

Brand Integration



Brand Integration | Branded Environments | Signage & Wayfinding
Brand Identity | Placemaking | Collateral Packaging | Exhibit & Showroom Display

The Kirksey Brand Integration Team focuses on the importance of creating a visually enhanced environment. By leveraging our professional backgrounds in architecture, branding, and design, we offer our clients unique strategies and perspectives on every project.

Today's brand integration expectations go beyond two-dimensional mediums. Our best brand practice integrates environments, information, culture, products, services, and people to showcase your story and connect spaces. We work with you to understand your vision, tell your story, and provide a roadmap for your brand.

Together, our team can create cohesive environments that express your brand values and enhance your space.

Kirksey
ARCHITECTURE

ARCHITECTURE / INTERIOR DESIGN / MASTER PLANNING / SUSTAINABILITY / BUILDING PHYSICS / BRANDING

Commercial. Community. Collegiate. pK-12. Government. Healthcare. Hospitality. Multifamily Residential. Science & Technology.

UNIVERSITY OF HOUSTON-DOWNTOWN, SCIENCES & TECHNOLOGY BUILDING

Houston, Texas



The 60,000-sf Sciences & Technology building inspires both inside and outside by providing scientific discoveries on different scales. The design makes scientific principles visible and showcases sustainability by revealing the building systems in action. Signage and graphics throughout the space are also used to tell the building's story. A custom entry monument is the first unique visual element as you approach the building. Exterior directional signage took cues from the monument to create a new signage standard for the entire campus, and interior graphics offer moments of exploration throughout the corridors and in the atriums.





▲ The history of Texas agriculture displayed along the main interior hallway

The hallway display features different timelines, such as Texas farm growth, Houston population growth, and significant political and industrial breakthroughs throughout Texas agriculture's history.



▲ The AV screen displays timeline content as it develops



UNIVERSITY OF HOUSTON-DOWNTOWN, SCIENCES & TECHNOLOGY BUILDING / CONT.



67 RAIN HARVEST



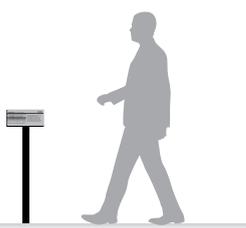
68 STORMWATER RAIN GARDEN



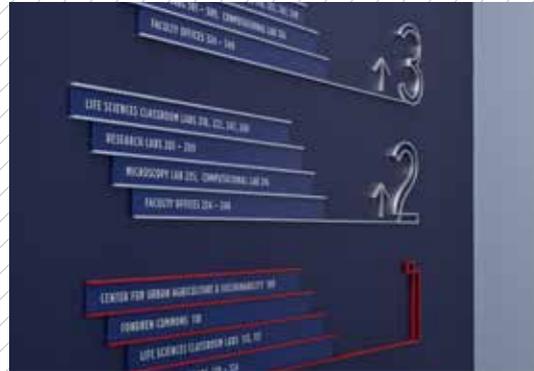
69 NATIVE PLANTING



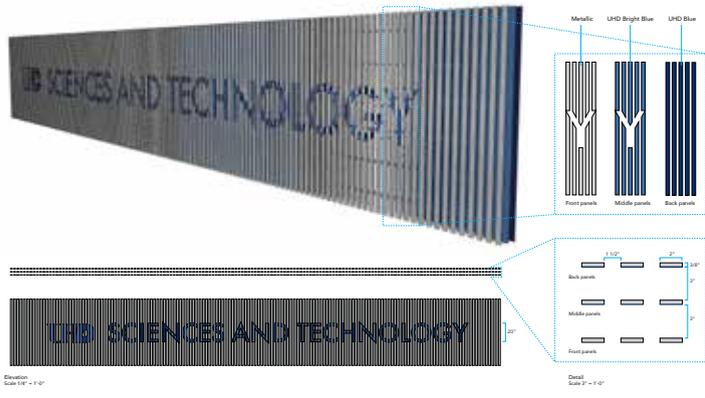
610 RECYCLED MATERIAL



Elevation
Scale 1/4" = 1'-0"

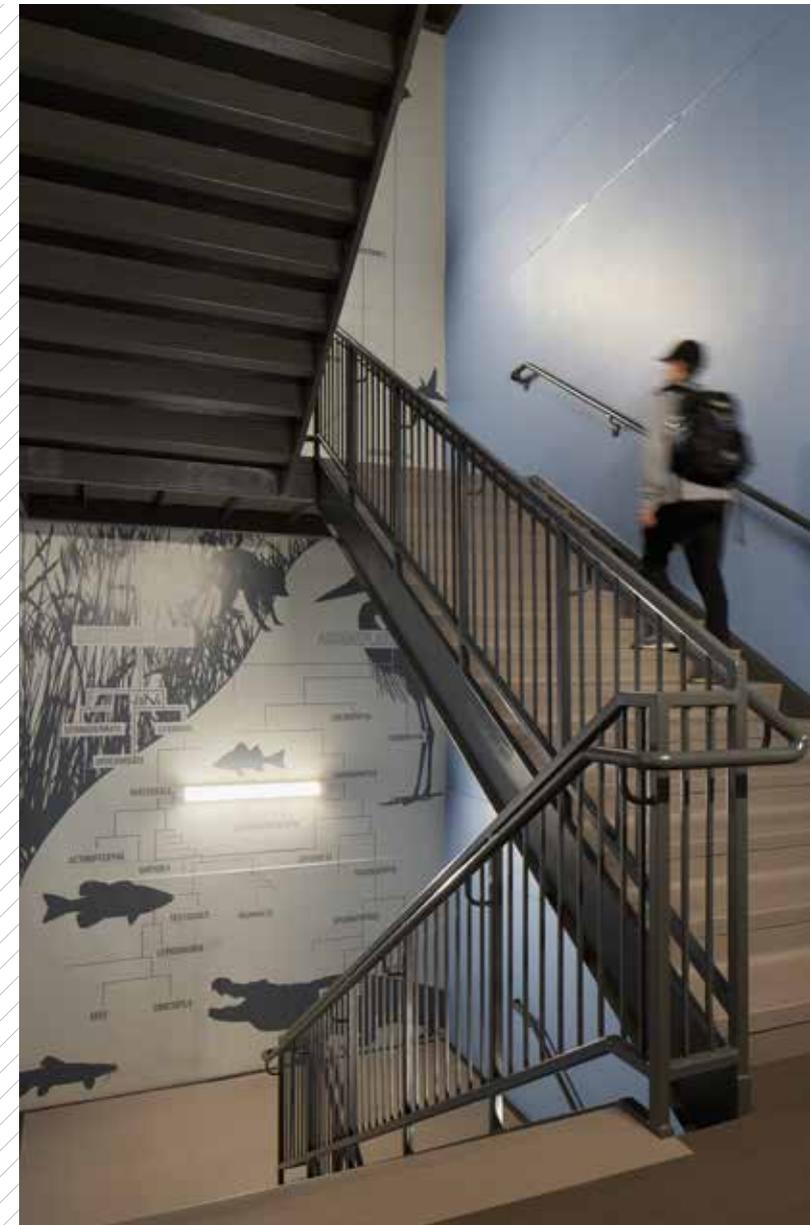


The exterior, interior, and educational signage and wayfinding program as seen throughout campus



Elevation
Scale 1/4" = 1'-0"

Detail
Scale 3/4" = 1'-0"



STEPHEN F. AUSTIN STATE UNIVERSITY, ED AND GWEN COLE STEM BUILDING

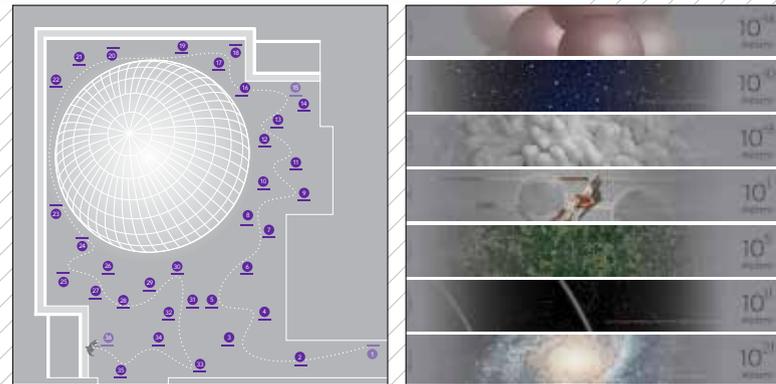
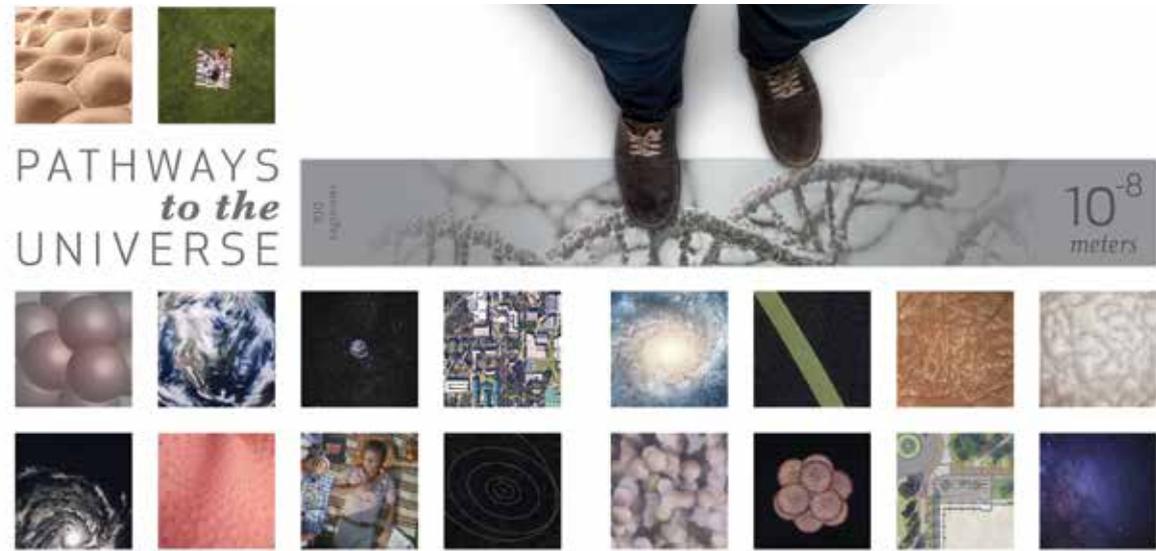
Nacogdoches, Texas



The project totals 87,000 sf and is a recognizable landmark in the heart of the SFA campus. Inherently student-centered, the building itself is a teaching tool and engages students in a dynamic learning environment, both inside and outside the walls.

▲ A 52-foot dome planetarium is the focal point of the building

▲ Scientific graphic elements wrap the lobby with laminate between two layers of spandrel glass



The embedded display in the atrium floor offers an experiential journey that involves astronomy, physics, geography, biology, and mathematics. Ultimately it is about scale.

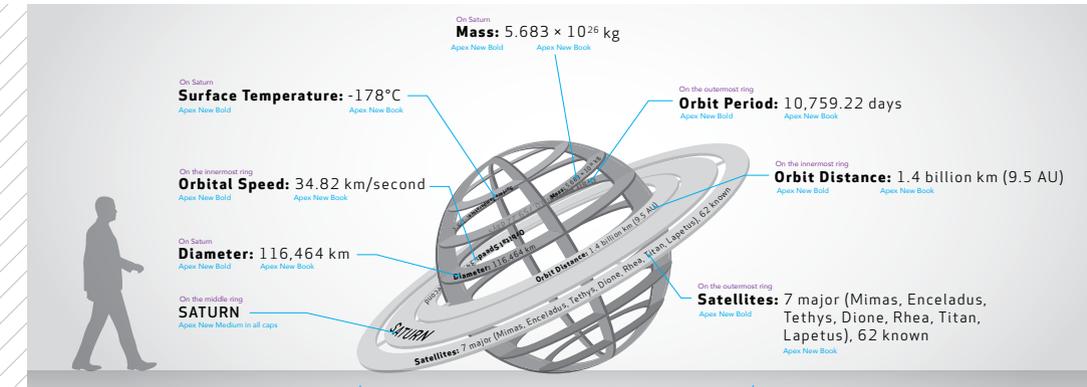


▲ Glass plates embedded on the lobby atrium floor showcase the Powers of Ten in a thematic graphic display with a view that is 10,000 light-years across (10^{+20} meters) – the Milky Way is a speck towards the center. At the other extreme, the tiny proton (10^{-14} meters) fills the frame.

▲ The typographic pavement of laws of science, quotes, and elements of nature are distributed artfully throughout the solar system plaza



The size of the Solar System Plaza elements is a scaled-down ratio of 41.67 million to one, which then dictates the dimensions of the planets. Jupiter is a 12-ft sphere, Saturn, including its ring, is a 15-ft sphere, and Uranus and Neptune are 5-ft spheres. Location and astronomical information are carved into each sculpture. Etched granite medallions embedded on the ground represent the rest of the planets.



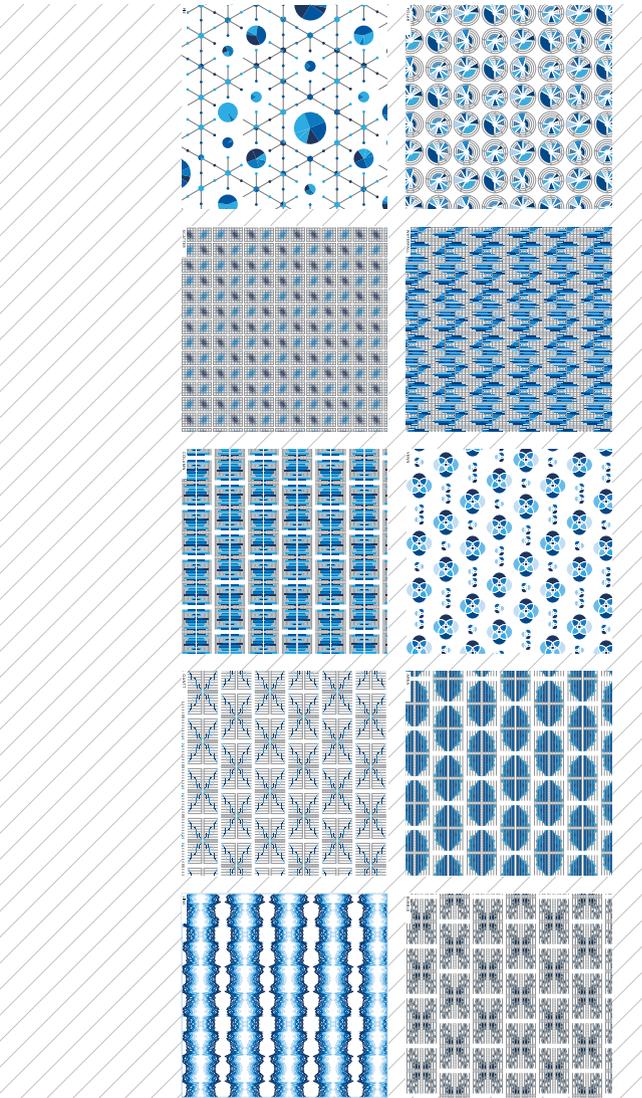
CONFIDENTIAL PROFESSIONAL SERVICES FIRM

Houston, Texas



Four predominant themes govern the design of this 35,000-sf office space for a global management consulting firm in Houston: an ecosystem of different spaces that support activity-based working, a culture of knowledge-sharing, a response to the geometry of the exterior building, and an emphasis on light, air, and wellness.





▲ Community display with modular configuration makes it easy to maintain and update

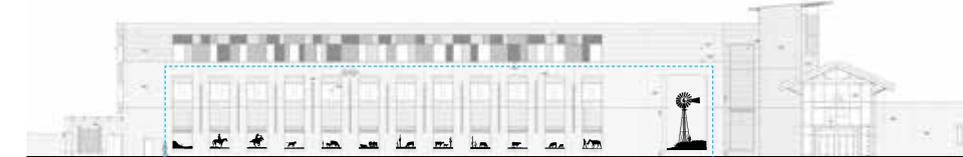
▲ Custom graphic patterns create a thematic identity for huddle rooms

WEST TEXAS A&M UNIVERSITY, AGRICULTURAL SCIENCES COMPLEX

Canyon, Texas



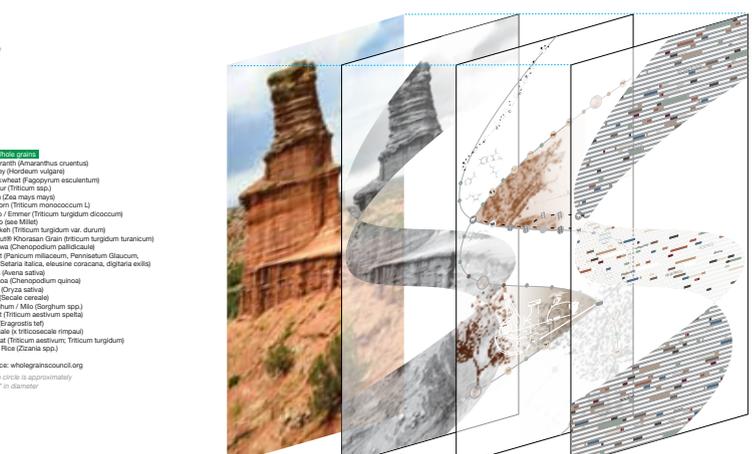
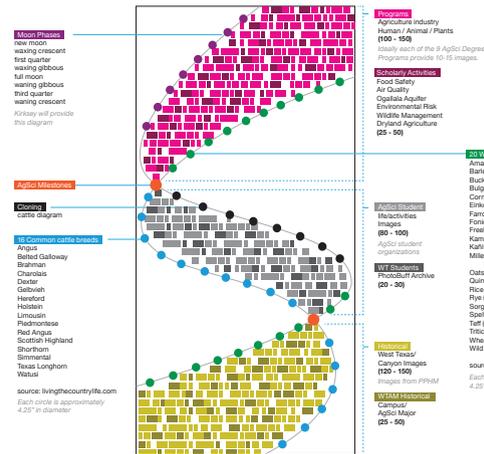
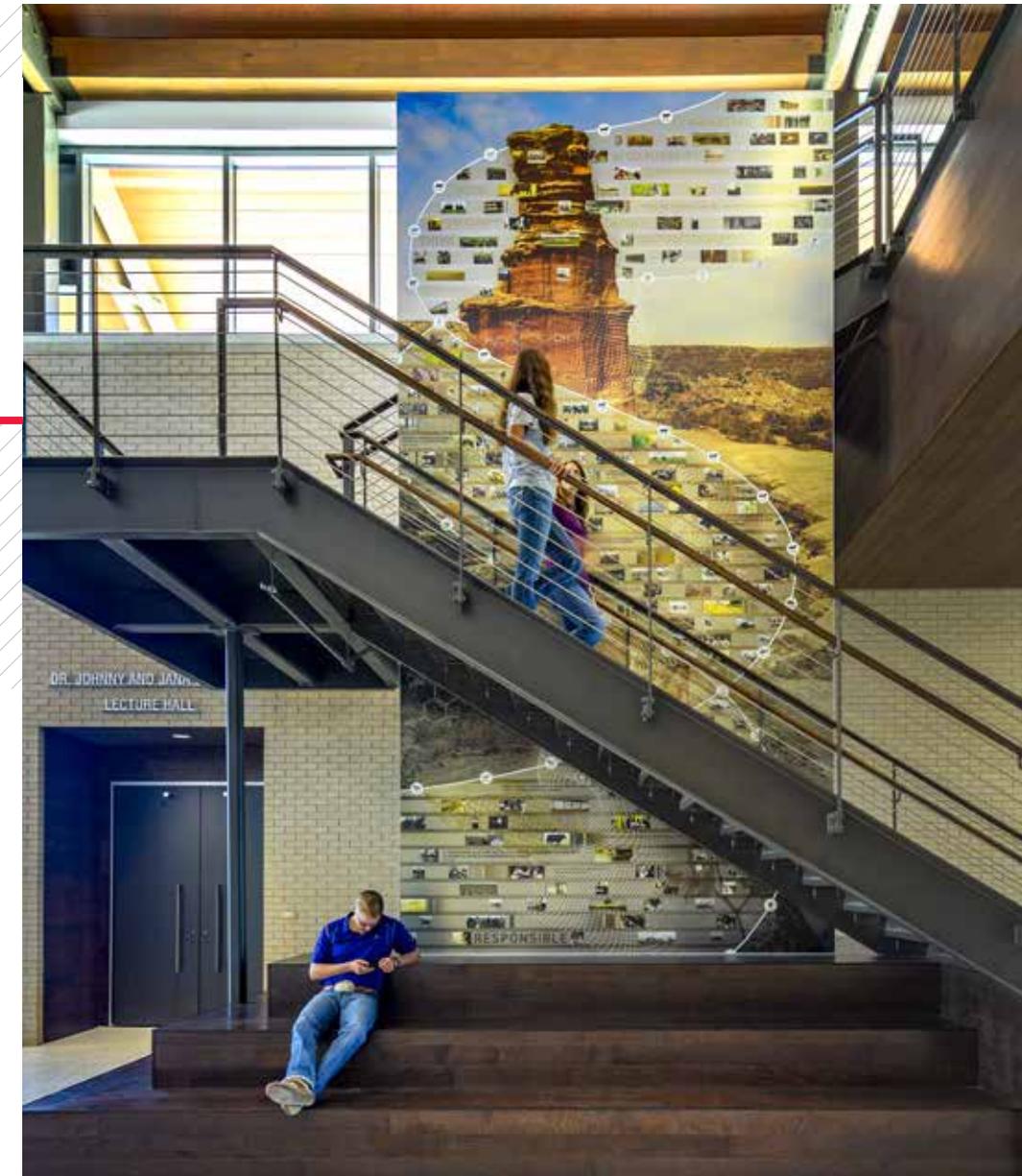
The Agricultural Sciences Complex for West Texas A&M University serves as a premier facility for the College of Agricultural Sciences. This student-centered, hands-on destination not only meets the expectations of the students and faculty who use the buildings on a day-to-day basis, but is also a welcoming environment for visitors and prospective students.



▲ Exterior wall features black painted steel silhouettes of West Texas nature



The concept behind the Academic Building is an abstracted, glass barn. With the use of warm materials and artistic elements inspired by West Texas and university traditions, the lobby is an inviting space, encouraging collaboration and interaction amongst students, faculty, and visitors alike.



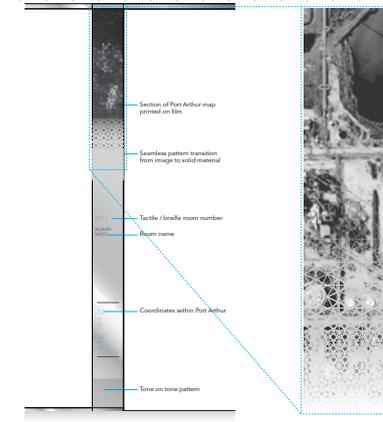
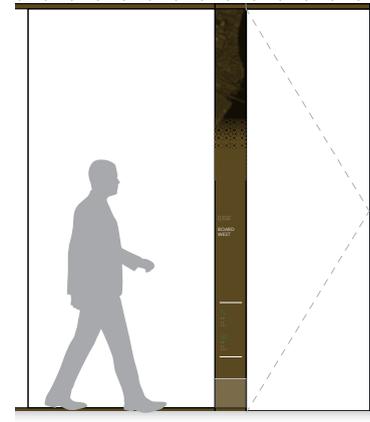
▲ A two-story storytelling graphic about science, agriculture, student culture, and West Texas history is printed brushed on aluminum

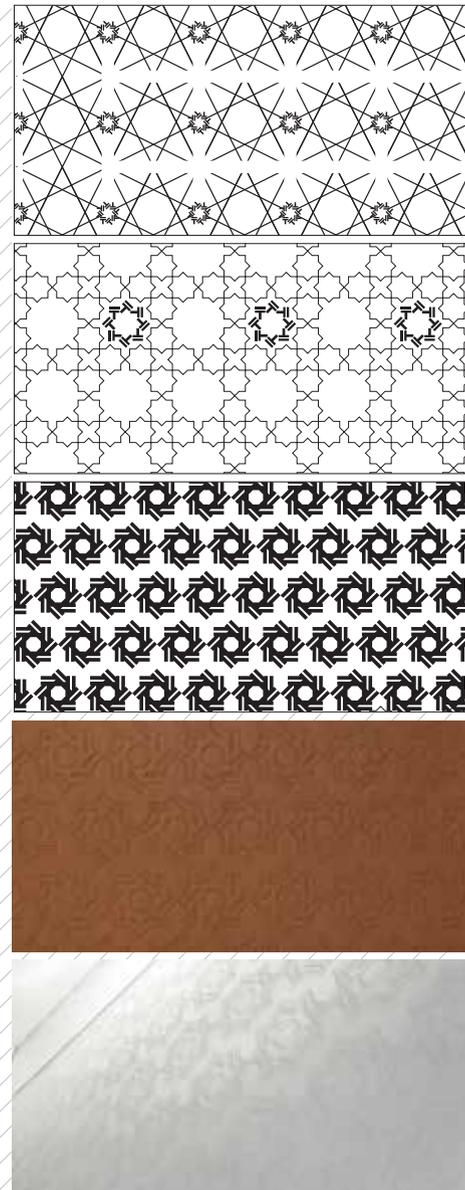
CONFIDENTIAL CONFERENCE CENTER

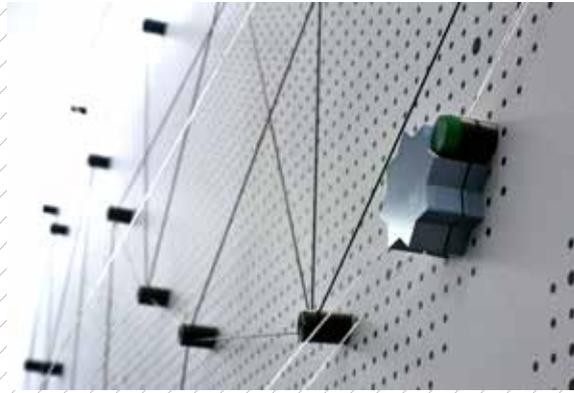
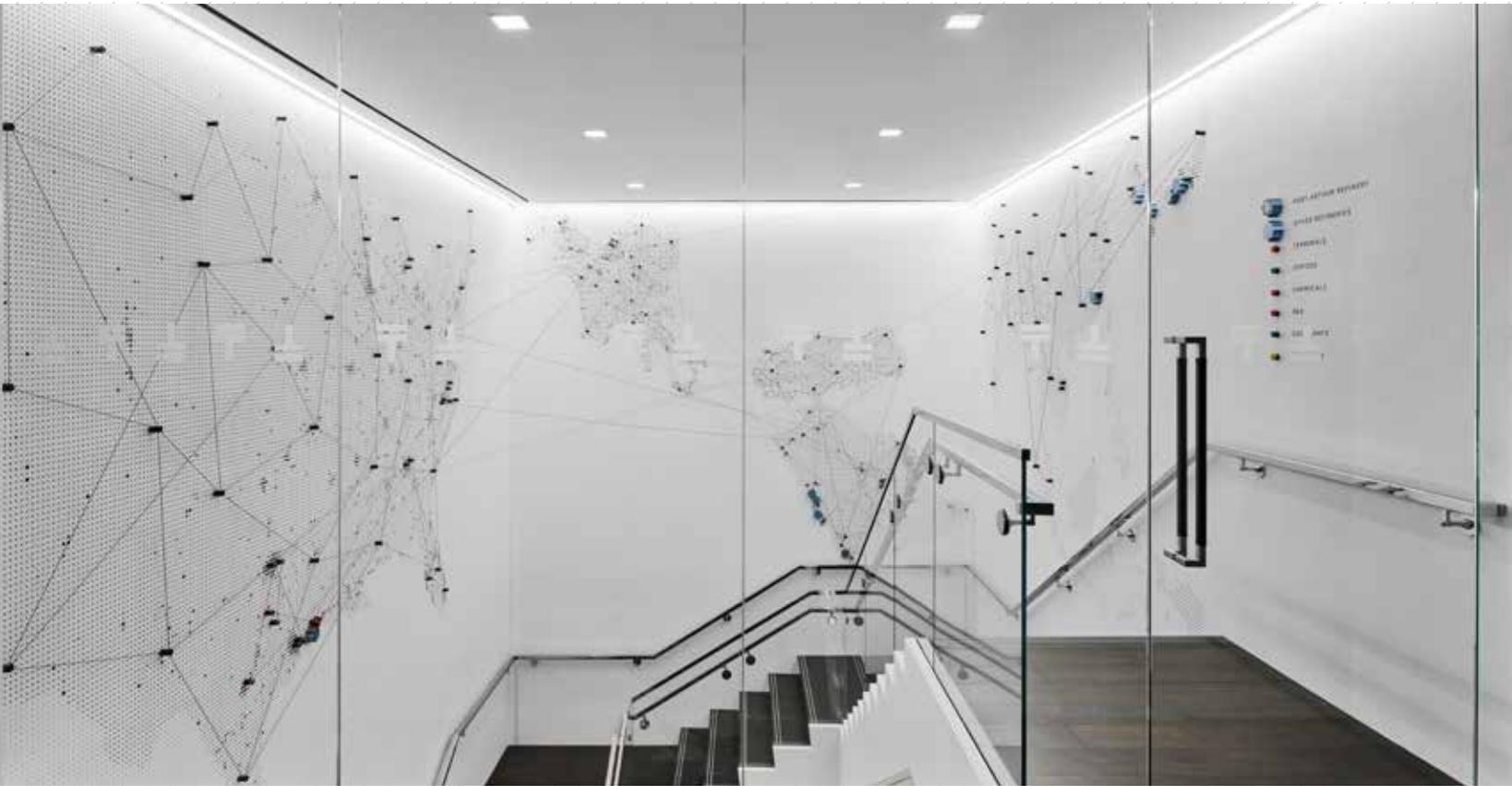
Houston, Texas



Accent walls with graphics representing various assets of their business are distributed thoughtfully throughout the conference center of this leading refiner, distributor, and marketer of fuels to reinforce the company's brand. The finishes echo the concept of movement and the linear design of their corporate logo — from the wood plank cladding in the elevator lobbies to the carpet pattern in the collaboration spaces.







One of the project features is an internal double-wide staircase that serves as the primary focal point to create not only a horizontal hub, but a vertical one as well.



To create drama and delineate space, there was an effort to create contrast between the spaces themselves and not simply materials within a space.

CONFIDENTIAL CORPORATE OFFICE

Houston, Texas



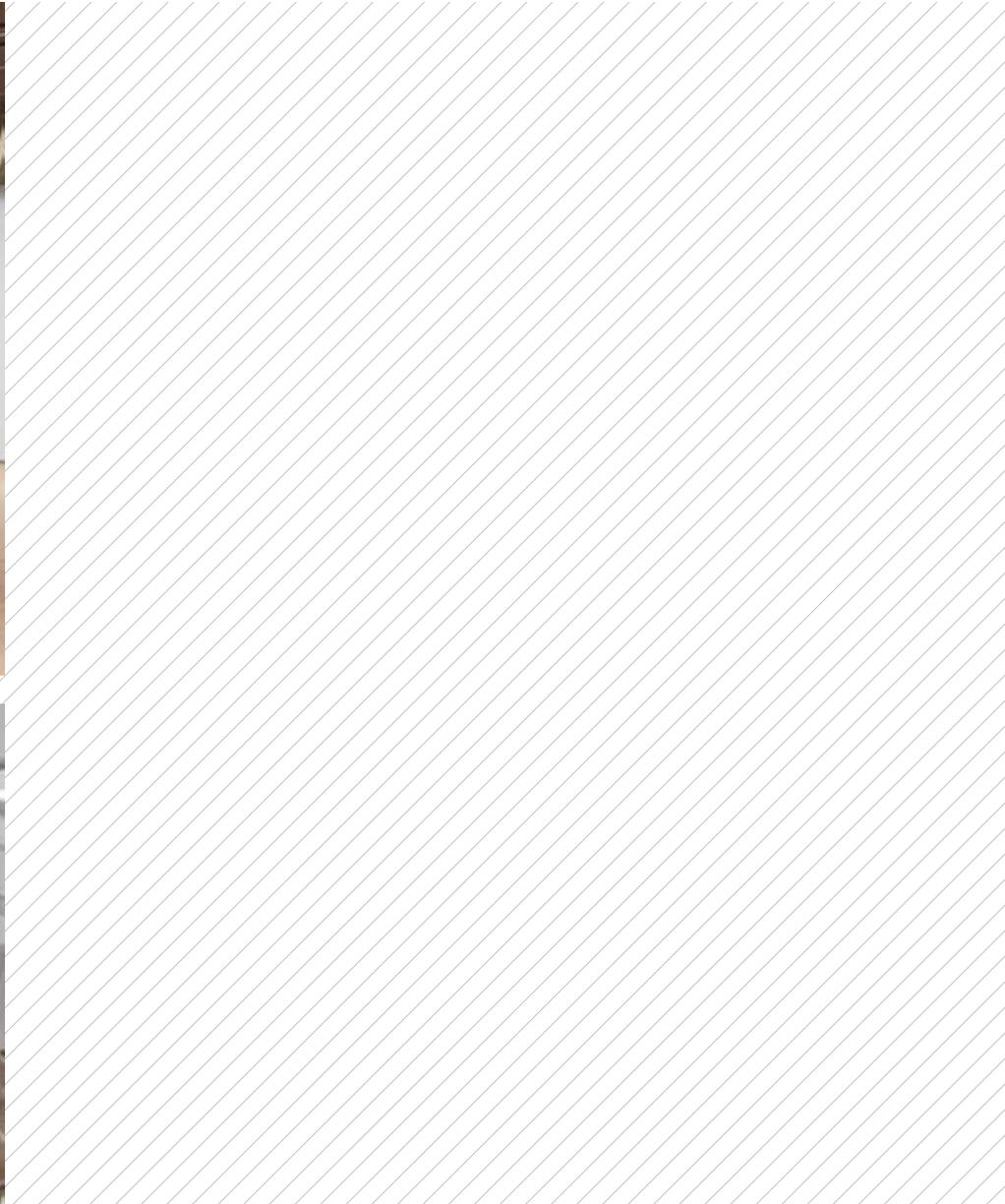
The design of this bright space, occupied by a leading R&D company, employs natural light and wood accents in both the architecture and furniture to create a sense of warmth. A large central bistro area on every floor and an internal stairwell connects all five stories and encourages interaction between the occupants of each level.



▲ Historical photos with brass frames highlight the lobby waiting area



▲ Custom signage matches interior finishes



▲ Sophisticated pattern on glass surrounding the stair corridor

▲ Faceted sign design to complement client's brand

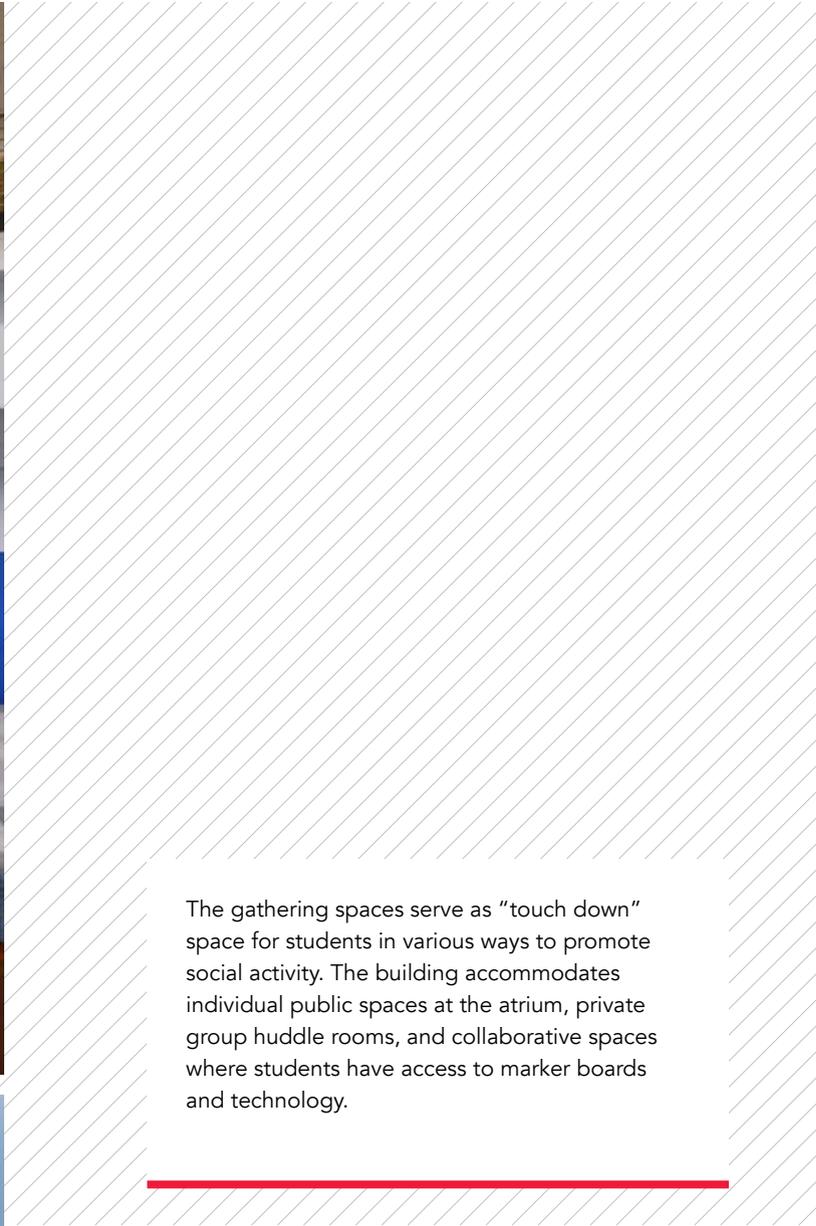
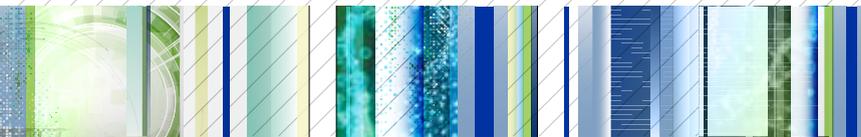
BLINN COLLEGE - RELIS CAMPUS, WALTER C. SCHWARTZ STEM & STUDENT CENTER

Bryan, Texas

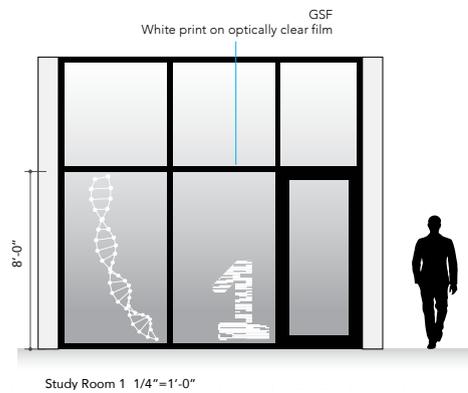
Located on the Texas A&M RELIS Campus, this state-of-the-art STEM building has eight labs and 18 classrooms and exhibits a different science per floor. The floors are interdisciplinary, with corridor space in the center to serve as collaboration areas with huddle rooms and peer-to-peer learning spaces. The building's exterior reflects the RELIS campus context and blends with the existing campus narrative.



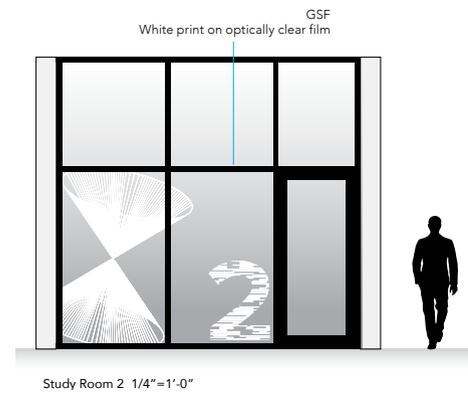
▲ A custom light fixture in the lobby complements the furniture and interior finishes



The gathering spaces serve as "touch down" space for students in various ways to promote social activity. The building accommodates individual public spaces at the atrium, private group huddle rooms, and collaborative spaces where students have access to marker boards and technology.



Study Room 1 1/4"=1'-0"



Study Room 2 1/4"=1'-0"

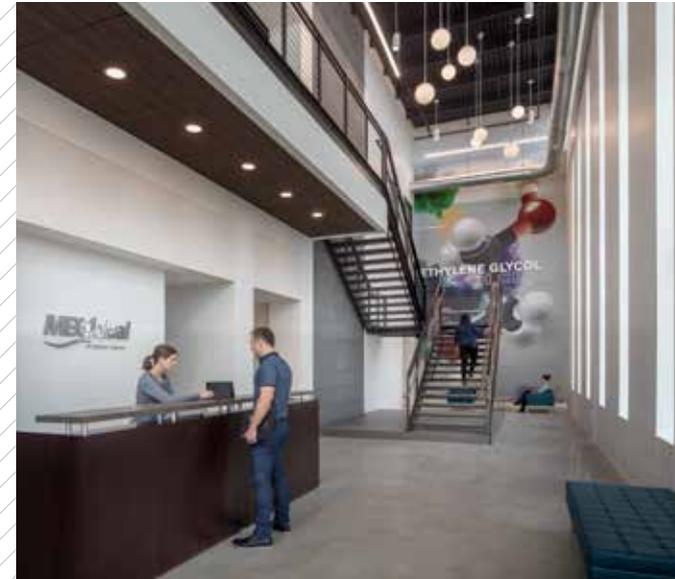


ME GLOBAL CONTROL FACILITY

Freeport, Texas

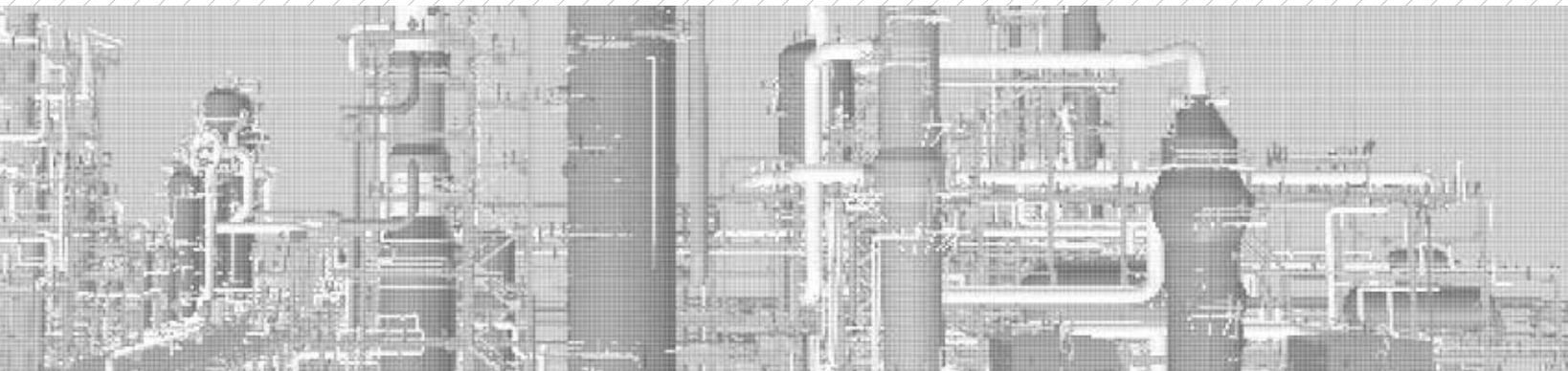


The new two-story, 55,000-sf MEGlobal Control Facility houses a series of building components to support the future operations of a new chemical plant under consideration in Freeport, Texas. The major building program components are combined under one roof, oriented and positioned on the site to provide the best opportunity for economy of scale, constructability, ease of maintenance, and operational control going forward.

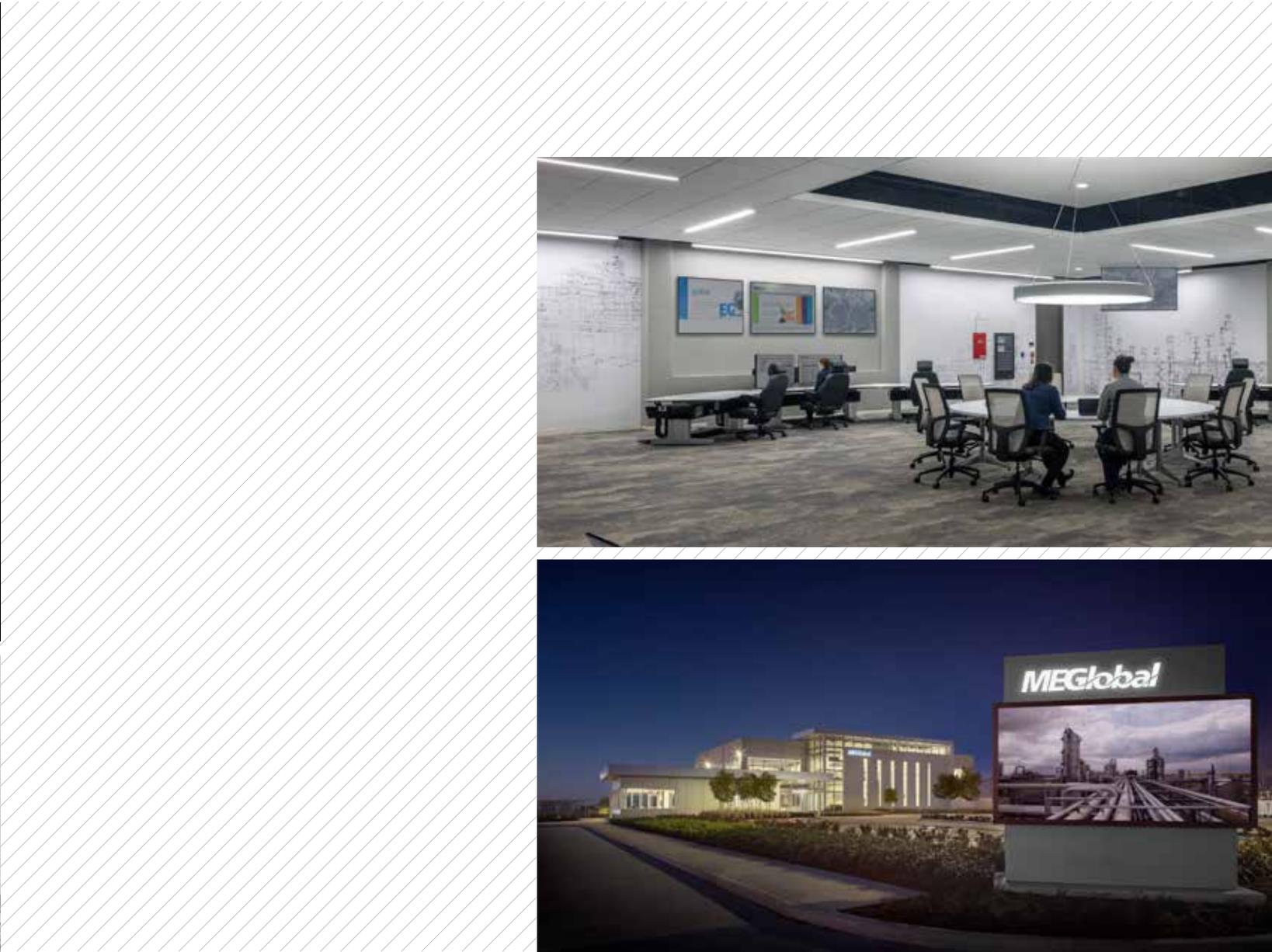


▲ The atrium lighting and graphic mural features the chemical structure of the company's main product

▲ The wallcovering pattern in the elevator lobby features the production facility behind the wall



▲ Vision screen of client's assets with dot matrix pattern



▲ Control room displays illustration of on-site production facilities



BBVA COMPASS STADIUM CONCESSIONS

Houston, Texas

The South Concourse renovation of this soccer stadium was rebranded as the "Taste of EaDo," paying homage to the stadium's neighborhood east of downtown Houston. The renovation includes a new "HTX Int'l" walk-in market, the "Tecate Social" four-sided bar, and updates to existing concessions to provide more authentic, locally-inspired dining options.



▲ Channel letters, flag mounted signs, colorful accent walls and canopies, and graphic tiles at the counter create an immersive experience

LONE STAR COLLEGE UNIVERSITY PARK, CENTER FOR SCIENCE & INNOVATION

Houston, Texas



This project was designed as a campus-defining landmark and celebration of the sciences to foster a new connection between the existing campus and a proposed campus extension. The 50,000-sf building attracts students, professors, and visitors by serving as a beacon for top tier science education. There is a "STEM billboard" on the curtain-wall exterior, representing each of the sciences the building contains.

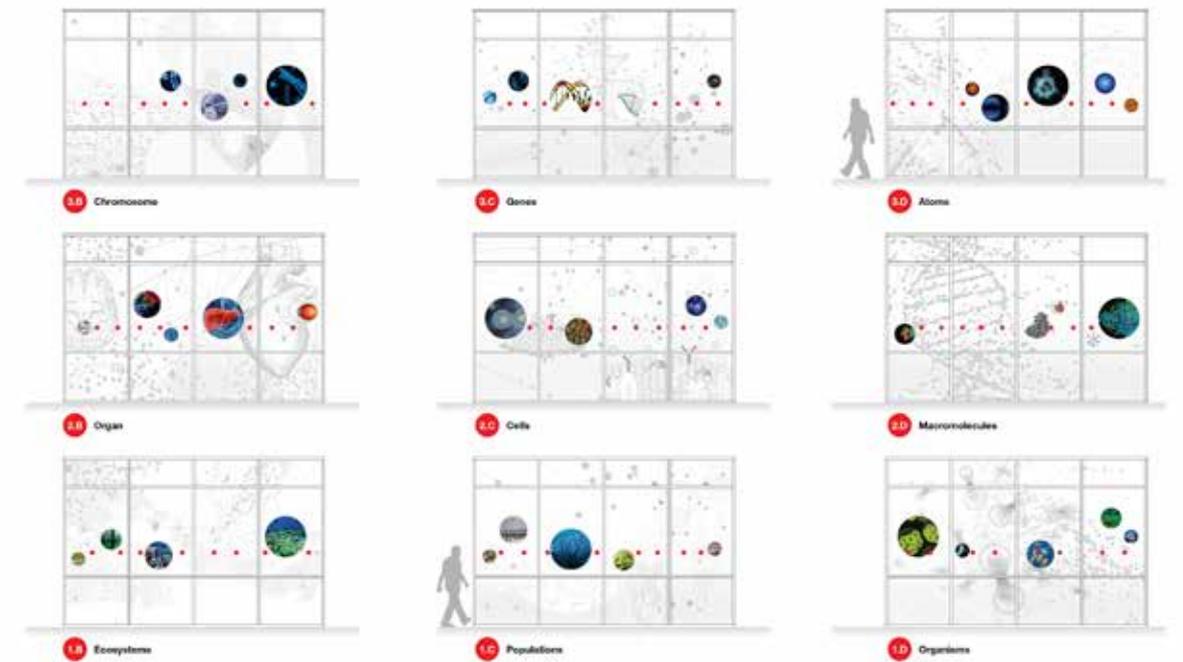


▲ From afar, the large-scale graphics have an underlying story about the universe

▲ Each window bay represents a single idea: outer space, population, a living being, and atoms. The graphic circles morph as they go across the bays and artistically connect the elements together



The story layers are visible as you walk by the bays on each floor. Together they create a scalable network of biology and anatomy. As a result, each bay stands alone as intriguing abstract forms, a nod to the complexity in science.



▲ The circles offer a lyrical idea about the concept of cosmic scale. On one end, a circle represents a large star (from a telescopic view) and on the opposite end represents a tiny atom (from a microscopic view).

SOONER PIPE

Houston, Texas



Sooner Pipe is the world's leading Oil Country Tubular Goods distributor and service provider. The company's upgraded space features an improved front-of-house hospitality and conference area with a breakroom for both clients and employees to enjoy. All conference rooms and private offices have full-height glass fronts, so everyone has access to natural light and the incredible downtown Houston views.



▲ Modular display showcasing client's mission statement and artful photography

LAMAR UNIVERSITY SETZER STUDENT CENTER

Beaumont, Texas



The student center's renovation created a new entrance with a clear path for student travel, established collaborative gathering spaces, study nooks, and points of interest, such as coffee kiosks. More natural light was brought in by opening up space, and integrated murals, banners, and custom signage engage students throughout the building.



▲ Nature-themed murals of campus trees in the main lobby area bring the outside in

▲ Exterior campus wayfinding program and interior branded environments

ANDREWS MYERS

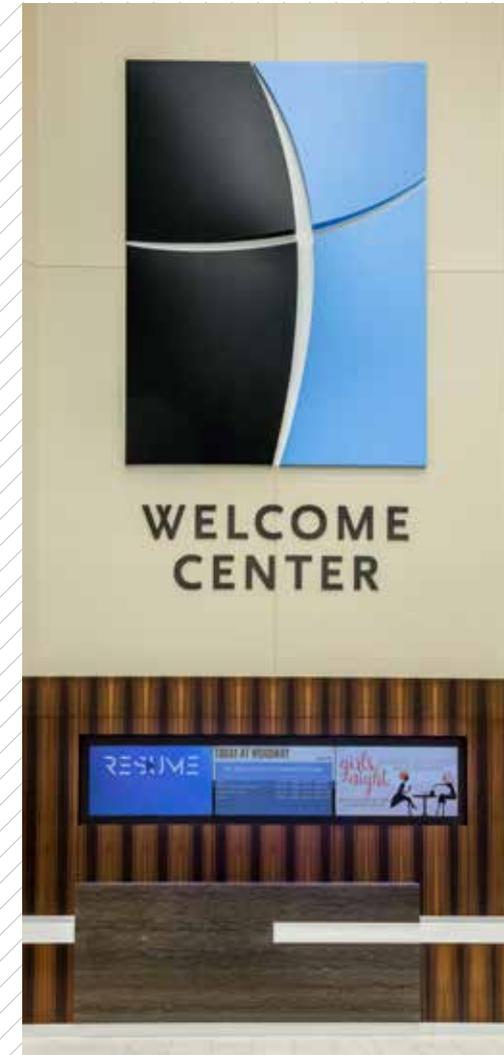
Houston, Texas



Andrews Myers opted to transform their offices with a two-story interior build-out of a first-generation Class A lease space in the Galleria/Uptown area of Houston. The ceilings were designed to be as high as possible to take full advantage of the penthouse-level vistas, and custom artwork was created for the elevator lobbies to showcase the client's markets of practice artistically.

SECOND BAPTIST CHURCH RENOVATION

Houston, Texas



The Jane Elder Building underwent a significant update to refresh one of the most public spaces on the Woodway campus. The common area is a significant point of transition where tens of thousands of churchgoers and school children move from one part of the campus to another. The update includes the conversion of a former bookstore into an indoor play space.



▲ Mural of Bible scriptures creates a backdrop in the seating area



HERITAGE PLAZA

Houston, Texas



Horizontal Stack

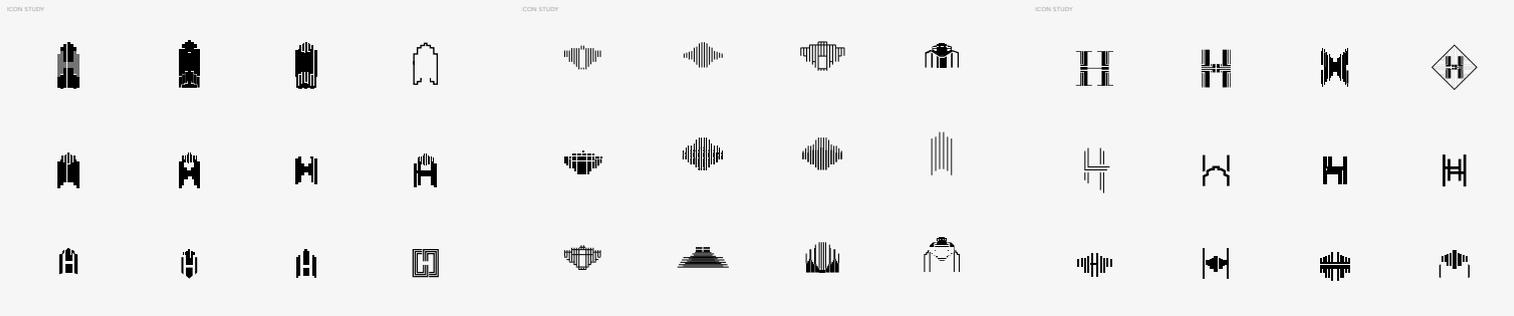
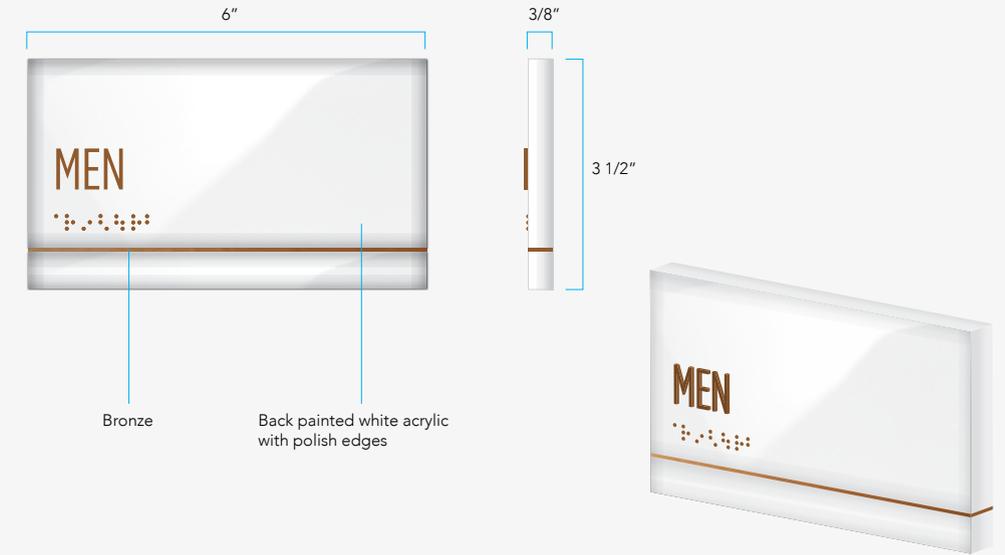


Horizontal



Vertical

The Heritage Plaza project repositioned a well-known high rise tower in downtown Houston. The design includes rebranding the building, a new exterior plaza, new glass curtain wall entry, main lobby, and sky lobby renovations with amenities that include a social stair and a sage green living wall.





Houston + Austin

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