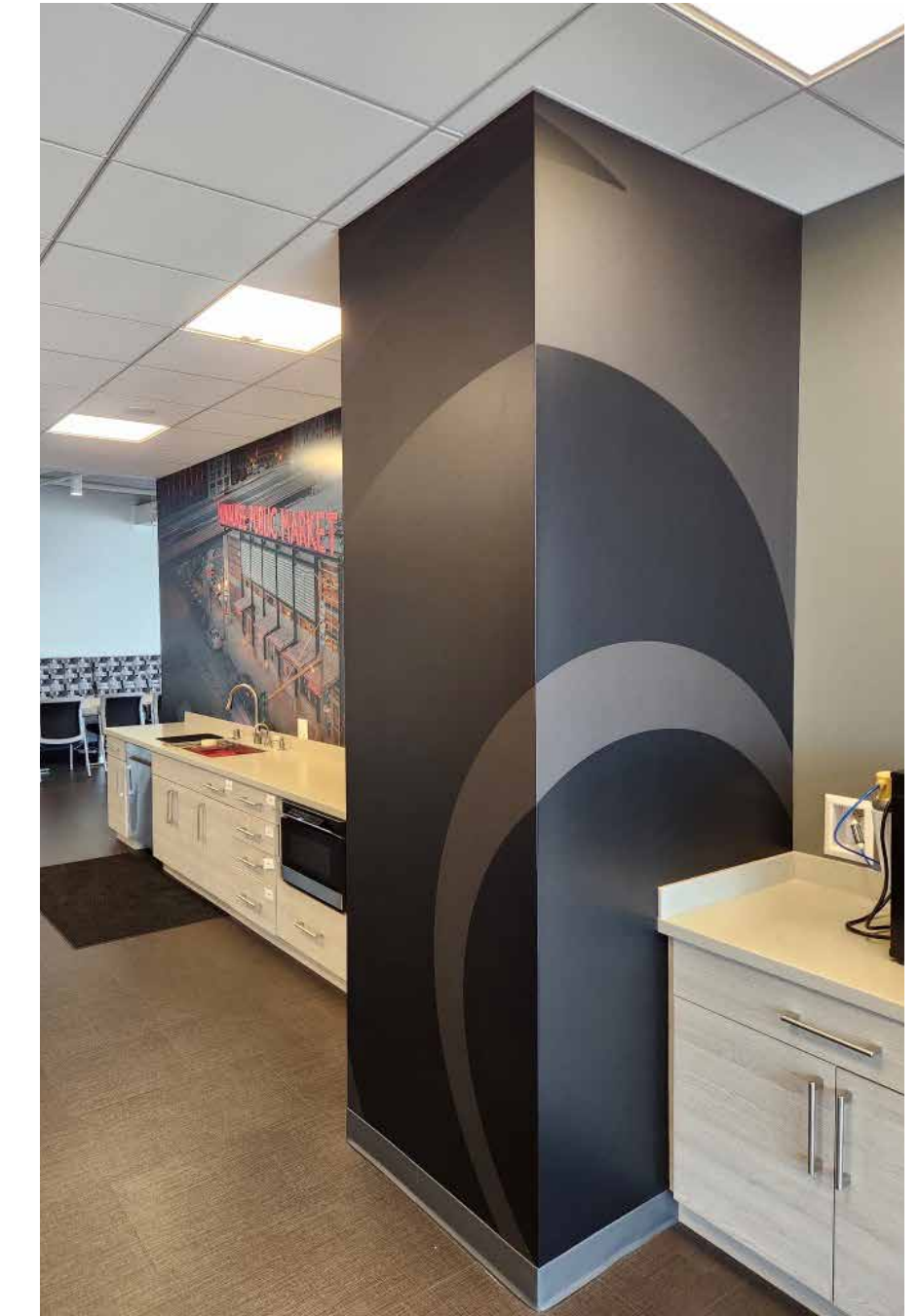
Growth Symbol: Vinyl



Santa Clara, CA office

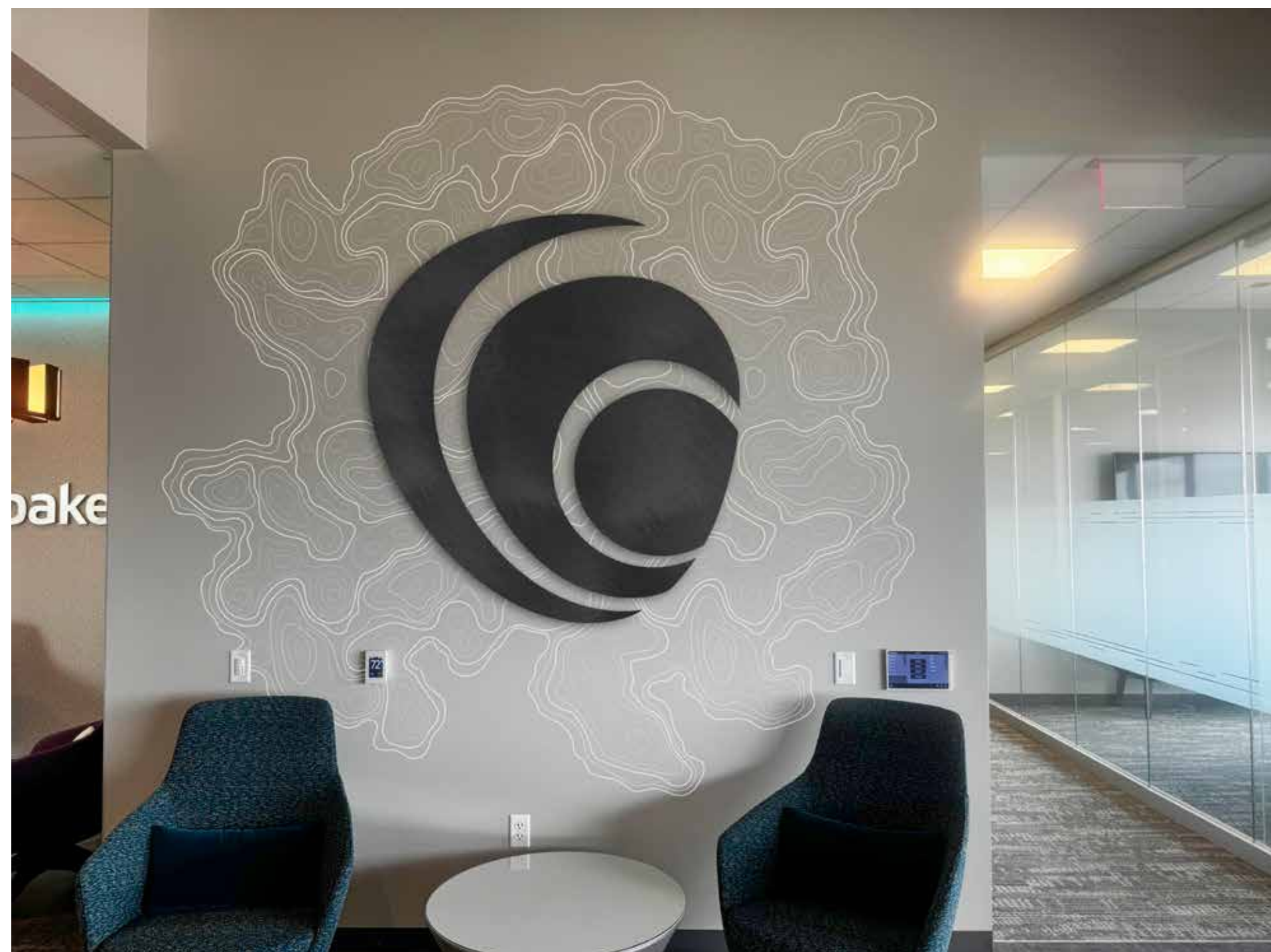


Frisco, TX office



Milwaukee, WI office

Growth Symbol: Metal



Pittston, PA office



San Diego, CA office



Tysons, VA office

Growth Symbol: Glass



Tysons, VA office



Tysons, VA office



San Francisco, CA office

Topography

Reasoning

Topography stems from the growth symbol in the logo, symbolizing expansion and exploring new lands. The brand slogan, 'Go There,' along with the brand pillars of "True, Courageous, Curious and Borderless," imply exploration and discovering new territory. The use of topography as a graphic element underscores these core brand concepts.

Applications

Topography can be used in various ways and on various materials:

- Custom ambient lighting fixtures
- Decorative wall textures to activate empty spaces
- Design textures on glass, windows, furniture, wood and fabric.
- Decorative art elements, paintings and sculptural objects

How to use

Topography should be used to give surfaces, spaces and objects a unique, sophisticated design accent:

- Focal walls, key surfaces and monitor walls
- 2 Fixtures, decorative elements and unique material surfaces
- Custom light fixtures or sculptural elements



Topography

DO



Make topography dimensional and sculptural or combine with greenery.



Use on glass as an activating design texture



Use a topographic pattern as a full-wall graphic or environmental texture



Use a topographic pattern on materials, tables, or unique, central surfaces

DON'T



Don't use unapproved brand colors



Don't use topographic patterns on top of other patterns or textures

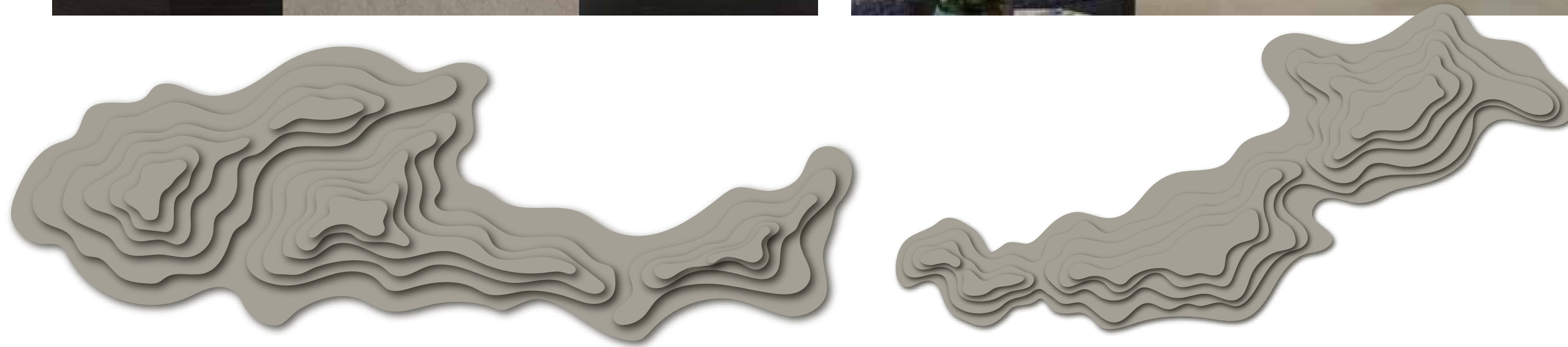
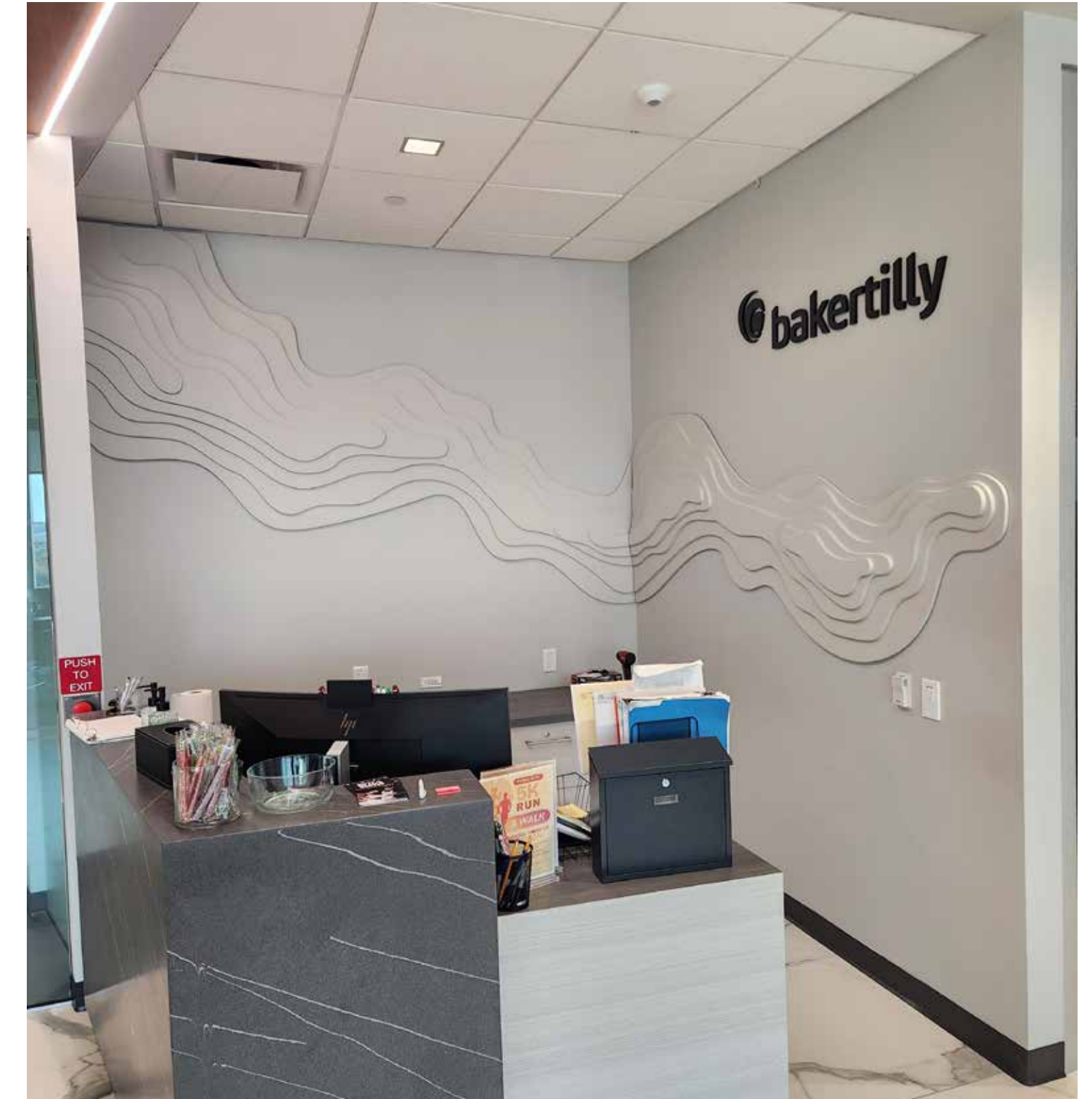


Don't use unapproved topography



Don't warp, stretch, or skew topography to fit non-standard spaces

Topography: 3D Topographic Map



Guidance and notes

- The 3D topographic map has between 5 and 7 layers, depending on design
- The design is not cut off on any edge; it is a self-contained, continuous shape
- Each layer is painted the same color as the wall color
- The 3D topo map can be paired with a Baker Tilly logo or it can stand alone
- Every 3D topo map is custom designed to fit each unique space



Inspo

Topography: Vinyl



Frisco, TX office



San Diego, CA office



Pittston, PA office



San Clara, CA office



San Clara, CA office



Manhattan, NY office



Tysons, VA office

Topography: Glass



Tysons, VA office



Tysons, VA office

Mural Art

Reasoning

Mural art serves as a vibrant embodiment of the brand's values, offering a visual experience that inspires and engages viewers with the ideas of growth and exploration. Murals provide a large-scale, immersive storytelling medium that can reflect the brand's identity, from the company's heritage to its aspirations for the future. By incorporating thematic elements like nature, topography, or dynamic abstract designs, murals help reinforce the brand's commitment to pushing boundaries and celebrating progress within a creative, forward-thinking workspace.

Applications

Mural art should be used strategically to welcome and engage people or highlight key spaces. It's important to avoid overuse of the mural art and make sure it is approved by the branding and interior design team. Suggested applications include:

- Enriching cafe areas
- Activating key walls and spaces
- Accenting and enriching welcoming areas or communal spaces
- Enriching collaborative and social spaces

How to use

Activate and enrich communal and greeting spaces, making them welcoming, inspiring, and engaging.

- Use a local artists to interpret the themes of the Baker Tilly brand
- Apply large murals that can span large walls and several spaces
- Activate smaller surfaces such as columns
- Utilize murals in cafe and communal areas



Mural Art

DO



Use mural art that reflects local landmarks and culture



Use art within the growth symbol



Use vintage style artwork or imagery as wall art, suggesting the history of the local area



Utilize muted colors for murals in client facing areas

DON'T



Don't use unapproved brand colors or overwhelming textures



Don't use graphics that overshadow or overwhelm brand elements



Don't use mural art that visually conflicts with the brand style and sensibility



Don't use murals that clash or compete with the furnishing

Mural Art: Blob Wall



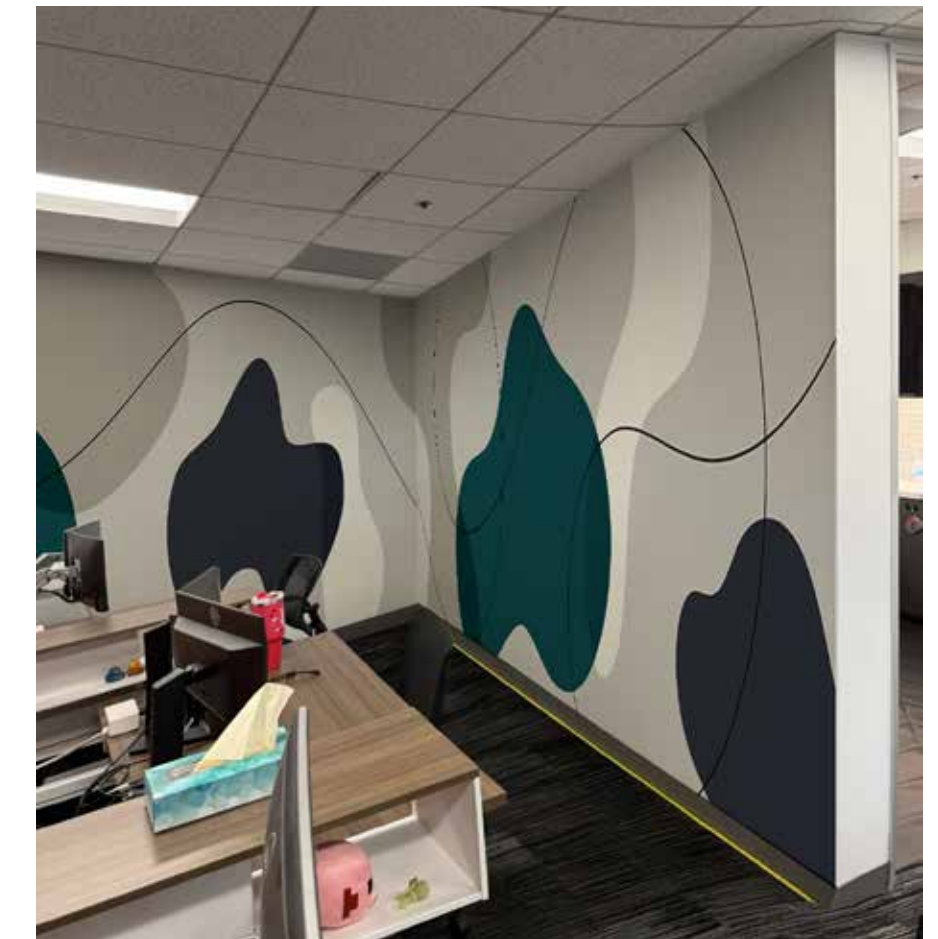
Tysons, VA office



Tysons, VA office



Tysons, VA office



San Diego, CA office



Frisco, TX office



Frisco, TX office

Mural Art: Landscape / Cityscape



Manhattan, NY office



Milwaukee, WI office



Santa Clara, CA office



San Diego, CA office



Milwaukee, WI office



San Francisco, CA office



San Francisco, CA office



Explorer Elements

Reasoning

Themes of exploration connect directly to the brand's promise of curiosity, courage, and thinking without boundaries. By integrating elements like portraits of famous explorers, local maps, and vintage or historical art, the space reflects an appreciation for discovery and continual progress. These visual themes offer a reminder of the company's commitment to "Go There"—to reach new heights, embrace new perspectives, and explore untapped potential. Just as explorers push beyond the familiar, these design elements inspire an environment that mirrors the brand's dedication to innovation and advancement in a dynamic world.

Applications

Explorer elements should be used in strategic ways, in conjunction with the brand and other growth patterns and elements. Some examples are:

- Accenting and enriching welcoming areas or communal spaces
- Enriching collaborative and social spaces
- Decorative wall textures to activate empty spaces
- Decorative art elements, paintings and sculptural objects

How to Use

Explorer elements can be applied creatively in a variety of ways to infuse the brand's spirit of discovery. Application examples are:

- Pair local maps with brand
- Elements that suggest modes of transportation as art
- Place view finders in common areas where there are great views
- Directional visuals such as a compass



Explorer Elements

DO



Use local images of transportation such as train lines or bus stops



Use artistic globe elements as mobiles or sculptural objects



Use famous and unexpected explorers as wall art



Use elements that suggest travel such as stamps from a passport

DON'T



Don't use maps that are not associated with the area, city or location of the office.



Don't use explorers that have a negative history.



Don't use colors that clash with brand colors or furnishing



Don't place explorer elements on busy or textured walls

Explorer Elements: Compass



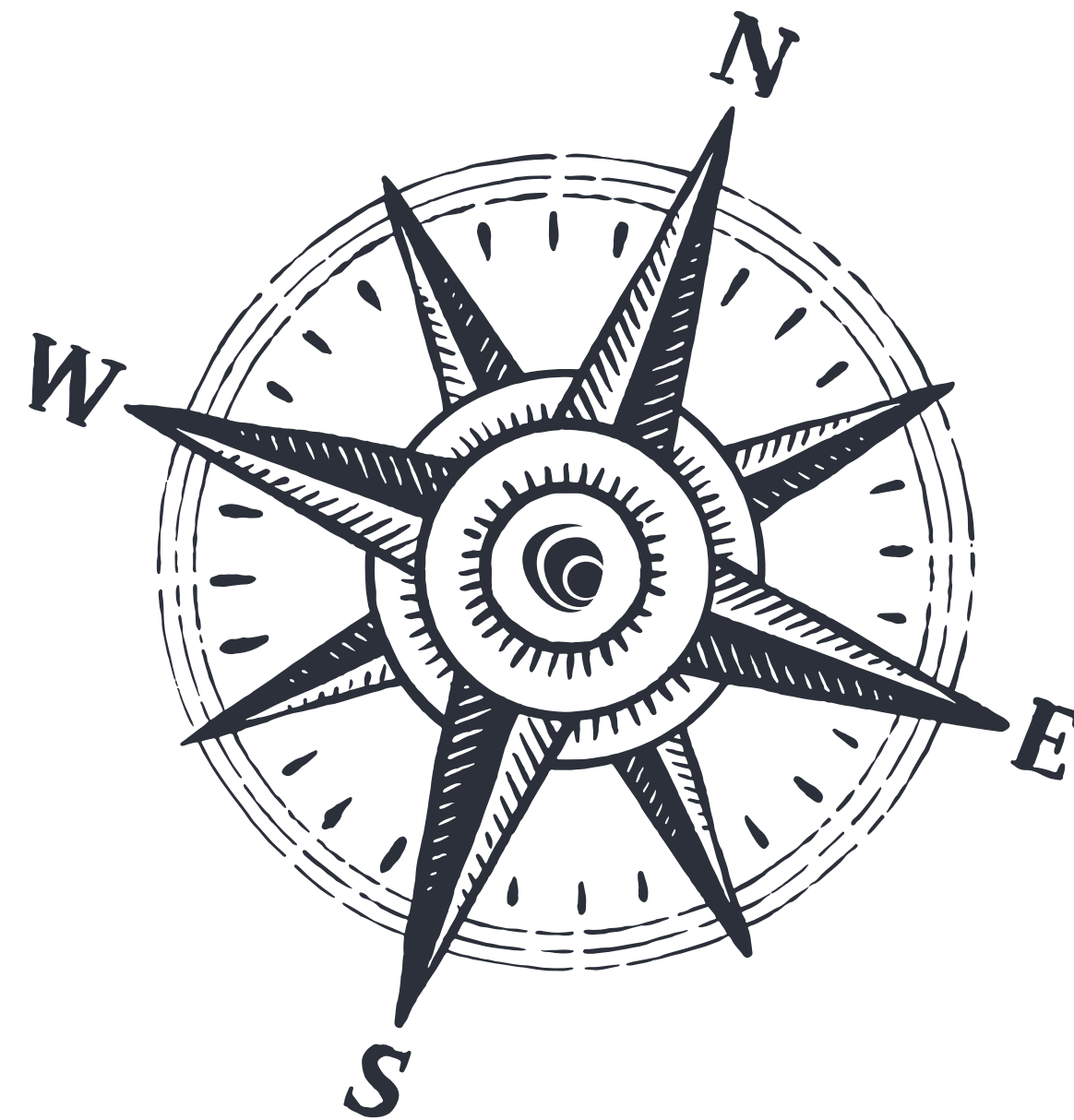
Charcoal on light wall color



White on charcoal background



Dover white on charcoal background



Guidance

- No matter what direction the compass is pointing, the growth symbol is vertical
- The NNE orientation is the default, unless it's pointing the actual direction the wall it's placed on is facing

Explorer Elements: Street Map



Santa Clara, CA office



Santa Clara, CA office

Light Elements as Art

Reasoning

Light as art embodies the brand's spirit of innovation and exploration, creating a dynamic atmosphere that reflects growth and forward movement. Strategic light installations can evoke a sense of discovery, drawing viewers' attention to specific areas or features while enhancing the overall ambiance. By integrating light as an artistic element, the brand reinforces its commitment to creativity, openness, and a modern approach to progress in a visually engaging way.

Applications

Light as art should be thoughtfully applied to enhance the brand's sense of innovation, creativity, and exploration. Integrated light installations should be used in harmony with architectural features and key design elements. Some examples include:

- Activating key walls and spaces
- Accenting and enriching welcoming areas or communal spaces
- Enriching collaborative and social spaces
- Creating a calming presence in breakout rooms or quiet spaces

How to Use

Light should be used to give surfaces, spaces and objects a unique, sophisticated design accent. Some examples are:

- Light projection of brand elements in key areas
- Ambient lighting casting on walls in wellness areas
- Create ceiling patterns with light
- Activate casual open seating areas



Light Elements as Art

DO



Use lighting as a sculpture to create a pattern on ceilings



Use as a light trail to emphasize the brand story of 'Go There'

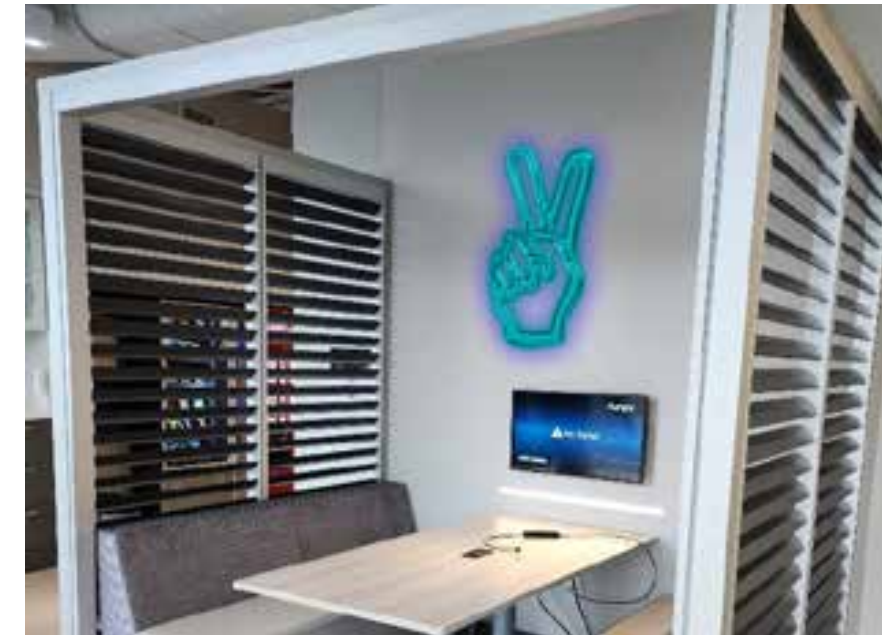


Use light projection on walls and surfaces, showcasing topographic textures, logo or maps



Use unique or sculptural lighting in casual open seating areas

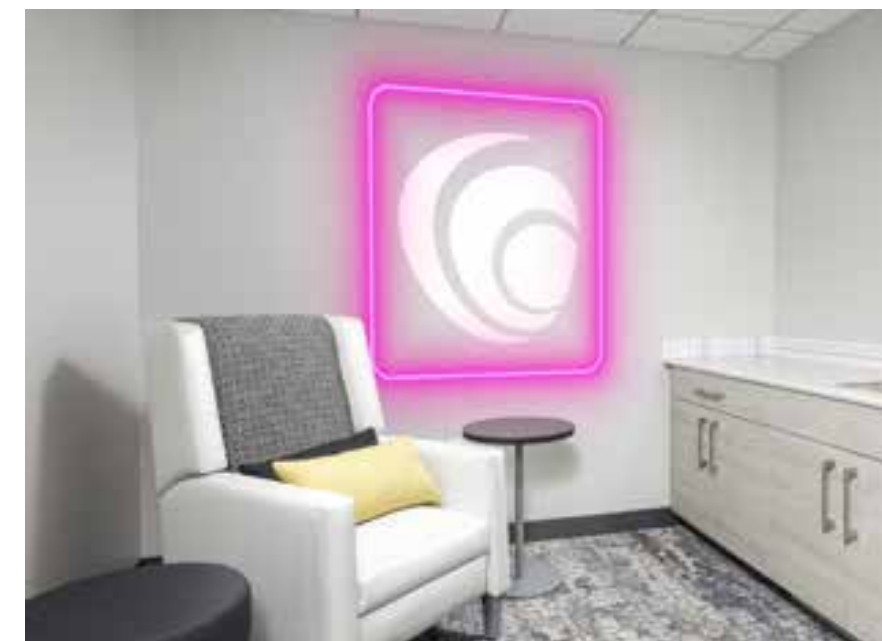
DON'T



Don't use light elements that don't align with the brand



Don't use in areas that might overcrowd the space



Don't use light elements that use unapproved colors



Don't place light elements in areas that clash or compete with other lighting or fixtures



Light Elements as Art



Santa Clara, CA office



Frisco, TX office

Glass Activation

Reasoning

Adding texture and color to glass surfaces enhances visual interest, activates spaces, and promotes an engaging atmosphere. These treatments transform expansive glass surfaces into vibrant focal points that energize the environment. The objective is activation—not privacy—by layering texture, graphics, and color to make glass installations lively and dynamic.

Applications

Glass textures / color should be used in strategic ways, in conjunction with the brand and other elements of the brand. Some examples are:

- Activating key walls and spaces
- Decorative textures to activate closed off spaces
- Accenting and enriching welcoming areas or communal spaces
- Enriching collaborative and social spaces

How to Use

Glass textures and colors can be employed in various ways to enliven and segment spaces, without compromising openness.

- Activate room glass with explorer graphics
- Activate office windows with textures
- Enhance glass that separates seating or desk areas
- Elevate office glass or screens with design textures



Glass Activation

DO



Use plants and light behind frosted glass to create glass textures



Use brand colors on meeting area windows to activate spaces



Use a frosted version of the logo on portions of glass



Use the brand explorer and topographical brand elements

DON'T



Don't use unapproved brand colors



Don't mix patterns



Don't use unapproved brand patterns or textures



Don't place on exterior facing windows

Privacy Film

Placement

Privacy film may be applied in high traffic areas, specifically board rooms or commonly used conference rooms.

Height of the privacy film should always be 42" and placement of the bottom banding will depend on the overall specs of the glass (typically between 26-28" from the bottom).

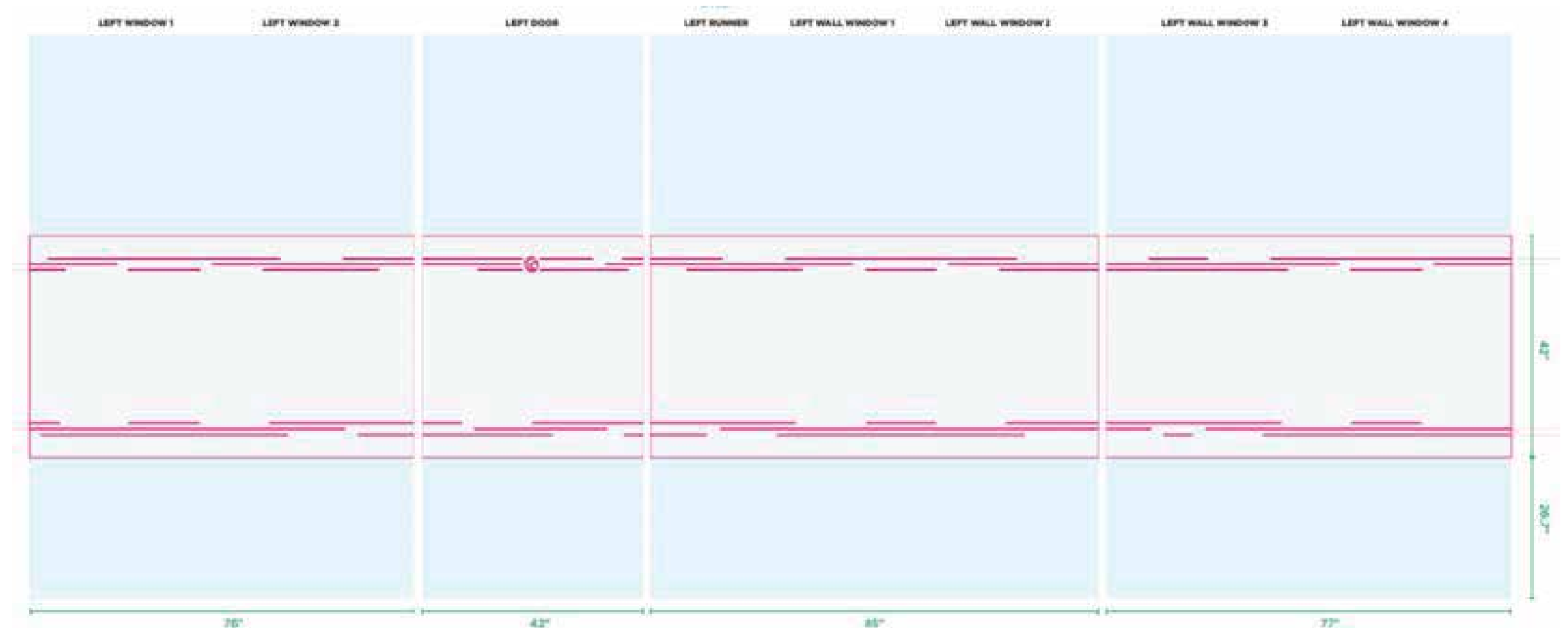
The running pattern should remain consistent over creases and not start/stop.

Growth symbol to appear only on doors.

Materials and Design

54 x 99 MacTac B Free Dusted Crystal Vinyl, high resolution ink jet on 1 side.

Full flood privacy film with reverse cut BT branded distraction pattern.



Distraction Banding

Placement

Distraction banding will be applied on an as-needed basis. Some office buildings require distraction banding to alert guests that there is glass. Example: The Manhattan office required distraction banding on all glass surfaces (offices, entry doors, etc.).

Height of the distraction banding will depend on the requirements of the building.

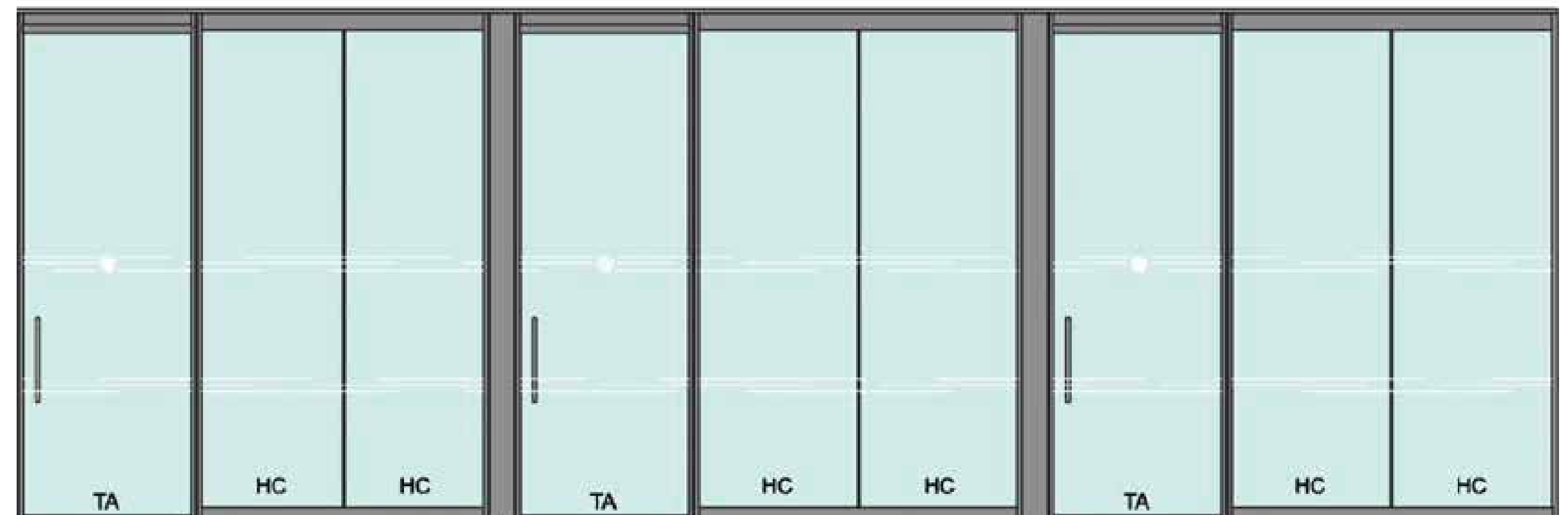
The running pattern should remain consistent over creases and not start/stop.

Growth symbol to appear only on doors.

Materials and Design

54 x 99 MacTac B Free Dusted Crystal Vinyl, high resolution ink jet on 1 side.

Cutout BT branded distraction pattern, same height differential as privacy film.



Plants & Greenery

Reasoning

Plants and greenery are symbols of wellness as well as a natural extension of the logo's growth symbol, embodying the idea of continuous expansion and progress. Just as the logo represents forward movement, the inclusion of living elements like plants reinforces this message by visually representing growth in a literal sense. Together, they create an environment that mirrors the brand's commitment to growth, exploration, and development.

Applications

Plants and greenery should be used in strategic ways, in conjunction with the brand and other rich, natural materials. Some examples are:

- Activating key walls and spaces
- Accenting and enriching welcoming areas or communal spaces
- Enriching collaborative and social spaces
- Creating a calming presence in breakout rooms or quiet spaces

How to Use

Activate and enrich communal and greeting spaces, making them more natural and welcoming. Important note: avoid using live plants unless they are low maintenances, faux foliage or dried moss. Application examples are:

- On walls in conjunction with the brand
- At key points in work areas, end tables or on prominent room fixtures
- In greeting, hosting and welcoming areas
- Key wall displays, hanging displays, with ceiling lighting and branding surfaces



Optional: Interactive Walls

Reasoning

Interactive walls provide an additional engagement layer for clients who seek customization, ensuring that the option remains flexible and entirely optional. These walls allow for personal expression within the space, giving clients the freedom to make it uniquely their own. The goal is to keep this feature as an opt-in enhancement, adding depth and choice without feeling obligatory.

Applications

Interactive walls are intended to provide a flexible and optional engagement layer that empowers clients to personalize spaces without feeling pressured to do so. This added element of choice enhances the environment's appeal and offers unique opportunities for customization. Some examples are:

- Activating key walls and spaces
- Accenting and enriching welcoming areas or communal spaces
- Enriching collaborative and social spaces
- Creating a calming presence in breakout rooms or quiet spaces

How to Use

Activate and enrich communal and cafe areas. Create walls that get the employees engaged, allowing them to share thoughts or ideas.



