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Reception Areas

Principles

Reception Areas

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Introduction

Worldwide, the reception areas in our buildings represent our first impression to visitors, and have great power in communicating the new ABB brand identity to employees and visitors alike.

Above all, our reception areas should feature open, welcoming spatial arrangements of interior elements. Spaces should be imbued with natural light, where possible, and thoughtfully positioned artificial illumination. As with our brand overall, white is the dominant color that sets the stage for all other elements. Red should be used with purpose and intent as a communicative accent.

The forms and physicality of objects in our reception areas are simple, modern and reductive in terms of details. Elements should be reduced to their essence, and less is truly more in terms of visual impact. Materials and finishes should always be of the highest quality.



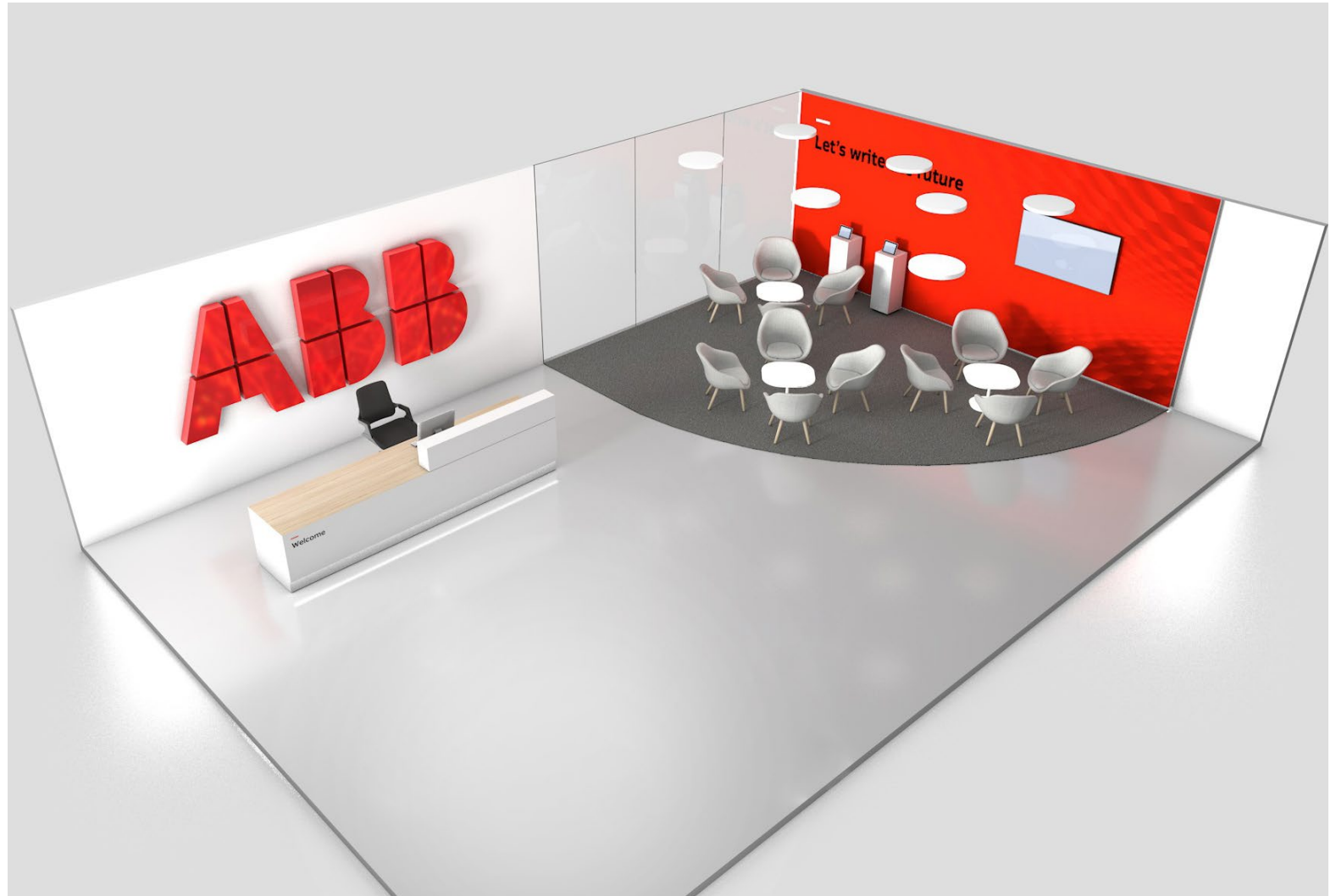
01 Layout and Organization

Layout and Organization

Spatial layout and organization

Spatial organization is of utmost importance in achieving an open and welcoming effect in our reception areas. Focus on clearly delineated areas, practical use of space, uncluttered arrangements, and a reductive but not sterile overall effect.

People engaged with the space should immediately feel oriented and comfortable, as well as impressed and inspired. A carefully considered spatial layout is the basis for ensuring this experience.



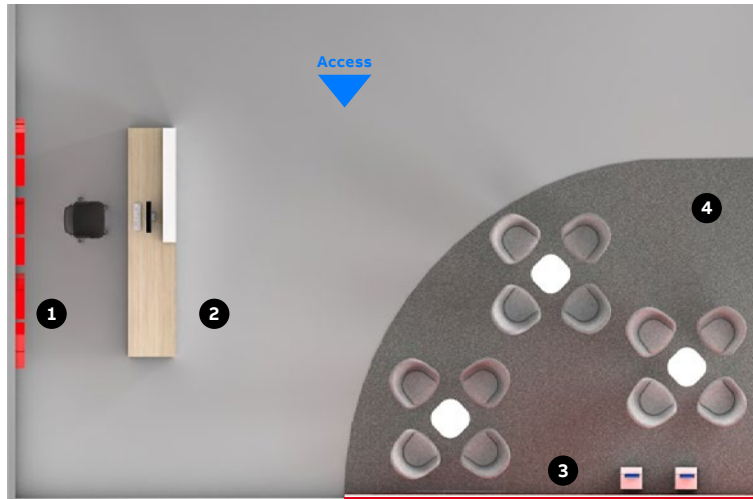
Layout and Organization

Spatial layout variations

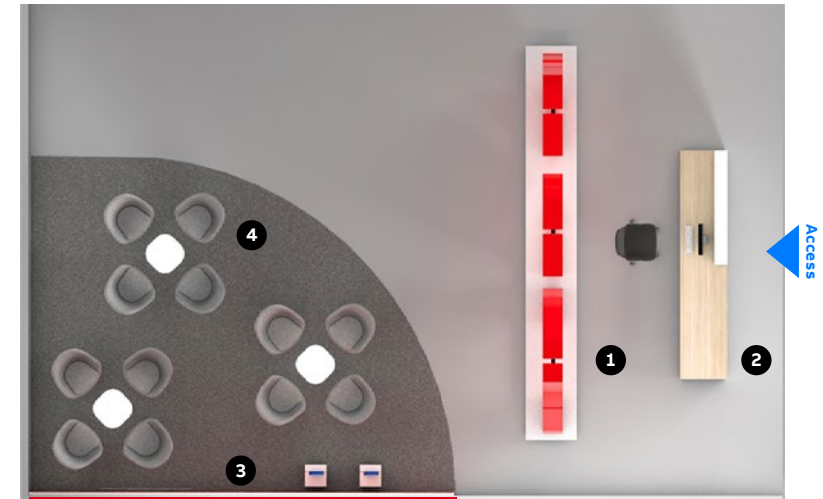
In determining the scale and orientation of reception elements, consider the size of a given space, the direction of natural lighting, and the relative location of the entrance.

At right are examples of several layout approaches designed to create a pleasing, dynamic tension between elements, and accommodate a variety of spatial configurations.

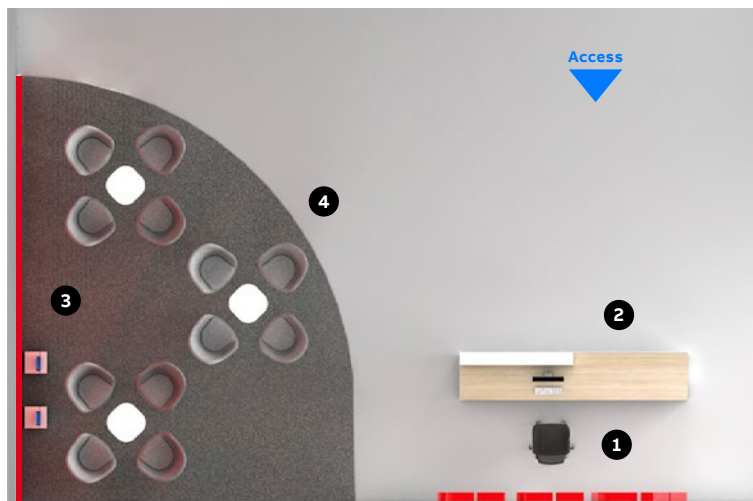
- ❶ 3D logo
- ❷ Reception desk
- ❸ Engagement wall
- ❹ Lounge area



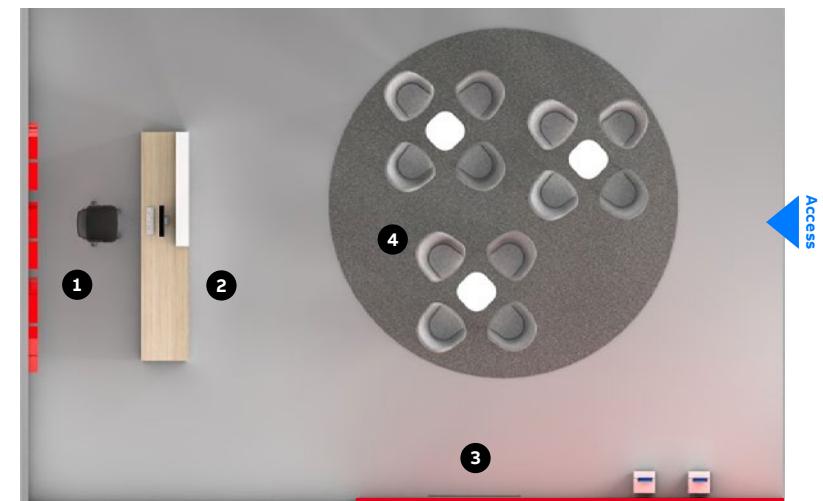
Wall-mounted logo behind desk, perpendicular to access



Free-standing logo behind desk



Wall-mounted logo behind desk, in line with access



Detached lounge area



02 Reception Area Elements

Reception Area Elements

Toolbox

- 1 3D logo
- 2 Reception desk
- 3 Engagement wall
- 4 Lounge area



Reception Area Elements

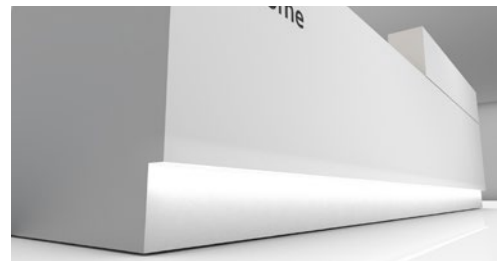
Reception desk, construction

The reception desk is often the first thing that visitors encounter, and they should be greeted by an unobtrusive but clearly defined reception facade.

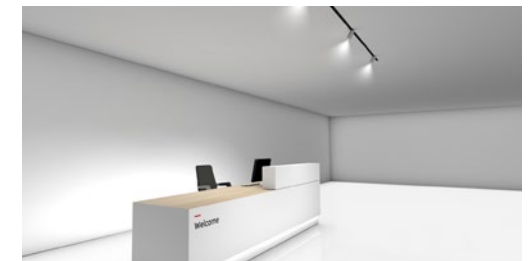
The reception desk is comprised of two parts: the counter surface and another elevated surface that is less than half the length of the main counter. The elevated counter delineates seated and standing service stations. The main counter top materials are white oak wood veneer. All other surfaces are white lacquer, RAL 9003 Semi-Matte. Other features include an LED underlit base, and track lighting with spotlights aimed evenly across the reception space.



Wood surface



LED underlit base

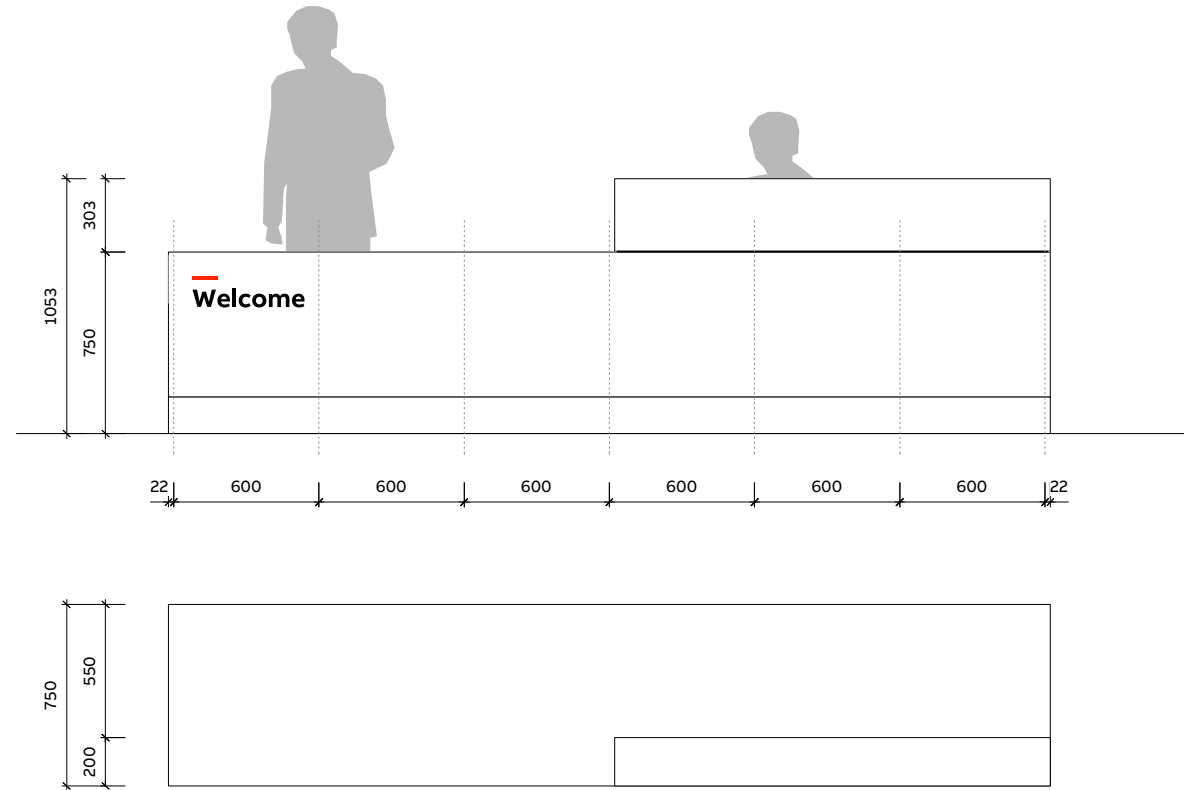


Spotlights

Reception Area Elements

Reception desk, configuration and modularity

Because the reception areas in our buildings vary greatly from location to location, it is important that desk configuration can be adapted to site-specific features and needs. Therefore, we employ a modular approach to reception desk configuration that can accommodate virtually any spatial and functional requirements.



Reception linear



Reception L-shaped



Reception U-shaped

Reception Area Elements

3D logo

Our 3D logo is a key element in bringing visual impact and brand presence to our reception areas. The logo must always be placed prominently in the reception space and should be both large in size and bold in appearance. The logo may or may not be placed behind the reception desk, depending on what looks best in a particular setting or spatial flow. Similarly, placement is dependent on whether the logo is freestanding or wall-mounted, relative to the space and the desired effect.



ABB logo behind desk



ABB logo located opposite desk

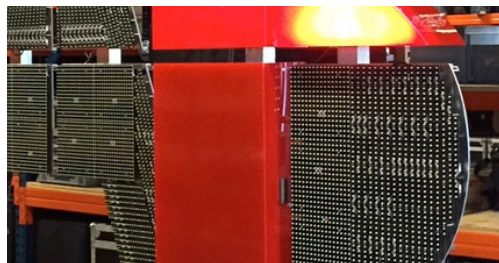


ABB logo combined with lounge

Reception Area Elements

3D logo, light pulsation

Our 3D logo is not static – it employs LED light motion to bring it to life. We use slow, subtle pulses of light that evoke the vital and visionary digital pulse of our brand. Light motion only appears on the front side of the logo; the back side should not be illuminated.



LED technology



The pulse



Rear view

Reception Area Elements

3D logo sizes

There are three standard sizes for the 3D logo. Logo size should be determined by the specific spatial conditions relative to other elements in the space. It is important that the 3D logo has sufficient spatial clearance surrounding it, and that other elements do not encroach on this space.

3D logo sizes

Logo 200 cm



Logo 160 cm



Logo 120 cm



Reception Area Elements

Engagement wall

The Engagement wall is an interactive space where we can start a dialog with visitors. Engagement walls utilize a combination of tools, from graphic panels to video walls comprised of multiple screens with interactive features and content. The scale of engagement walls and associated equipment can vary according to the scale and conditions of the space.



Engagement wall with white pattern



Seamless flat-panel displays



Seamless flat-panel display wall

Reception Area Elements

Area

An extension of the reception area, the lounge is a clearly defined waiting space for visitors. Lounges should feel comfortable, welcoming, and light. Furniture should be modern, with warm materials and naturally ergonomic, Scandinavian style. A combination of light gray lounge chairs with medium gray carpet is ideal. As an alternative, medium gray lounge chairs may be used with light gray carpet. Round, suspended ceiling lamps or flush lighting panels finish and delineate the space.



Lounge combined with detached ABB Logo



Furniture



Lighting



03 Architecture

Architecture

Specifications

1 Ceilings

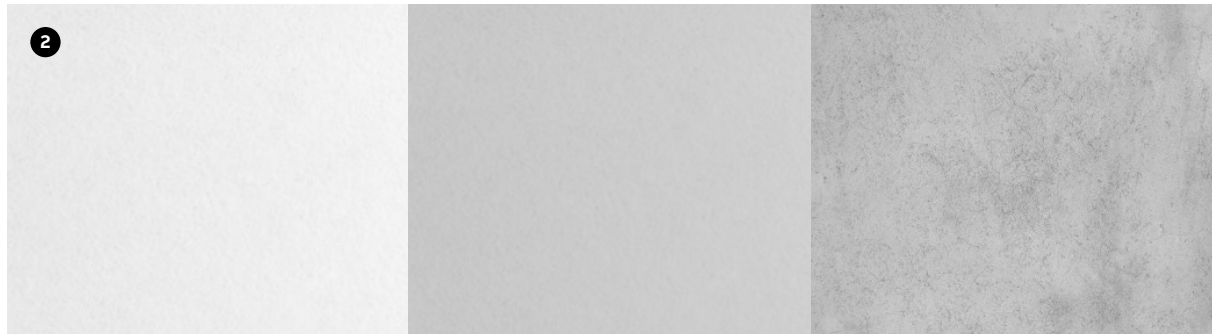
Ceilings should appear as uniform and inconspicuous as possible so that they recede into the background and make the space feel open and expansive. Always utilize white, closed ceilings, which accomplish this aesthetic.

2 Walls

Walls are the blank slate against which other interior elements are viewed, so choose light, neutral colors, such as white or light gray. Exposed materials, such as concrete or white plaster, may also be used.

3 Floor

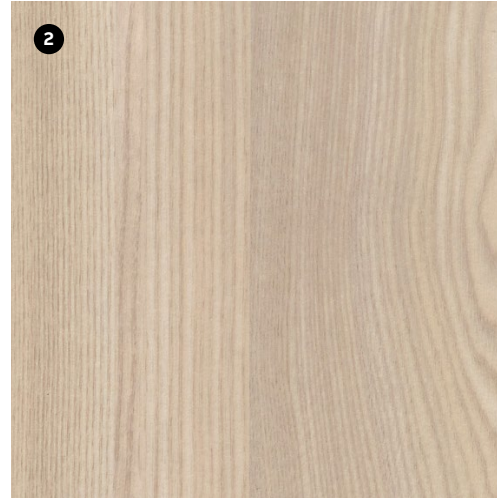
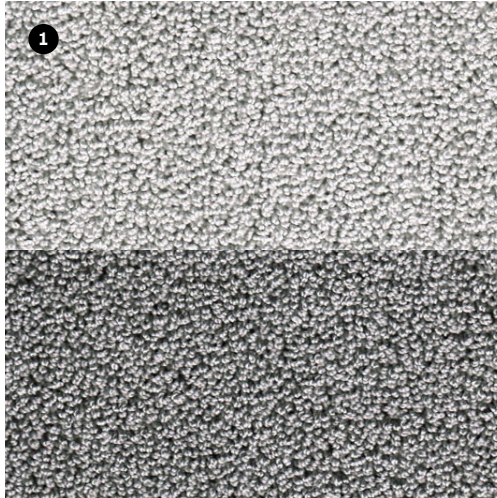
Like ceilings, floors should appear neutral and uniform. Choose gray flooring in large tiles or cast material.



Architecture

Materials and color

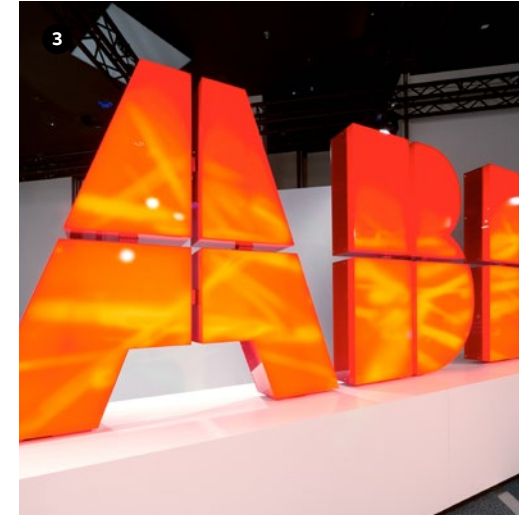
- 1 Lounge carpet, light gray or medium gray (e.g. Desso Carpets)
- 2 White oak veneer
- 3 Reception desk and counters, wood composite material and laquered in signal white RAL 9003, semi-matt
- 4 Engagement wall built as tender frame, graphic as digital print on textile



Architecture

Furnishing and lighting

- 1 Lounge chair, light beige fabric (e.g. About A Lounge Chair AAL82, Hay, Hallingdal 103)
- 2 Alternative lounge chair (e.g. Swan Chair)
- 3 Acrylic red 3D logo with LED light animation
- 4 White lounge table (exposed wood edges)
- 5 White lounge table (e.g. Twin)
- 6 Ceiling lamps (e.g. XAL Sono Loop) attached to planar acoustic ceiling, white plaster
- 7 Recessed tracks for spotlights (e.g. Delta Light Spy)





04 Brand Pilot

ABB CEC WTC Bangalore

Brand Pilot

ABB CEC WTC Bangalore



Contact

If you have any further questions, please contact the ABB Branding Helpdesk.

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