



WITHIN OFFICE FURNITURE
AND INTERIOR SPACES

THE DESIGN OF
EVERY DETAIL MATTERS.



FURNITURE AND WORKSPACE DESIGN REQUIRES A THOUGHTFUL AND INTENTIONAL APPROACH. THIS PHILOSOPHY IS ALSO TRUE OF YOUR BRAND. WE'VE WORKED WITH MANUFACTURERS, DEALERS, INDEPENDENT REPS, AS WELL AS REAL ESTATE, ARCHITECTURAL AND CONSTRUCTION CLIENTS. FROM BRAND DEVELOPMENT TO DIGITAL AND INTERACTIVE TOOLS, WE BUILD ONE-OF-A-KIND EXPERIENCES. AT FULL CIRCLE, WE HAVE YEARS OF OFFICE FURNITURE AND INTERIORS EXPERIENCE AND A WIDE RANGE OF HAPPY CLIENTS THAT HAVE CHOSEN TO EXPRESS THEIR BRANDS IN A STRATEGIC, COMPETITIVELY DISTINCT AND EMOTIONAL MANNER. OUR PERSPECTIVE IS UNIQUE, INCLUDING THE ABILITY TO ENSURE UNPARALLELED DESIGN IS WOVEN INTO EVERY BRAND AND EVERY CUSTOMER TOUCHPOINT.

LIGHTCORP / BRAND DEVELOPMENT

We helped LightCorp reimagine their business within the office furniture market. Understanding the influence of designers and architects helped LightCorp and Full Circle craft a distinct brand strategy, messaging, imagery, and graphic identity. That led to a NeoCon unveiling of “new” everything, including a website, collateral, tradeshow booth, giveaways, and employee communications.

REED PREMIER

L/GHTCORP



UNDER LIGHTING THAT'S ABOVE ALL

Available in four lengths and various levels of brightness, Reed Premier features multiple state-of-the-art energy-saving components: touch-and-hold continuous dimming, 10-hour automatic turn off, and an optional interlinkable occupancy sensor that knows to turn on only when you need it to.



BOLD. FOCUSED. INSPIRED.

AREY

L/GHTCORP



STRETCHED BEYOND ORDINARY

Lean and sleek, Arey is an extremely flexible lighting solution with a vast range of adjustability. Available in both single and double arm models, its streamlined design and spring tension joints allow for smooth articulation.



BOLD. FOCUSED. INSPIRED.







L/GHTCORP







REVO

LIGHT
MOBILITY
YET
FEATURED
WORK

LIGHTING, EXACTLY AS YOU WANT IT

With a fully articulating body, Revo seamlessly bends, tilts, and turns—just how you want it. And it shines when you want it, automatically turning on when you're present and off when you're not. Or for more control, its highly efficient, dimmable light adjusts with a single touch.



BOLD. FOCUSED. INSPIRED.

BOLD. FOCUSED. INSPIRED.

REACHING BEYOND BASIC LIGHTING

Wedge in your high-performance yet subtle workspace competition. Its linear arms and joints flow gently into a broadened head shade that yields bright, legs from view. Voyage unites functional ergonomics with timeless aesthetics with its full articulation, extended reach, and dimmable touch technology. All secured in a small, 6" desktop footprint.

VOYAGE



04







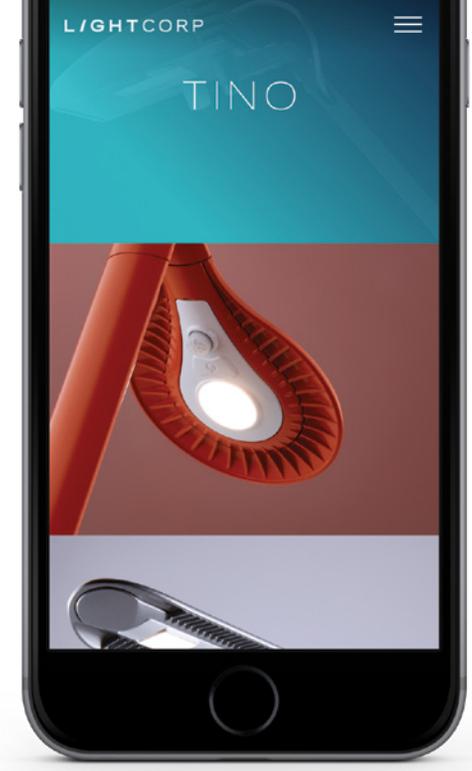
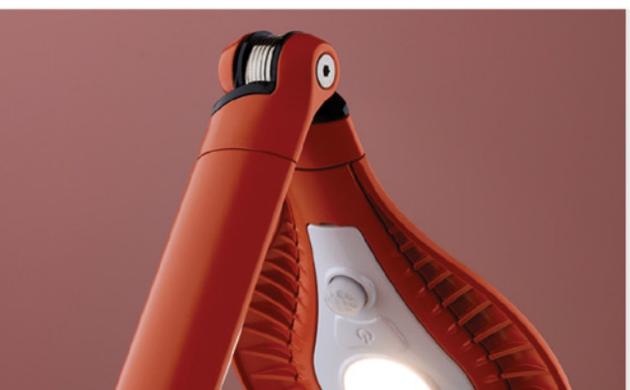
SPECIFICATIONS

- ENERGY CONSUMPTION**
7 system watts
- DIMMING**
Touch-and-hold
- BRIGHTNESS ADJUSTABILITY**
100% - 15% continuous
- LAMP**
18 fractional LEDs with 50,000 hours lifespan
- COLOR TEMPERATURE**
3500K
- USB**
Dedicated Charge Port | Type-A Connector 5V 1.5A
- ARM**
Single or double
- MOUNTING OPTIONS**
Surface, clamp, slatwall, panel, or freestanding
- STANDARD COLORS**
Black, silver, or white (premium colors also available)
- MATERIAL**
Aluminum and plastic
- POWER SUPPLY**
18-watt transformer with 9" black cord
- CORD**
4' silver cord with quick connector
- SWITCH**
Single touch on/off
- CERTIFICATIONS**
ETL listed, compliant to UL 1596/8750, TAA, BAA, CSA C22.2 #12



DOWNLOADS

- [Revo Cut Sheet](#)
- [Revo Price Sheet](#)
- [Revo USA Pricing](#)
- [LightCorp Premium Colors](#)
- [Using the Soft Touch Pad](#)
- [2016 Dealer Product Guide & Price List](#)
- [Terms Warranty 2015](#)
- [Revo High Res Image Library \(543 MB\)](#)





SURFACEWORKS / **BRAND DEVELOPMENT**

SurfaceWorks, a leading manufacturer of collaborative and conference tables, didn't look or sound like anything special. Their brand was basic and didn't tell the company's true story. Full Circle discovered SurfaceWorks' uniqueness: the rare ability to customize any of their tables artistically and efficiently, providing endless design options to their customers. In collaboration, we developed a powerful brand story and a one-of-a-kind brand experience, including specialized and versatile brand elements, custom photography, experiential design, and traditional and digital marketing tools.

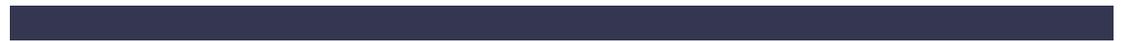
The background is a vibrant, abstract marbled pattern in shades of blue and green, resembling liquid paint or ink. A large, white, circular graphic element, possibly a stylized letter 'P' or a similar shape, is overlaid on the left side of the image. The text is positioned on the right side, partially overlapping the circular graphic.

BUILDING YOUR TABLES





289 C
289 U
C: 82
M: 76
Y: 44
K: 38



192 C
032 U
C: 0
M: 94
Y: 68
K: 0

123 C
114 U
C: 2
M: 17
Y: 88
K: 0

153 C
138 U
C: 15
M: 72
Y: 100
K: 4

5507 C
5575 U
C: 43
M: 25
Y: 36
K: 0

621 C
621 U
C: 14
M: 5
Y: 11
K: 0

7541 C
7541 U
C: 11
M: 3
Y: 5
K: 0

572 C
7464 U
C: 27
M: 0
Y: 17
K: 0

326 C
325 U
C: 75
M: 5
Y: 38
K: 0

7723 C
7724 U
C: 76
M: 16
Y: 67
K: 1

5305 C
5305 U
C: 23
M: 20
Y: 6
K: 0

















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RESOURCES/DOWNLOADS < BUY

STATEMENT OF LINE <



1

PRODUCT FEATURE CALLOUT

Lorem ipsum dolor sit amet, consectetur hiege adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam warip erat volutpat ut wisi enim ad.



2

PRODUCT FEATURE CALLOUT

Lorem ipsum dolor sit amet, consectetur hiege adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam warip erat volutpat ut wisi enim ad.

ABOUT

Tables. At them, we work. Play. Collaborate. Share. They're the centerpiece of our rooms where great ideas happen and big decisions are made. Great tables are beautiful yet tough, quality yet cost-effective—and manufactured in a process that is as purposeful as the tables themselves.

At SurfaceWorks, we haven't become market leaders by accident. When it comes to manufacturing contract-grade tables, we get it. We know having the broadest product offering is just as important as offering the largest opportunities to customize. We know the end product is equal parts dependent on design and delivery. And we know service with a smile is an age-old model that never gets old.

Those are the values we live by that have driven our Milwaukee-based operation onto a global stage from OFDA's "Table Manufacturer of the Year" to Contract Magazine's "Best of Neocon," we are continually recognized. So whether you're looking to bring a high-end, highly-precise design to life or customize a tried-and-true table down to every castor, laminate, and edge, our products just work. Better than anyone else's.

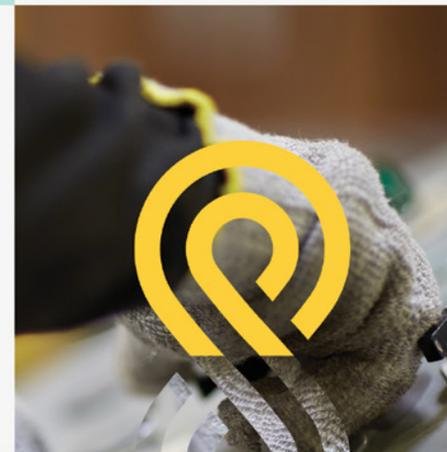


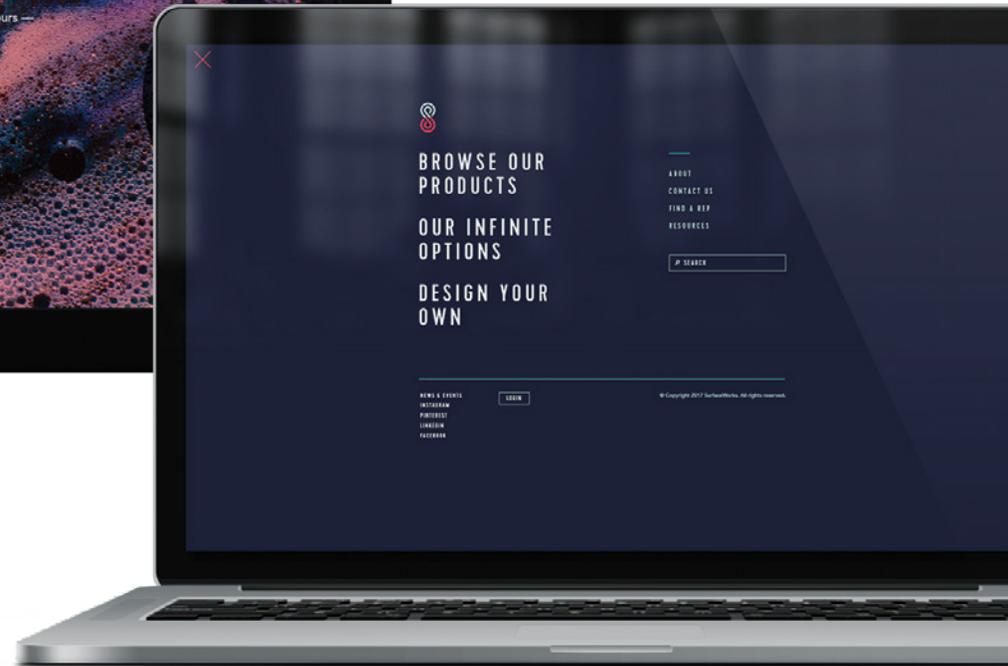
I. MAKING IT YOURS

With literally millions of table shapes, sizes, laminates, edges, bases and finishes, options feel endless. And that doesn't scratch the surface of opportunities for custom work. Known globally for our award-winning standards and one-of-a-kind specials, our focus is always on your vision no matter how complex. Design inspirations, specifications, and concepts alike, you can truly make our tables yours — down to the last detail.

II. AN ENGINE THAT ALWAYS RUNS SMOOTH

Advanced information systems, state-of-the-art equipment, hundreds of thousands of square feet and hundreds of dedicated associates help us ensure that we deliver tables quickly, reliably, and accurately. Our ability to provide customized solutions to meet any budget makes our unique capabilities unmatched in the market. And, we are constantly investing in new technologies and partner relationships to ensure we stay at the





EKO / BRAND DEVELOPMENT

EKO is one of the fastest-growing contract furniture manufacturers in the world. They offer a wide range of soft seating and related table products used in a variety of interiors, ranging from corporate offices to classrooms and hotel lobbies. The company has generated recent market share growth through strong product launches and sales rep expansion.

EKO wanted to take their organization to the next level and needed to refine their brand, rethink their marketing strategies, and redesign many of their sales tools.



THE CRAFT OF SEATING

SWAGR



THE CRAFT OF SEATING

POWWOW

GREAT WAY TO GATHER

...st collaboration was structured, and reserved for formal settings. Collaboration is spontaneous, fluid, and requires a solution that accommodates a new dynamic. ...coming, freestanding, "arena-style" seating. POWWOW fits in open-plan environments to define a space all its own. ...design that's light in scale yet sturdy and durable. POWWOW integrates technology to create unique social experiences. ...it's a fluid interaction, spontaneous conversation, or planned meeting. POWWOW's ready for it all.

BUZZ ON



PHOTOGRAPH BY COLLABORATIVE SEATING



CROWD PLEASER

PHOTOGRAPH BY COLLABORATIVE SEATING

OUTSIDE IN









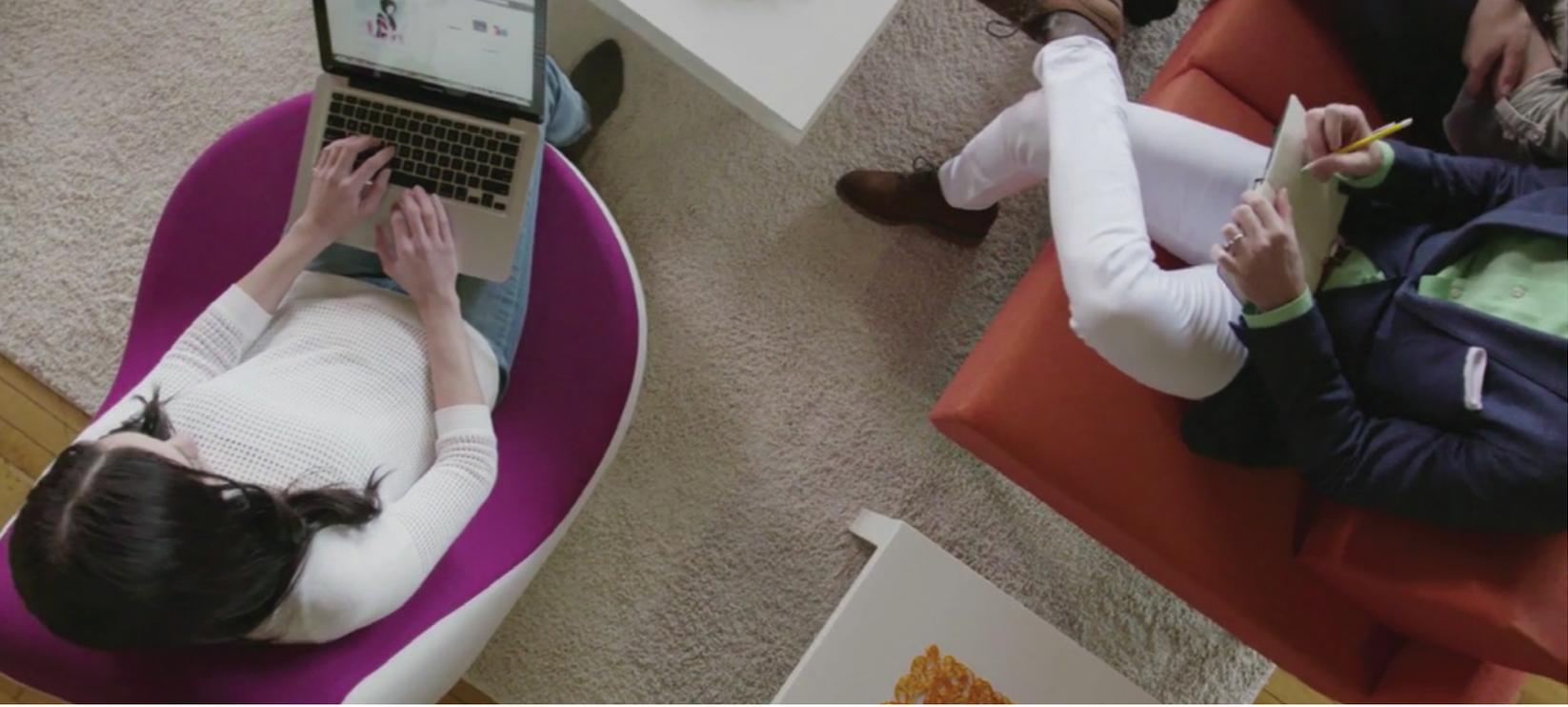
POWWOW NEW LOUNGE SEATING



COLLABORATIVE SEATING

LOUNGE TABLES & SEATING

HEALTHCARE SEATING



EKO /
PRODUCT VIDEO



AIS / **ELITE ESCAPE**

AIS invested in a distributor sales incentive trip intended to reinforce strong selling skills, build relationships, and encourage future sales. As a result, they wanted the program “branded” from the first touchpoint, during the event, and as a follow-up. Full Circle gave the program a powerful and consistent theme that carried its way creatively throughout the campaign’s 30+ different components. Needless to say, the response was outstanding and the drinks were ice cold.





SALE ALL THE WAY TO
Punta Cana

ELITE ESCAPE



Congratulations!

You are invited to the AIS Elite Escape 2017

Dates of Travel

Wednesday, April 26 through
Sunday, April 30, 2017

Destination

Paradisus Palma Real Resort
Punta Cana, Dominican Republic

Registration Deadline: Wednesday, January 25, 2017

Next Steps

Please take a moment to review the website before registering. This website offers information on this year's destination, hotel accommodations, and specific travel requirements, as well as the link to the registration form that you must complete in order to secure your attendance on the trip.

Register

Decline

Questions?

If you have questions about the program, please contact:
Kyra Whale - Meridican

Toll Free from within North America: 1.877.477.7701 Ext. 325

Telephone: 905.477.7700 Ext. 325

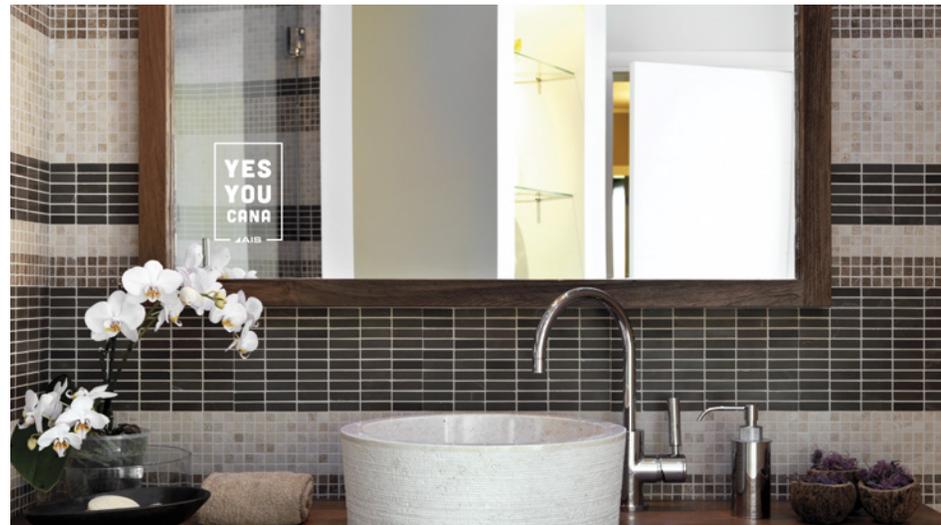
Email: aiselite@meridican.com

Standard Office Hours: 8:00 am to 4:00 pm ET (subject to change)

Having trouble with the links?

To view the website and register,
simply copy and paste the entire address listed below into your web browser:
http://meridican.cvent.com/d/RK3k_per470mSAXYTQ5bsgw/17m/P1/1Q?

To decline your acceptance,
simply copy and paste the entire address listed below into your web browser:
http://meridican.cvent.com/d/RK3k_per470mSAXYTQ5bsgw/17m/P1/3Z?





AIS /
NEOCON

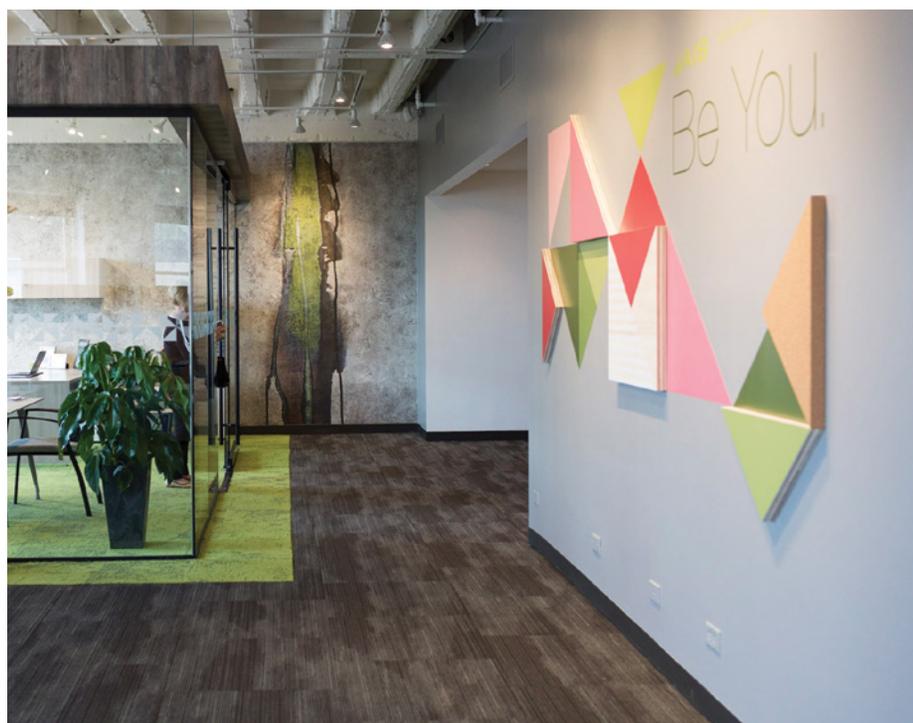
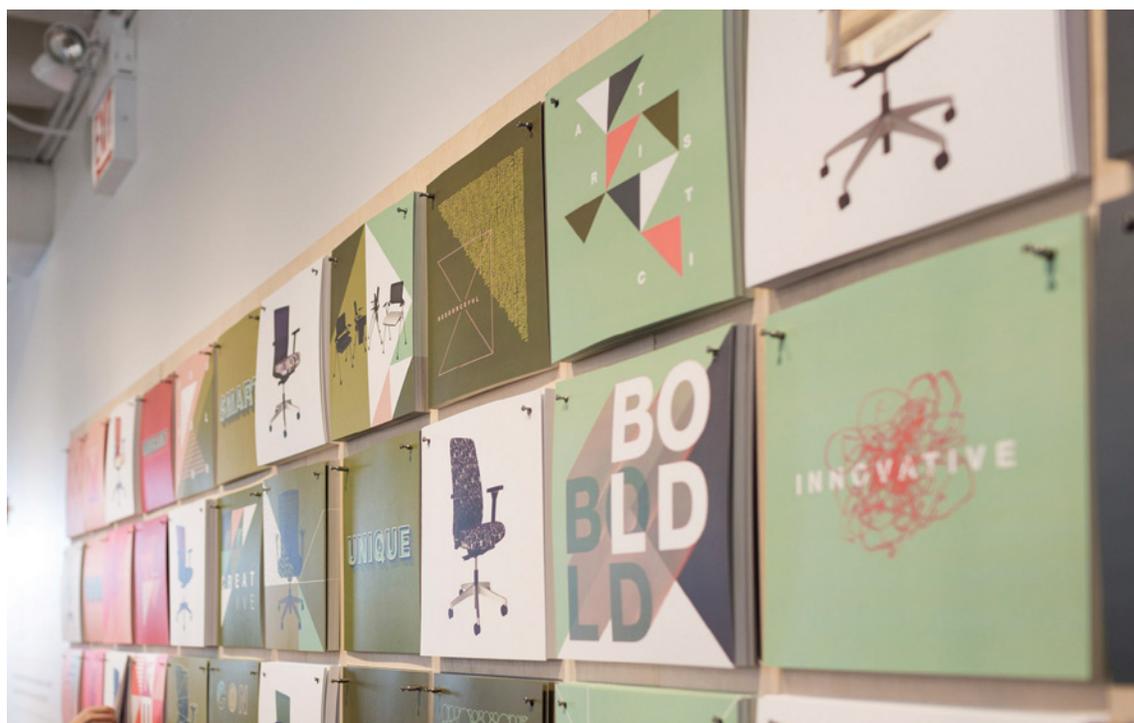


ets You
You.

configurations possible
to your best work.

Home Office includes
desk chair.

You written all over
corner
Instagram or Twitter



AOE / BRAND DEVELOPMENT

AOE, a 50-employee full service contract furniture dealership in Philadelphia, wanted an inspiring, relevant brand. Full Circle established a new brand positioning, developed a new identity with refreshed graphics, bold colors, and clean lines. The end result was a design-focused brand that was vibrant, relatable, and could be consistent through every internal and external touchpoint.

ACEE



We've built a strong partnership with
Haworth—a world leader in workspace
design and office furniture solutions.
Haworth's global capabilities, broad
product solutions, research and knowledge
best practices, technology integration,
commitment to sustainability,
and integrated approach to interiors make
their incomparable in workspace interiors.

AOE ADVANCED
OFFICE
ENVIRONMENTS

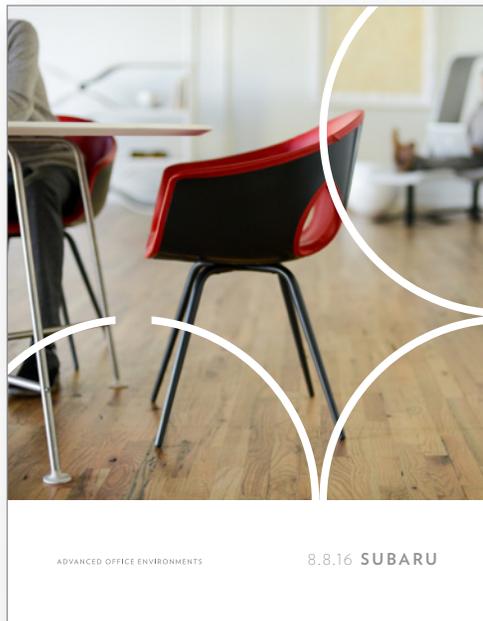
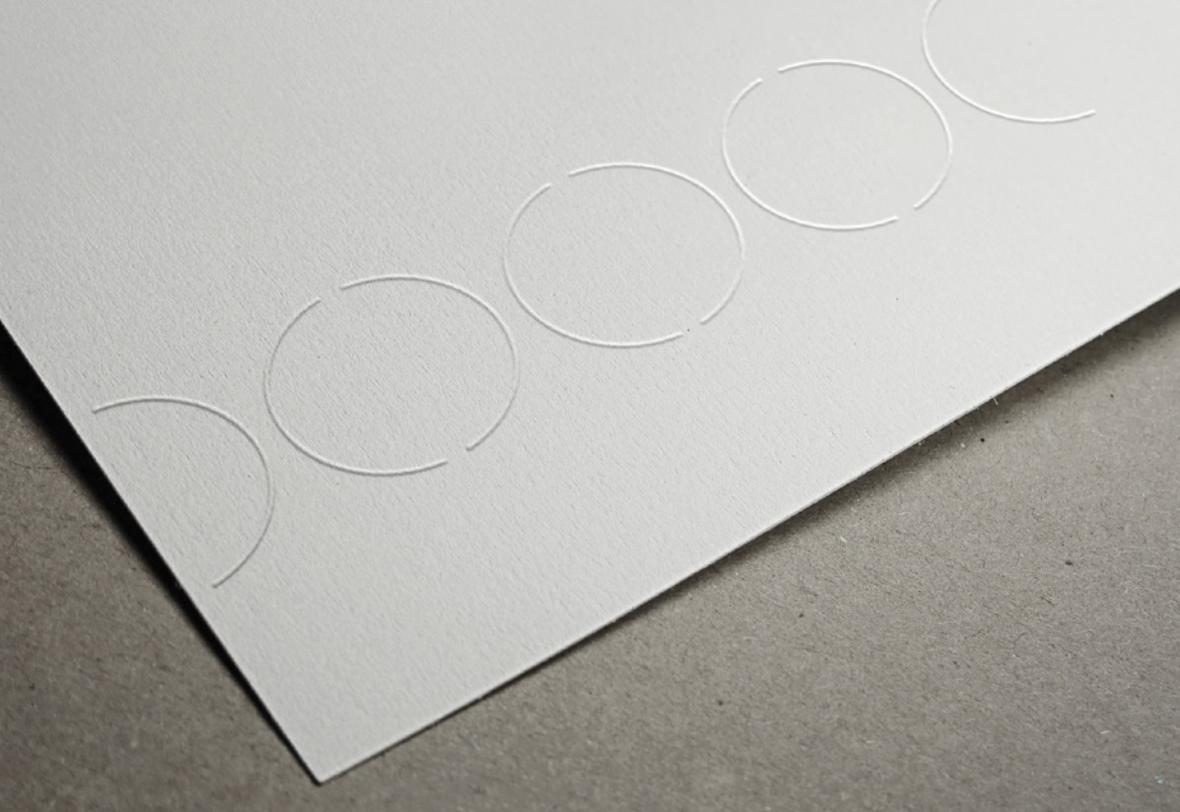


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Why This Team
Logistics and Plan
Team Chart
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AOE
ADVANCED
OFFICE
ENVIRONMENTS

Values & Principles

Respect for the Individual
Caring about the dignity and right of each person in the organization at all times, not just when it's convenient to do so.

Customer Service
Providing quality service to the customer is our top priority, not just some of the time but all of the time.

Excellence
Believing that all work efforts should be achieved in an exceptional way, dedicated to the concept of total quality performance.

Integrity
Conducting our business with dignity, using the highest degree of business ethics so that as a result, AOE is a positive, helpful and constructive force in the community in which it operates.

Observing the letter and spirit of the laws of the communities in which we do business, with the highest standards of decent human behavior.

As a woman-owned business, Advanced Office Environment's focus is clearly centered on diversity inclusion as a core mandate in business operations, and for nearly three decades, we have pursued equity in the workplace. Participation and inclusion strategies are fully supported by ownership and its executive leadership team, and specific initiatives remain active by sponsoring programs and scholarships for minorities and women to further their education. Diverse teams of factory certified service providers have been part of many small and large AOE project contracts.

Both Haworth and AOE are Equal Opportunity Employers.

Think different. Think AOE.

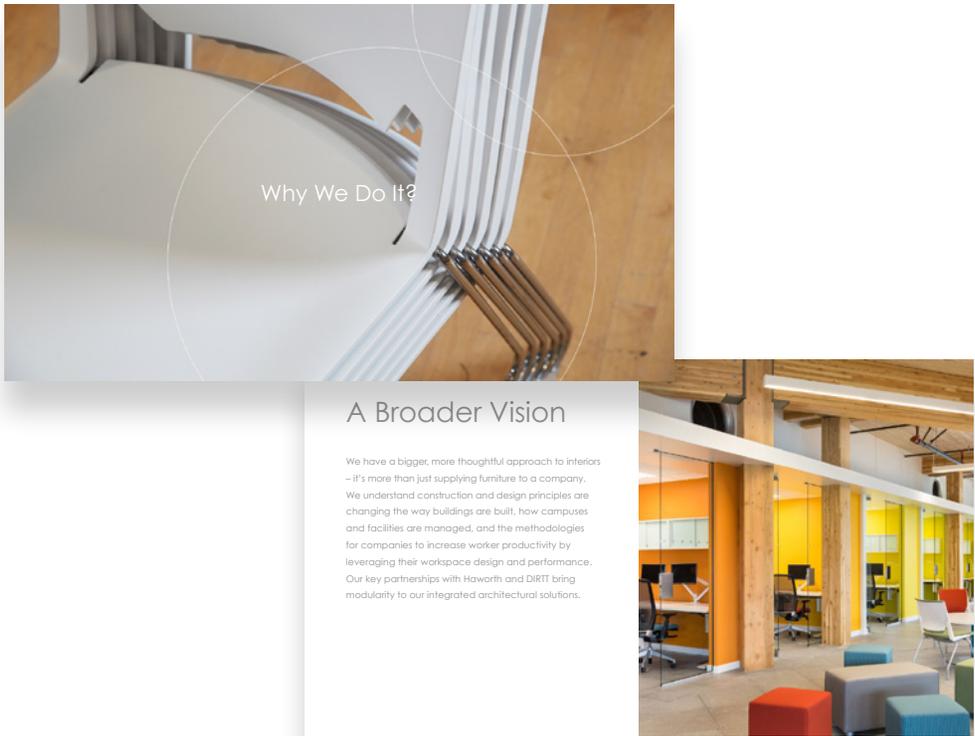
Work environments should be inspiring, adaptable and help productivity thrive within a company. And the companies that help you build these environments should share in this vision to create a better workspace. At AOE, we think differently. We dream bigger. And we help organizations do the same through thoughtful workspace design.

THINK DIFFERENTLY. THINK AOE.

A large, dark blue rectangular panel with a white circular graphic design consisting of three overlapping circles. The AOE logo and slogan are positioned on this panel.

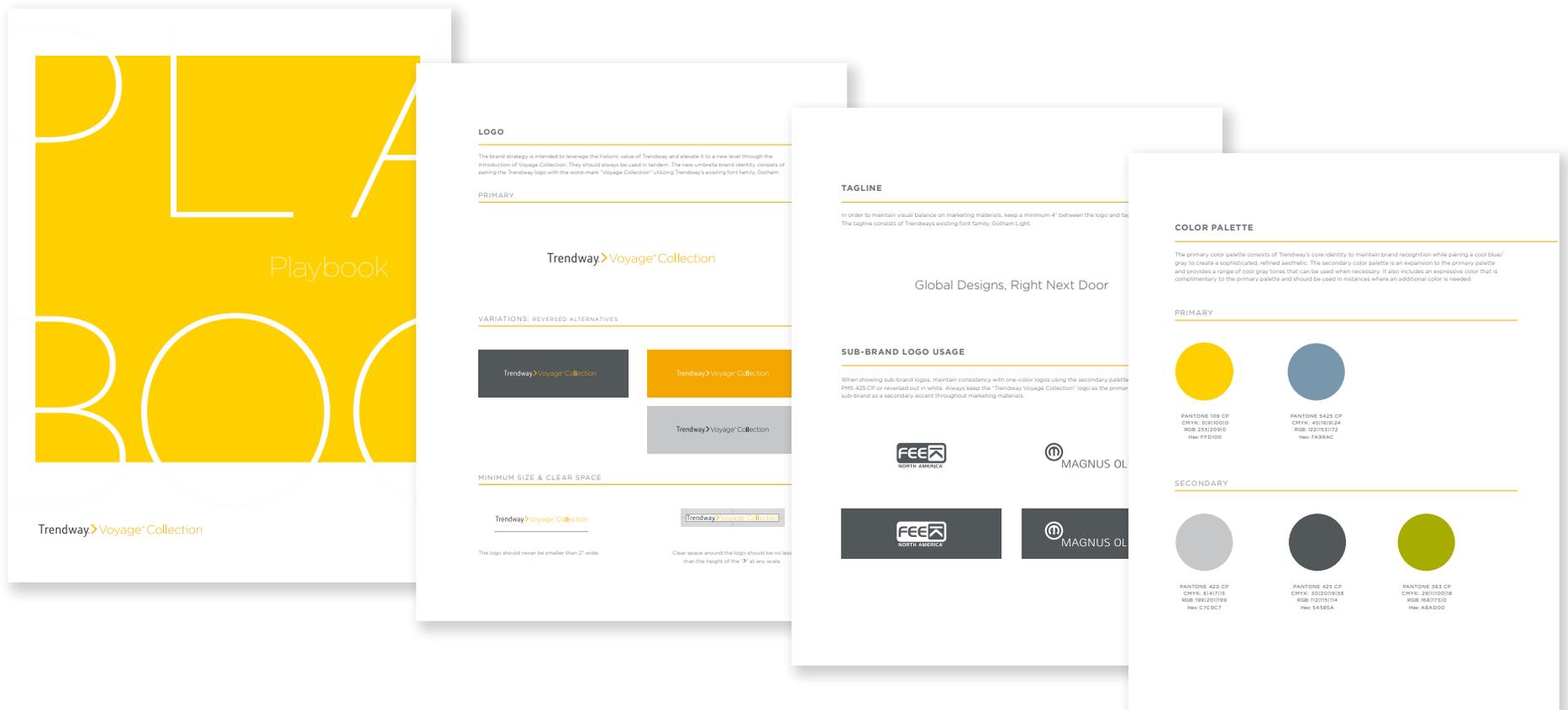
AOE
ADVANCED OFFICE ENVIRONMENTS

THINK
DIFFERENTLY.
THINK AOE.

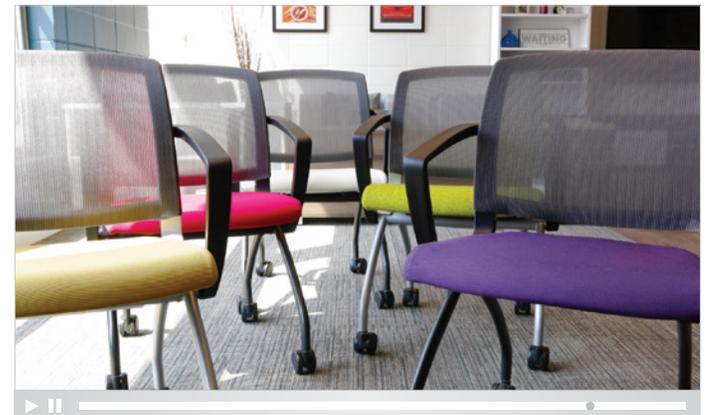
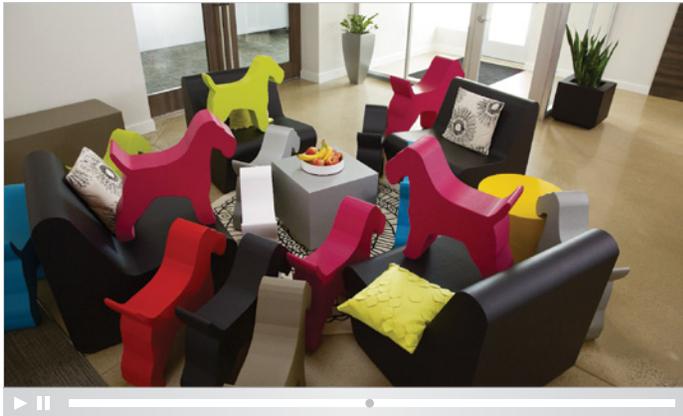


TRENDWAY / BRANDING

How best to bring your brand, capabilities, products and customers to life? Engage Full Circle to help create videos that convey key messages in a succinct, visual and uplifting manner. That's what Trendway has done, and it has helped reshape how they think about marketing. At the heart of every great project is a strategic challenge. Trendway reached out to Full Circle for ideas on how an umbrella brand might most effectively help capture their intent to increase their market presence through the importation of high-designed products.



Trendway > Voyage™ Collection



HAWORTH / MARKETING TOOLS, PRODUCT LAUNCH AND PROMOTIONS

Haworth is one of the world's largest manufacturers of office furniture, with \$2 billion in annual sales. They have worked with Full Circle over the past fifteen years to design hundreds of marketing pieces, including product and corporate literature, event marketing, advertisements, and other tools for their sales team. Full Circle has helped Haworth develop and maintain consistency within their brand while elevating the overall effectiveness of each strategy.



HAWORTH

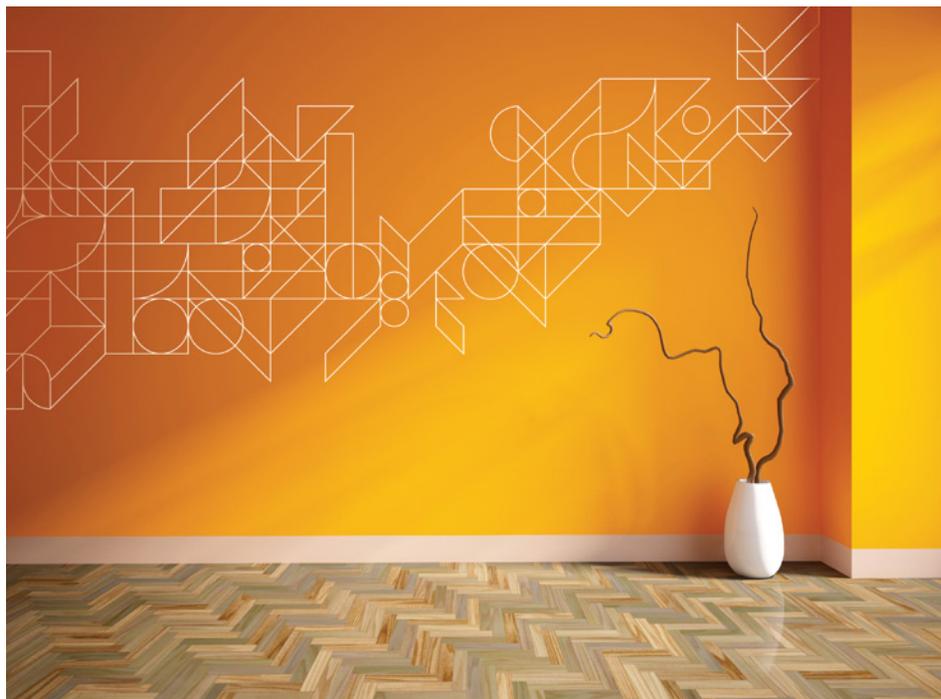
7 DESIGN LOGICS

By infusing our product designs using seven design logics we've created the industries only truly integrated and fully adaptable kit of parts.

Products are developed with continuity of materials in mind that encompass Design for Environment (DfE) strategies ensuring materials are as sustainable as possible while retaining superior performance.











Bright and lively yet never obtrusively trendy, Bay is refined to its very essence. The firm but pure design language sets a tone of cool sophistication, well suited to managerial offices, formal meeting spaces, and reception areas.

Bay Desks and Tables

Simple geometry and contemporary materials project strength and confidence in an unexpected way. Choose from square, rectangular, elliptical, and round tops in wood veneer, lacquer glass, or clear glass. Polished aluminum legs feature an spinner that tightens and lifts the design.

Designers



Haworth Design Studio 2011

"Great design is making the potential to give significance and meaning to ordinary objects, environments, and experiences."

The Haworth Design Studio draws on the experience and knowledge of worldwide research and development teams to create innovative yet flexible designs that can be adapted for specific regional needs. The team operates out of a long tradition of working closely with regional designers to create astonishing results.

With designers and engineers collaborating across North America, Asia Pacific, and Europe, we sit in a unique position to develop workspaces that support global user needs. In Europe, the Haworth Design Studio also incorporates the talents of Cavetto Studio Cavetto and the Cavetto Development Team.



Infinite, imaginative and stimulating, this handful of simple, modular components gracefully supports evolving workstyles and a wide range of needs. Based on a clean, symmetrical shape that draws people in, LTB elements can be integrated in any direction, allowing users to choose their orientation and how they use the pieces.

LTB Seating
Curved and straight benches, fully or semi-enclosed, can be re-oriented with cushions and armrests in complementary tones, creating a variety of configurations for any setting. Available in two seat depths for greater application flexibility.

LTB Tables and Bookcases
The LTB family includes linear and a link tables, coffee tables, and an open bookcase. Integrated power makes LTB ideal for sparking spontaneous collaboration or providing a relaxed atmosphere for individual work.

Designers



Cathrine Le Teo & Thierry Blet 2011

Le Teo and Blet share a strong enthusiasm for discovering new ideas, cultures, people, and places, and mixing these inspirations into their creations. They are known for their architecture and product design work in office furniture, lighting, perfume, watches, jewelry, and home interiors. Their interest in African culture led them to design furniture and jewelry fabricated by

highly skilled West African craftsmen. The collections were so well received that the couple opened a gallery in Paris featuring the silver, gold and gemstone jewelry.

Before launching their own studio, Cathrine Le Teo and Thierry Blet both studied at the Cavetto School of Art in Paris.

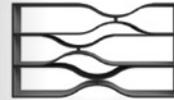
Haworth Collection

Haworth Collection



NC-B Resonate™

Designed by Nicolai Cumaj-Broni / Sculptural storage, inventive separation. Nicolai Cumaj-Broni's expressive approach conveys a new vision for delineating space. Fluid lines, formed of bent plywood and painted, become a work of art. Whether symmetric or offset, in a single color or two-tone paint, the award-winning design retains its integrity in a wide range of configurations and finish combinations.



Mumbai

Designed by Doriana and Massimiliano Fuksas / A single, flowing line and surprising application of traditional materials stir the imagination. Bent plywood, wrapping a laser-cut steel lattice structure, provides visual interest inside and out. A similar approach produces shapely, show-stopping storage options to complete the surroundings. Created by the Italian design team Doriana and Massimiliano Fuksas.



WHAT'S YOUR HAWORTH IQ?

THE CENTER | Organic Workspace Learning

RIGHT BRAIN

EXCELLENCE IN SALES

The Excellence in Sales program gives dealer sales members the opportunity to get smart about the way they sell through comprehensive Haworth product knowledge, individual and group exercises, workshops, and follow-up coaching guides. Participants with maximum opportunities to turn their learning into successful, smartly given product presentations.



EXCELLENCE IN DESIGN

In the Excellence in Design program, dealers will develop intelligent, proficiency, and expertise in the specification of Haworth products. Individual and group activities, workshop materials, participants will experience our product, design-specific tools and receive apply power planning principles to their specifications.

LEFT BRAIN

HAWORTH®




DID YOU KNOW?

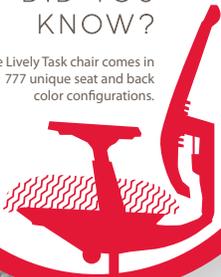
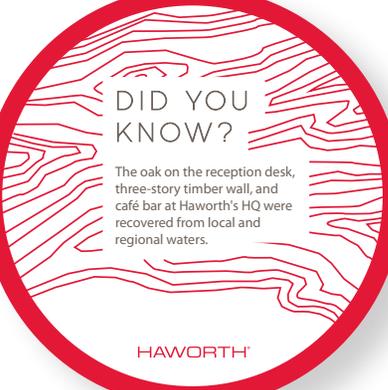
One Haworth Center was the first LEED-NC® building to achieve points using carbon credits from a renewable energy source.

HAWORTH®

HAWORTH®

DID YOU KNOW?

The Lively Task chair comes in 777 unique seat and back color configurations.

DID YOU KNOW?

The oak on the reception desk, three-story timber wall, and café bar at Haworth's HQ were recovered from local and regional waters.

HAWORTH®



DID YOU KNOW?

Haworth was born when school teacher and hobbyist G.W. Haworth borrows \$10,000 of his parents' life savings to expand a woodworking operation in his family's garage.

HAWORTH®

WHAT'S YOUR
HAWORTH
IQ?

THE CENTER | Organic Workspace Learning

learning.haworth.com

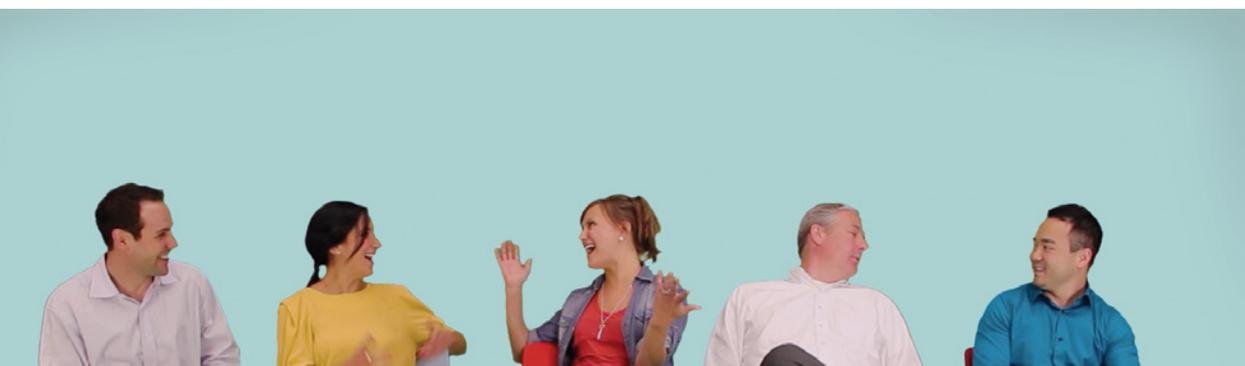
HAWORTH®

HAWORTH /
DEALER TRAINING PROGRAM

THE CENTER
Organic Workspace Learning

HAWORTH®





PNEUMATIC SEAT-HEIGHT ADJUSTMENT

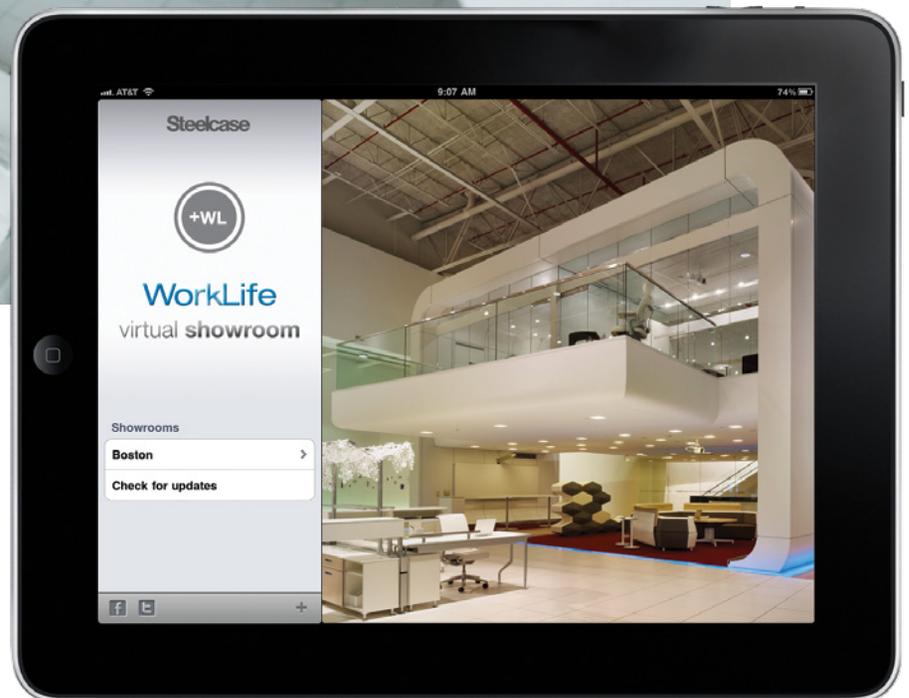
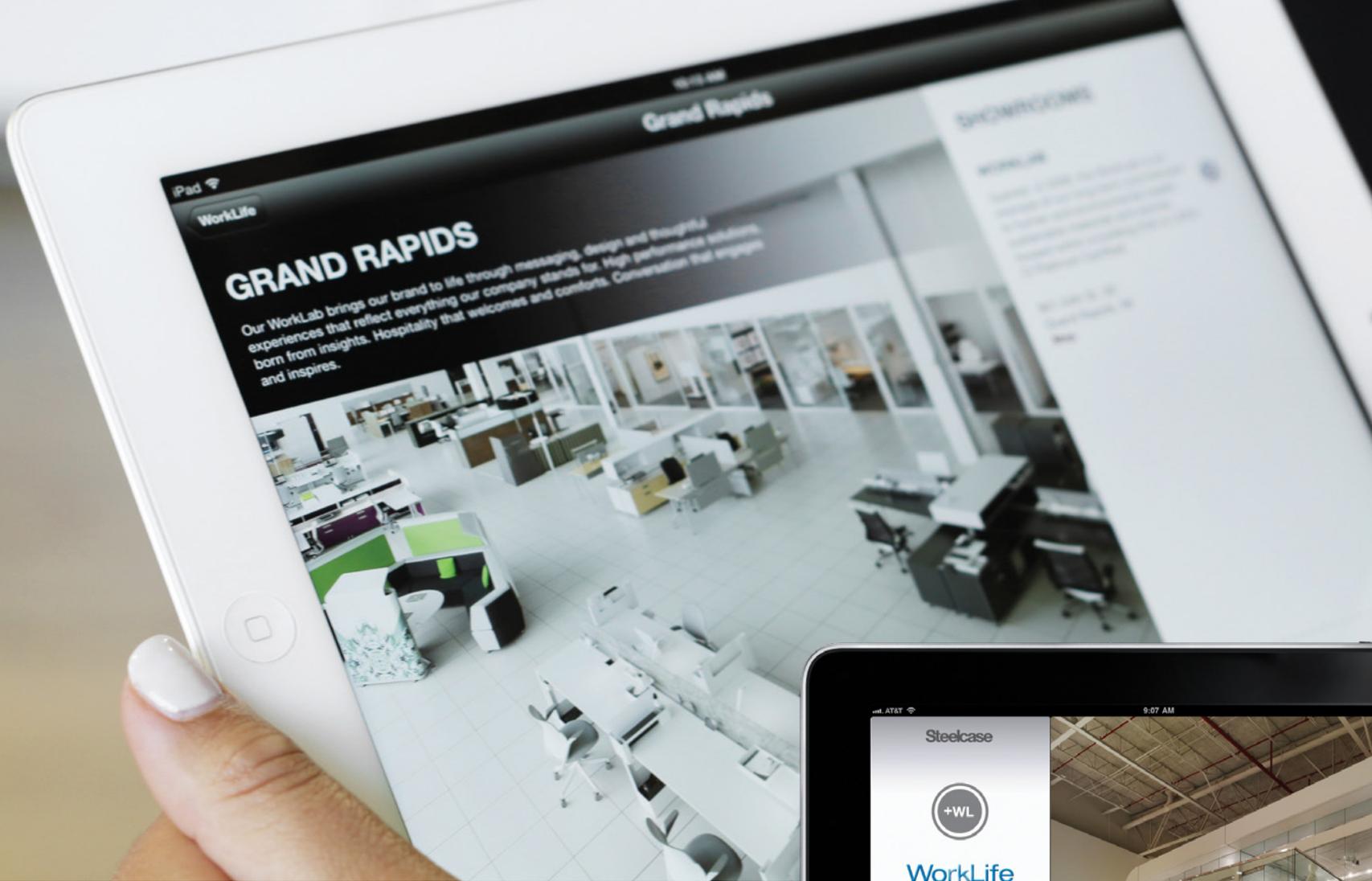
HAWORTH /
PRODUCT VIDEO

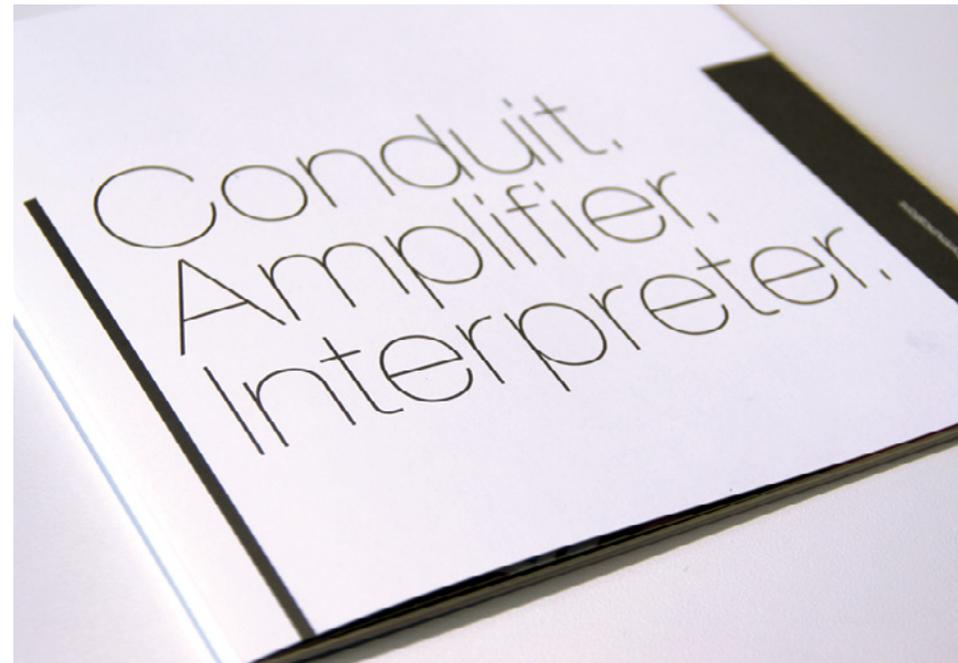
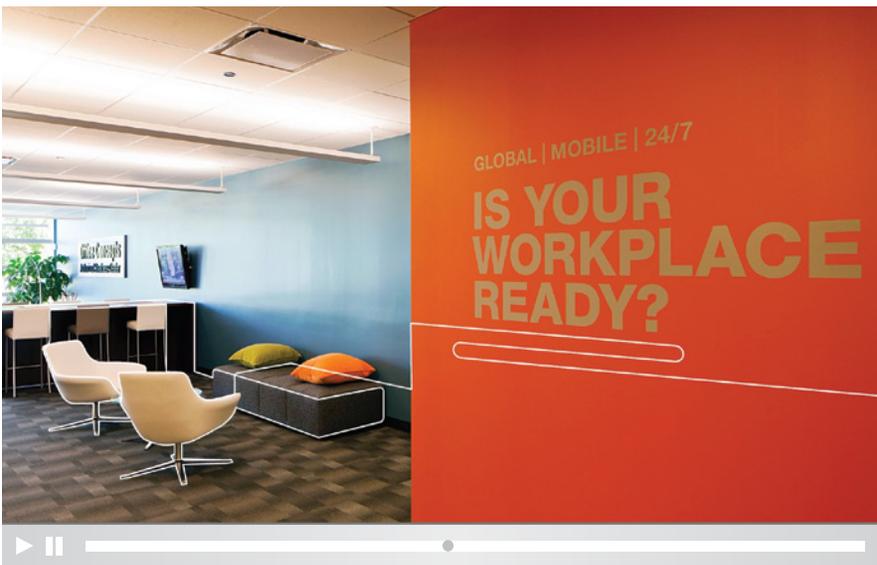
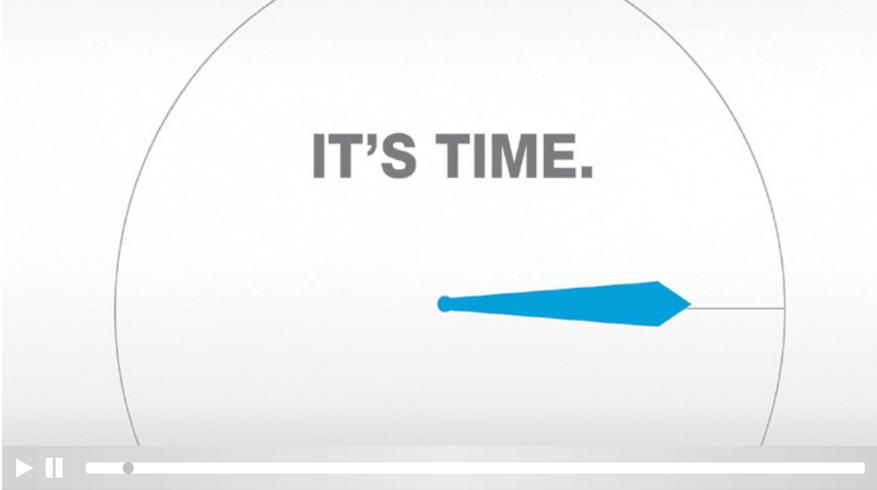


STEELCASE / INTERACTIVE & DIGITAL TOOLS

Steelcase, a global leader in office furniture, has engaged Full Circle to provide new and innovative digital marketing tools to communicate their brand and showcase their products. Our solutions have included interactive presentations, animations and videos, and iPad apps that show off their global showrooms.







SYMBIOTE / BRAND DEVELOPMENT

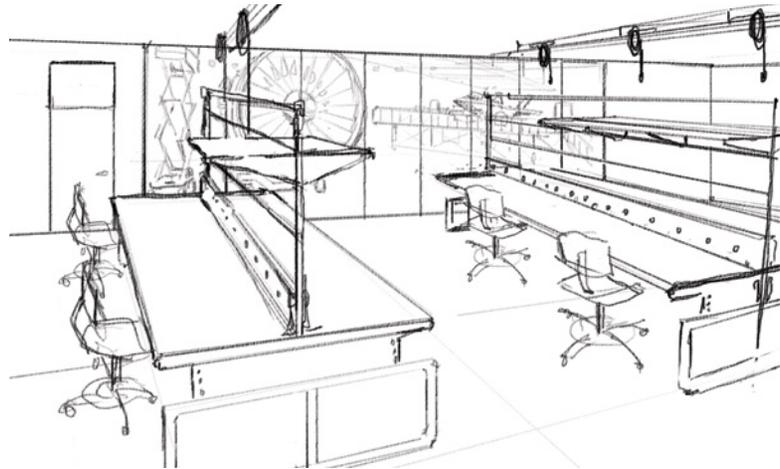
In the ergonomic, height-adjustable furniture category, there is a lot of the same bland branding, photography and marketing tools. Symbiote asked us to push their 30-year-old brand by reinvigorating their magenta color palette to create a new, crisp brand with a sharpened story of what they do and why they do it. The result? A powerful and engaging brand story and set of visuals including essential photography and renderings that demonstrate their products in new applications and a web experience that helps drive their business.





SYMBIOTE







APPLICATIONS

Life Science **Tech Labs** Aerospace

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, sem risus ac, inceptos metus, vel curabitur arcu nonummy aenean nonummy, dictum eget molestie, massa tristique volutpat nec aliquam vitae. Suspendisse metus ac blandit, sed vivamus feugiat sapien, ipsum congue semper. Sed sit, turpis ut aliquam, pede sodales luctus, metus arcu integer in praesent clui tortor, sit lacus vehicula. Morbi pulvinar ut leo ut in, neque nunc nibh eget morbi scelerisque in. Egestas rutrum nunc nulla habitant pede, ut dignissim eros nisi neque sapien, taci: metus morbi.



CLIENT SPACES



OR

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Product Info + Literature



Client Spaces

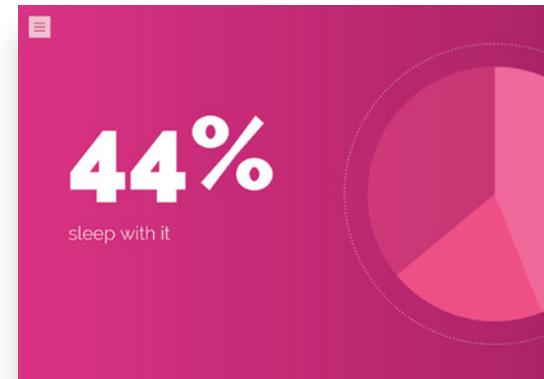
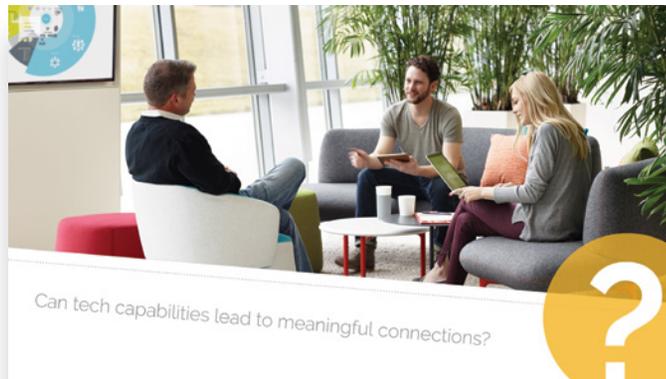
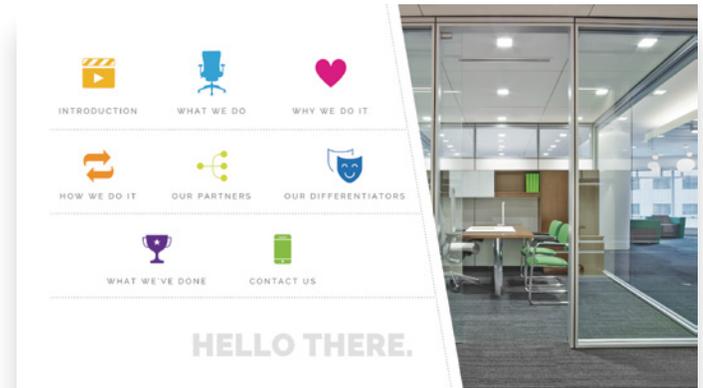
- How We Manufacture - LabCorp Diagnostics
- How We Teach - Community College
- How We Heal - Nursing Lab
- How We Age - Behavioral Neuroscience Lab

Duis autem eadveum inure dolor



PMC / BRAND PRESENTATION

Based in the Carolinas, PMC is one of the fastest-growing contract furniture dealers in North America. They came to Full Circle for help with a new presentation deck that truly represents who they are and separates them from everyone else. This strategic and universal presentation is part of every client conversation and has fueled their brand's go-to-market strategy.



HAFELE / CATALOG

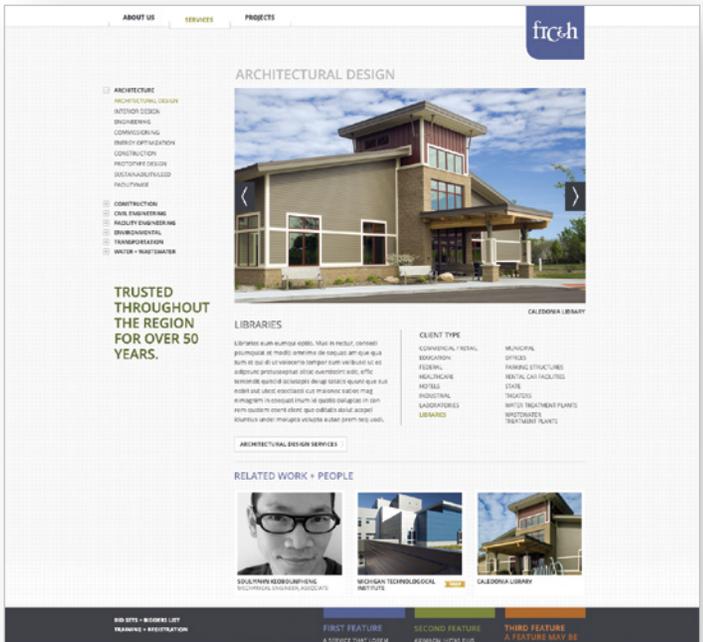
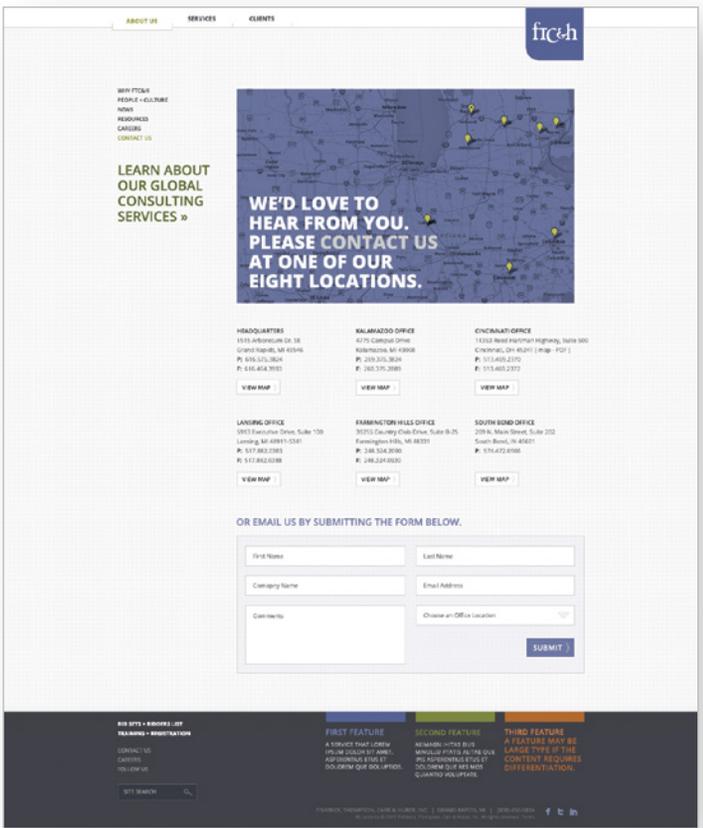
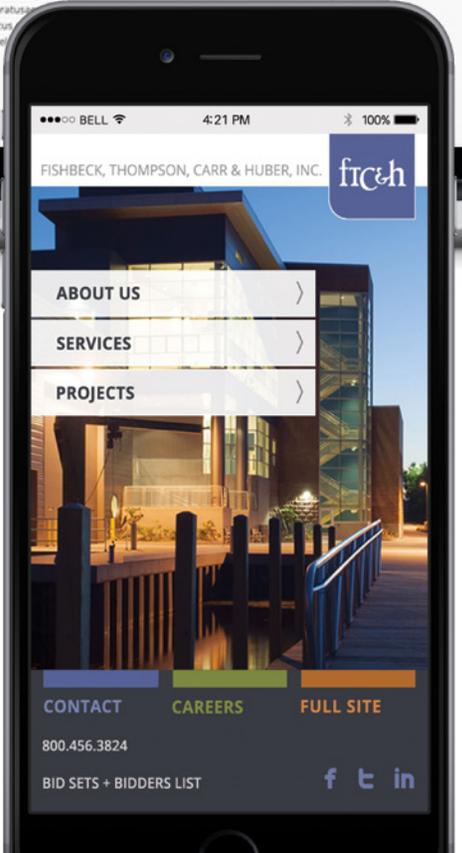
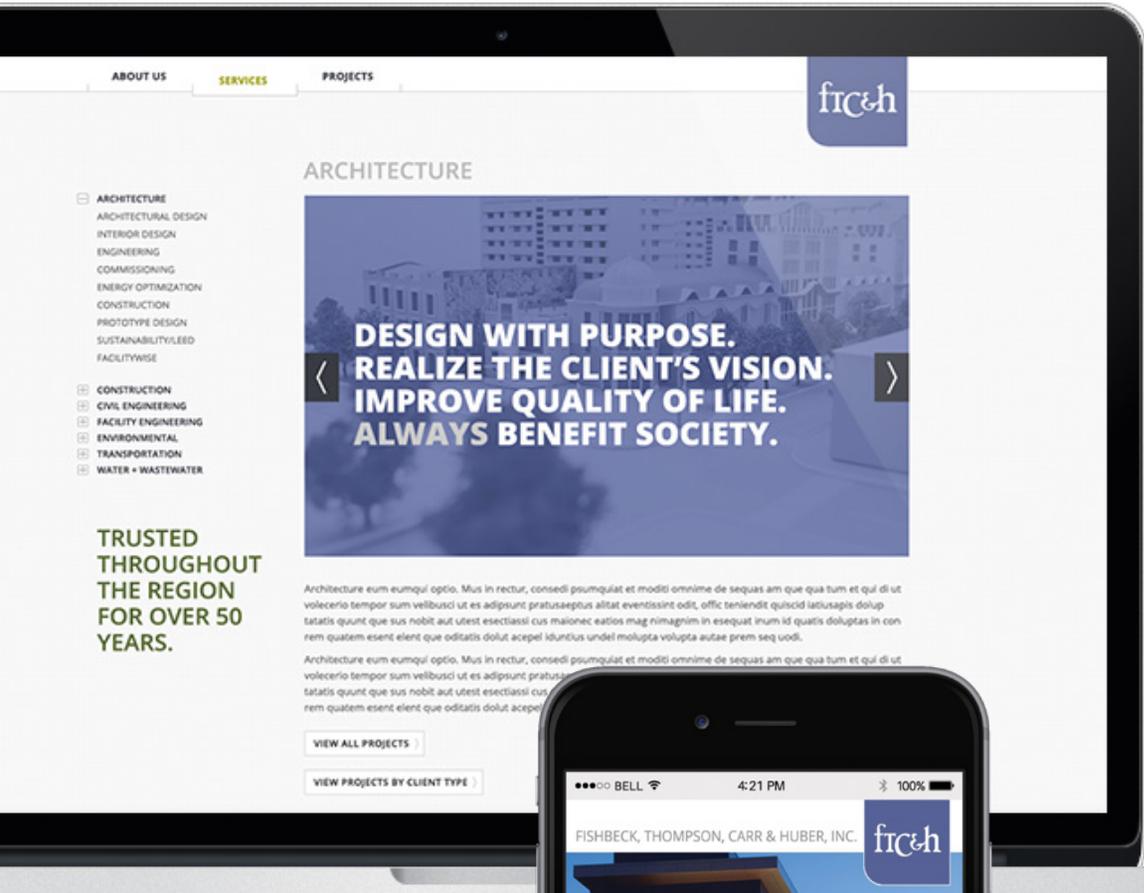
Selling accessories, hardware, and drawer slides through independent kitchen retailers is no small task. Global giant Hafele knew to grab attention, their annual kitchen catalog needed greater design savvy. They turned to Full Circle, where we helped create pages as fresh as meals being prepared in a Hafele-inspired kitchen.



FTC&H / WEBSITE

FTC&H engaged Full Circle to build a more thoughtful and engaging website experience. As a leading architecture and engineering firm in the Midwest, their online experience should creatively demonstrate their services and showcase their best projects. We were able to create a beautiful but practical experience, allowing users to quickly filter projects by services, applications and industries.





CLEAR DESIGN / BRAND DEVELOPMENT

Clear Design is a young start-up, powering their way into the contract furniture market. Full Circle partnered with them to help reimagine their brand in a new, bold, and refined manner. In addition, we developed a new standard for their product photography and renderings that positions them as a major player in their category.



CLEAR
DESIGN

BLADE



CLEAR
DESIGN

E



SECONDARY MARK

A secondary mark for Clear Design has been created as an extension of the primary logo. It should be used rarely, under special circumstances. Examples: when the primary logo would be too small or illegible (such as on an app icon or as a social media profile picture) or when it's meant to reinforce the primary Clear Design brand (such as on the opposite side of a business card or in the footer of a website). It should never be used in close proximity to the primary logo (where a viewer may misinterpret them as a single logo).

Full Color



When on white, the preferred color is Pantone® 320.



When reversed on a dark background, the mark should always be colored white.

Black & White



Minimum Size and Clear Space



The mark should never be smaller than 5" wide.



Clear space around the mark should be no less than the width of the gap in the "C" at any scale.

3 |

COLOR PALETTE

Clear Design's primary color palette should be used throughout all branded materials. When appropriate for the design, colors from the secondary color palette can be used to help highlight, organize, or distinguish content—but should be used sparingly.

Primary Colors



Pantone® 320
c 96 m 0 y 31 x 2
r 0 c 156 m 166
html: 009ca6



Pantone® 3155
c 100 m 9 y 29 x 47
r 0 c 98 m 114
html: 006272



Pantone® 316
c 97 m 21 y 33 x 73
r 0 c 72 m 81
html: 00485f



Pantone® 430
c 33 m 18 y 13 x 40
r 124 c 135 m 142
html: 7c878e

Secondary Colors



Pantone® 382
c 28 m 0 y 100 x 0
r 196 c 214 m 0
html: c4c600



Pantone® 213
c 0 m 92 y 18 x 0
r 227 c 28 m 121
html: e31c79



Pantone® 628
c 20 m 0 y 17 x 0
r 184 c 221 m 225
html: b8d8ef

4 |

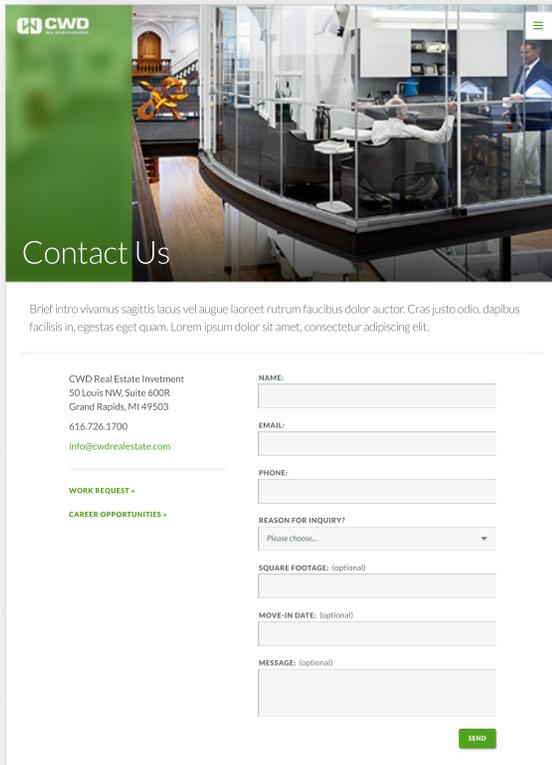


OPEN PLAN

BLADE Open Plan Workstations are redefining corporate culture one desk at a time. Our design team created the BLADE concept with your growth in mind. Because of BLADE's sleek, minimalist design, it takes up less space than traditional systems. Instead of purchasing more real estate, BLADE is designed to adapt to your space. With endless configurations available, we represent the greatest return-on-investment possible. BLADE exhibits the perfect blend of style and functionality.

CWD / WEBSITE

Being a leading real estate developer and owner is challenging in any economy, especially when competing with others at a national level. CWD engaged Full Circle to help with their primary marketing tool, their website. With intuitive navigation, thoughtful content, mobile responsiveness, strong photography, and great design, they continue to set the bar.



CWD Real Estate Investment
50 Louis NW, Suite 600R
Grand Rapids, MI 49503
616.726.1700
info@cwdsrealstate.com

Contact Us

Brief intro vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Cras justo odio, dapibus facillisis in, egestas eget quam. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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EMAIL:

PHONE:

WORK REQUEST -

CAREER OPPORTUNITIES -

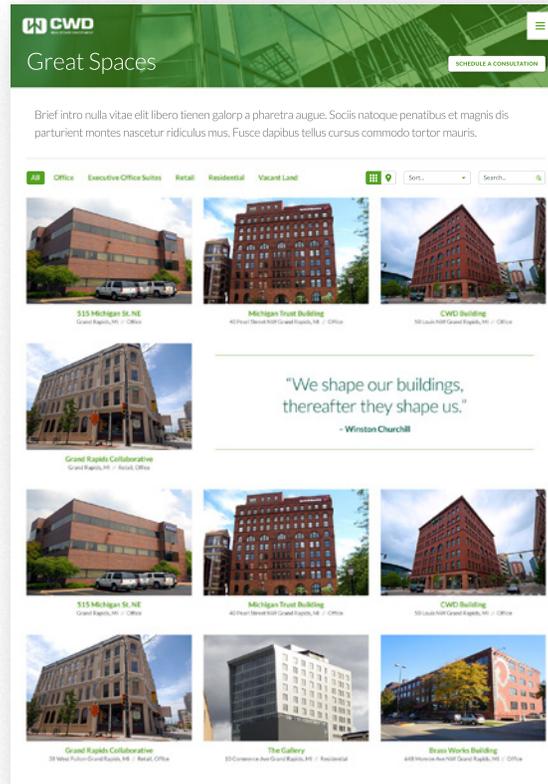
REASON FOR INQUIRY?
Please choose...

SQUARE FOOTAGE: (optional)

MOVE-IN DATE: (optional)

MESSAGE: (optional)

SEND



CWD Great Spaces [SCHEDULE A CONSULTATION](#)

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Office Executive Office Suites Retail Residential Vacant Land

515 Michigan St. NE
Grand Rapids, MI - Office

Michigan Trust Building
40 First Street NW Grand Rapids, MI - Office

CWD Building
100 Louis NW Grand Rapids, MI - Office

Grand Rapids Collaborative
10 West Fulton Grand Rapids, MI - Retail Office

"We shape our buildings, thereafter they shape us."
- Winston Churchill

515 Michigan St. NE
Grand Rapids, MI - Office

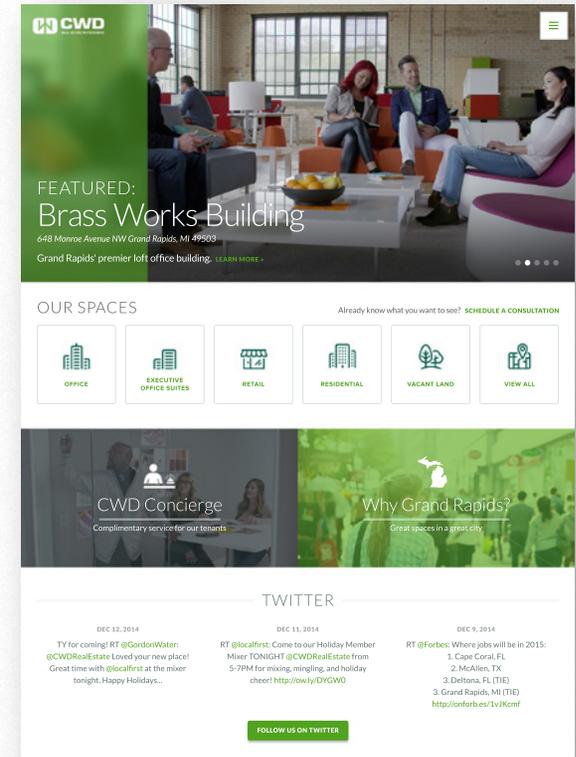
Michigan Trust Building
40 First Street NW Grand Rapids, MI - Office

CWD Building
100 Louis NW Grand Rapids, MI - Office

Grand Rapids Collaborative
10 West Fulton Grand Rapids, MI - Retail Office

The Gallery
100 Commerce Ave Grand Rapids, MI - Residential

Brass Works Building
448 Monroe Ave NW Grand Rapids, MI - Office



CWD **FEATURED: Brass Works Building**
648 Monroe Avenue NW Grand Rapids, MI 49503
Grand Rapids' premier loft office building. [LEARN MORE](#)

OUR SPACES [SCHEDULE A CONSULTATION](#)

Office Executive Office Suites Retail Residential Vacant Land View All

CWD Concierge
Complimentary service for our tenants

Why Grand Rapids?
Great spaces in a great city.

TWITTER

DEC 12, 2014
TV for coming! RT @GordonWater: @CWDRealEstate Loved your new place! Great time with @localfirst at the mixer tonight. Happy Holidays...

DEC 11, 2014
RT @localfirst: Come to our Holiday Member Mixer TONIGHT @CWDRealEstate from 5-7PM for mixing, mingling, and holiday cheer! <http://ow.ly/DYGVW>

DEC 9, 2014
RT @Forbes: Where jobs will be in 2015:
1. Cape Coral, FL
2. McAllen, TX
3. Grand Rapids, MI (TIE)
<http://onforbes.com/1vKcmf>

FOLLOW US ON TWITTER



A space that
sets the pace.



ABOUT FULL CIRCLE

Our branding, marketing, and digital agency is rooted in the office furniture and interiors industries. As a fifteen-year-old agency, we have worked with every type of interiors organization, have numerous members on staff that have extensive office furniture industry experience, and know how to make products, brands, and companies successful. Our core services include marketing strategy, brand design and development, printed and digital sales tools, website development, and custom photography, rendering and video. We believe brands have unique stories to tell and it's our job to uncover their uniqueness and share it through every brand touchpoint along the way.

AGENCY INFORMATION

Full Circle Marketing and Design
648 Monroe NW, Suite 500
Grand Rapids, MI 49503
P 616.301.3400
F 616.301.8069
www.thinkfullcircle.com

PRIMARY CONTACT

Rick Glasser
Director, Brand Strategy
rick@thinkfullcircle.com
616.301.3400 x16

FURNITURE ACCOUNT TEAM



RICK GLASSER **DIRECTOR, BRAND STRATEGY**

Rick loves contract interiors, furniture, real estate, architecture, and interior design. He spent 25 years working for Haworth, leading several departments including Product Marketing and Development, Marketing Communications, Facilities and Dealer Development. In 2010, he left to become Vice President of Marketing for izzy+. This role was instrumental in the development of new products as well as the acquisition of many other companies. Along the road, he's learned a thing or two about branding, product launches, sales tools, marketing campaigns, product management, sales reps, dealerships, and the importance of trusted relationships within a network of experts. At Full Circle, Rick's responsible for guiding clients from a strategic perspective. Manufacturers, suppliers, dealerships, independent reps, architects, and corporate real estate firms are part of his daily activities. Some clients include LightCorp, EKO, Nucraft, RT London, Trendway, Haworth, AIS, SurfaceWorks, Clear Design, Seibold Baker, and BIFMA. With his extensive background and network, one of the most unique benefits of working with Rick is his ability to connect people in the industry to help drive their business.

STEVE HARNEY **PRINCIPAL AND BRAND STRATEGIST**

With a background in marketing and management, Steve was a marketing specialist at a major office furniture manufacturer from 1997 to 2002. He's now the owner of Full Circle, leveraging his past marketing experience with several B-to-B organizations. Over the past 15 years, he has served as a strategist to many manufacturers, helping with brand identity, marketing planning, product launch, and other experiential marketing initiatives. In addition, he has literally guided hundreds of dealers with their marketing, brand development, and digital sales tools.

MICHAEL SCHURR **CREATIVE DIRECTOR**

Mike, Full Circle's Creative Director, began working in the office furniture industry in the early '90s. He was responsible for the marketing and promotional efforts of many Haworth product launches. Mike has also conceptualized and created numerous showroom experiences for NeoCon. Over the past five years, Mike has helped several interior design firms, construction companies, and office furniture manufacturers completely overhaul their brand and identity. And as a trained photographer and videographer, he has been instrumental in elevating renderings, product photography, case studies, and company storytelling videos.

SUE KUZEE **ACCOUNT MANAGER**

Sue started her 17-year office furniture career within the Wood Division of Steelcase, where she managed various sales events and training programs. She led sales meetings, NeoCons, and the grand opening of their new LEED-certified manufacturing facility. She also created and developed training programs including presentations and video tutorials for field sales members and the dealer network. Following a successful eight years at Steelcase, she spent the next nine years at Haworth leading brand development initiatives, the development of sales and marketing tools, and the implementation of dealer marketing programs. Her vast product launch experience and corporate marketing efforts for sustainability make her role invaluable to Full Circle's clients.