

The brief is to create a strong visual identity within the Pfizer areas of Discovery House. Ensure a highly visable brand presence and establish a strong Pfizer environment within the co-occupied space.

For the larger spaces we have introduced elements from the established Pfizer brand (icons,colour, imagery) alongside new, bespoke components.

Large scale dotted illustrations across glass coupled with brightly coloured walls create a brighter and more optimistic feeling within the space.

The introduction of a new timeline graphic, showcasing the work of pioneers and discoverers – from Fleming to Berners-Lee – adds a new dimension and will be used throughout the meeting rooms to add interest. We also propose using the timeline within the general spaces.

Optimistic

Purposeful

Autonomous

Competent

Resilient

Communal eating/rest/meeting area - then



Initial visual



**Pfizer B530 Environment & Engagement**

Communal eating/rest/meeting area - now





Communal eating/rest/meeting area - then



Initial visual



Communal eating/rest/meeting area - now





Entrance area - then



Initial visual



---

## Pfizer B530 Environment & Engagement

---

Entrance area - now





Meeting room - then



Initial visual



Meeting room - now





Communal eating/rest/meeting area - now





**Pfizer B530 Environment & Engagement**

Communal eating/rest/meeting area - now





Meeting room - now





Meeting room - now





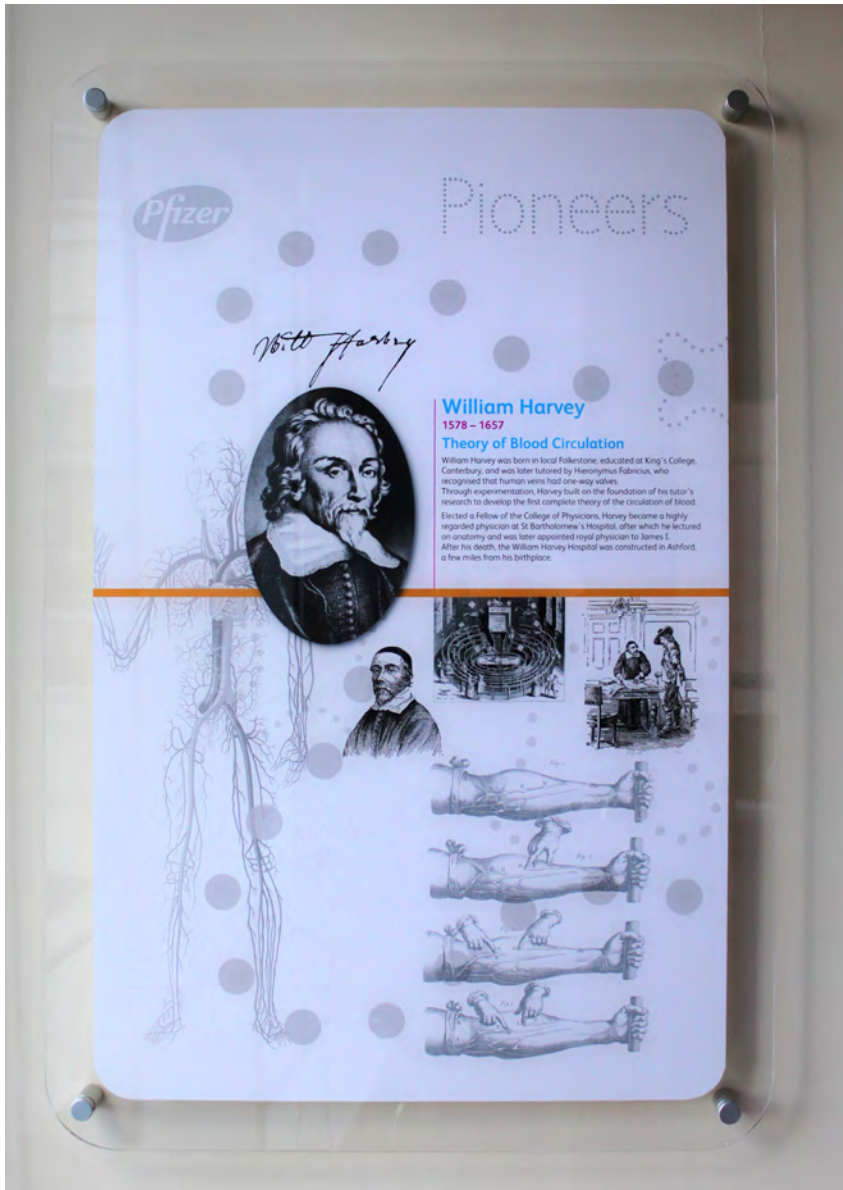
Meeting room signage - now





Pfizer B530 Environment & Engagement

Meeting room internal panels - now





Meeting room - now





Meeting room - now





Meeting room - now

