

Evex Clinics Interior Refresh Design Guideline Client Brief

Project Title

Evex Clinics Interior Refresh Design Guideline

Client Name

Evex

Project Overview

Evex sees its chain of clinics as, strategically, the most critical user touchpoint. Hence, the current challenge the brand faces is integrating its new branding elements (after the launch of the renewed brand) within its existing physical spaces, refreshing the interior design, and developing the design for new clinics. The task includes, firstly, producing (1) the interior design guidelines for new clinics that can be applied to various spaces (polyclinic buildings somehow vary in size and structure), followed by (2) the refresh guidelines for the existing clinics [f.e. floor cannot be altered, etc., hence this part includes relatively minor changes] (3) the brand integration guidelines and finally (4) the renders for polyclinic spaces. The task in full is determined within the *Project Deliverables* section.

Project Budget

TBD

Project Deliverables

- Guidelines for the refreshed interior design (mood, specifications for materials [incl. furniture], color codes, etc.)
- Guidelines for the new clinics interior design
- Brand Integration Guidelines (incl. visual materials, such as panoramic visuals, textual info, etc.)
- Renders (15 scenes) for specific spaces, incl:
 - Lobby
 - Front Desk
 - Doctor's Room
 - Laboratory
 - Hallways
 - Kids' Corner
 - General Practitioner's Room
 - WC

Timeline

TBD