CREATIVE LEADERSHIP /
BRAND CASE STUDY

hana

Building a Brand Experience From Strategy to Execution

Brand Strategy • Visual Identity
Integrated Marketing • Customer Experience

A look at how brand strategy, creative direction, and consistent execution came together to establish a distinctive identity and bring Hana's customer experience to life across digital, physical, and experiential touchpoints.

Kara Skandier

Creative Director | Brand & Creative Strategy



Great things are waiting for you.

AGENDA

1. A LIttle History
2. Brand Elements & Overview
    - Voice & Tone
3. Building Blocks
    - Logos
    - Typography
    - Colors
4. Design & Imagery
    - Greenery & The Hana Pattern
    - The Hana Icons
    - Imagery Guidelines
5. Consistency Equals Recognition & Awareness
    - Applications
6. Conclusion



The Japanese word *“omotenashi”*

refers to a deep, heartfelt approach to hospitality. It embodies the idea of anticipating guests’ needs and providing exceptional service with sincerity, attention to detail, and without expecting anything in return. Unlike Western concepts of hospitality, omotenashi is about creating a seamless, thoughtful experience that feels effortless and genuine, reflecting deep cultural values of respect and care.

ONE

A Little *History*

HANA'S STORY

Hana is built upon a longstanding legacy of successful, high-level advisory services and a basic belief that agility is the way forward — both for CBRE and for our clients. Our journey has been rooted in research, informed by our strategic workplace expertise, and spurred by insights gained from the reinvention of our own office spaces around the globe. Hana channels this intelligence in a highly adaptable plug-and-play solution that simultaneously fits the needs of building owners and brand builders, executives and up-and-comers. Hana believes that a genuine sense of accomplishment drives greatness — for individuals and enterprises alike.

OTHERS PLAYERS IN THE MARKET

Hana by CBRE entered the flexible workspace market competing against major players like WeWork, Industrious, Knotel, Regus and Convene.

TWO

Brand Elements *Overview*

Brand & Message

The Big Idea: Accomplishment

WHAT MAKES A GREAT WORKDAY ?

Hana believes it’s a sense of accomplishment. Accomplishment isn’t productivity. Accomplishment is that feeling you get when you conquer a milestone, try something new, or achieve something of significance. Our physical spaces, services and amenities, and brand expressions are all centered on eliciting this core emotion.

The Hana Mission

To create environments where purposeful teams and high-performing people can accomplish great things.

Values

RESPECT

We cultivate a culture of mutual understanding, professional regard, and respect for individual identities and enterprise brands.

HOSPITALITY

We are informed and inspired by a spirit of genuine welcome, comfort, support, and service.

STEWARDSHIP

We are committed to responsible oversight and sustainable, performance-driven solutions. We are an active ingredient to the success of building owners, enterprise clients, and Hana users.

The Hana *Promise*

At Hana, your success is our starting point. We're committed to empowering accomplishment through trusted service, performance-driven details and inventive spaces. But most of all, we're committed to empowering you to ***accomplish big things, every day.***

Brand *Pillars*

THOUGHTFULNESS

Rooted in a deep well of research and knowledge, Hana is proud to be an agile-yet-practical next generation solution that gets the details right.

ADAPTABILITY

Hana flexes in just the right ways for building owners and enterprise clients looking for adaptability that fits their unique needs — and makes users feel understood and inspired to accomplish their goals their own way.

COMFORT

Every Hana is optimally outfitted for performance, with an environment that genuinely supports individual focus, purposeful collaboration, and professional connectivity.





Hana's *Personality*

WELCOMING

Hana is as affable as it is adaptable, with warm and courteous service.

SMART

Fueled by CBRE thought leadership and global expertise, Hana uses its business savvy to innovate in the world of work — and beyond.

PROFESSIONAL

Hana is a natural match for high-performance teams and professionals.

INVENTIVE

Hana is primed for discovery of people and ideas, sparking moments of creativity and epiphanies great and small.

THREE

Building Blocks

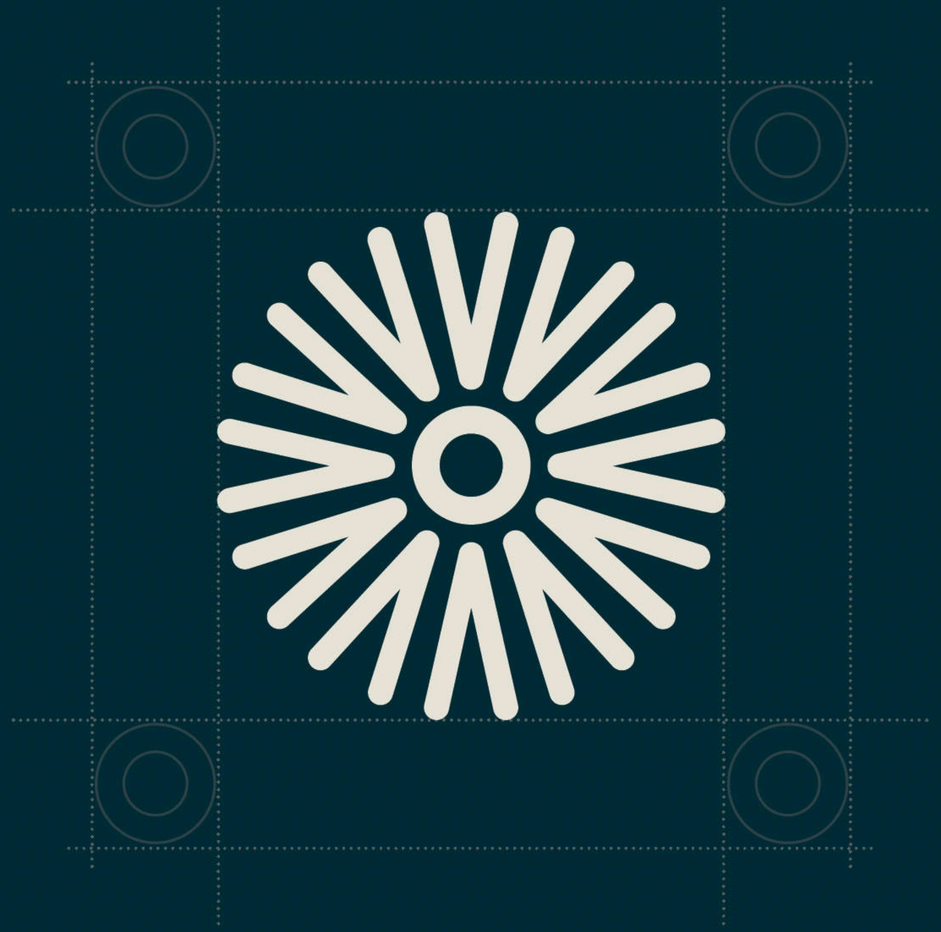
All the pieces coming together to create the look and feel and set the visual tone.



THREE
BUILDING BLOCKS

The *Hana Symbol*

is a representation of people coming together in a centralized workplace that champions accomplishment.



A clearspace should be applied equally along the perimeter of the Hana symbol when it exists as a single object.

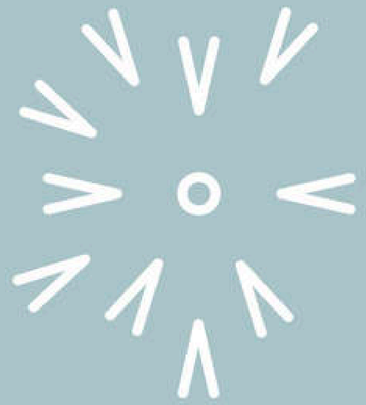
hana

THREE

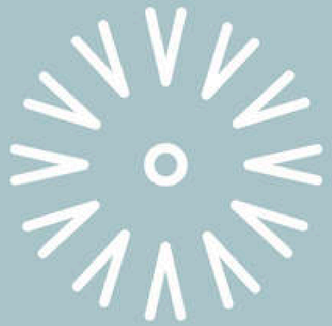
BUILDING BLOCKS



Space



People



Community



Workplace

Hana
Word Mark

is a representation of Hana's trademark hospitality. It flows in nature while being classic and comfortable.



A clearspace should be applied equally along the perimeter of the Hana word mark when it exists as a single object.

The Hana *Lockup*

is the combination of the symbol and word mark, brought together to create the Hana brand.

PRIMARY LOCKUP

The Hana lockup shown right should serve as the primary lockup of the Hana symbol and word mark.



A clearspace should be applied equally along the perimeter of the Hana logo.

THREE
BUILDING BLOCKS

The Hana *Fonts*

IBM PLEX SERIF
Selected for it’s visual presence, this serif is modern and sleek, yet nods to the traditional comfort and hospitality of the Hana brand.

NUNITO SANS
This well-balanced typeface provides ease of readability and balances well with IBM Plex Serif to create a distinct hierarchy in messaging.

IBM PLEX SERIF

Bold
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!”§$%&/()=?;,.:-_

NUNITO SANS

Light
Light Italic
Regular
Italic
Bold
Bold Italic
Black
Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!”§$%&/()=?;,.:-_

Typography & *Hierarchy*

Leveraging scale when pairing IBM Plex Serif and Nunito Sans lays the foundation for compelling design and draws attention to Hana's message.

Header *& Accent*

IBM Plex Serif Bold
IBM Plex Serif Bold Italic
The Bold Italic font can be used to accent a word(s) in the header/heading statement.

Subheader
Body Copy

Nunito Sans Black
Nunito Sans Regular

SUBHEADER ALT

Nunito Sans Black, All Caps,
300 pt. Tracking
The alternate subheader can be used for headings of three words or less. Anything more compromises readability.

The Hana *Color Palette*

THE PRIMARY PALETTE

This contrasting pairing brings Hana to life. A grounding navy and an uncomplicated neutral thoughtfully embody the brand's personality and present a polished aesthetic as the face of the brand.

INK

CMYK	95 / 65 / 57 / 59
RGB	0 / 45 / 54
HEX	# 002D36
PANTONE	5463 C

VELLUM

CMYK	9 / 7 / 14 / 0
RGB	230 / 228 / 216
HEX	# E6E2DA
PANTONE	7534 C / 55%

THE SECONDARY PALETTE

A rich bronze and modest blue elevate the Hana brand and emulate the consistent comfort that is threaded through the Hana brand.

The hues in the secondary palette should be used to complement the primary palette.

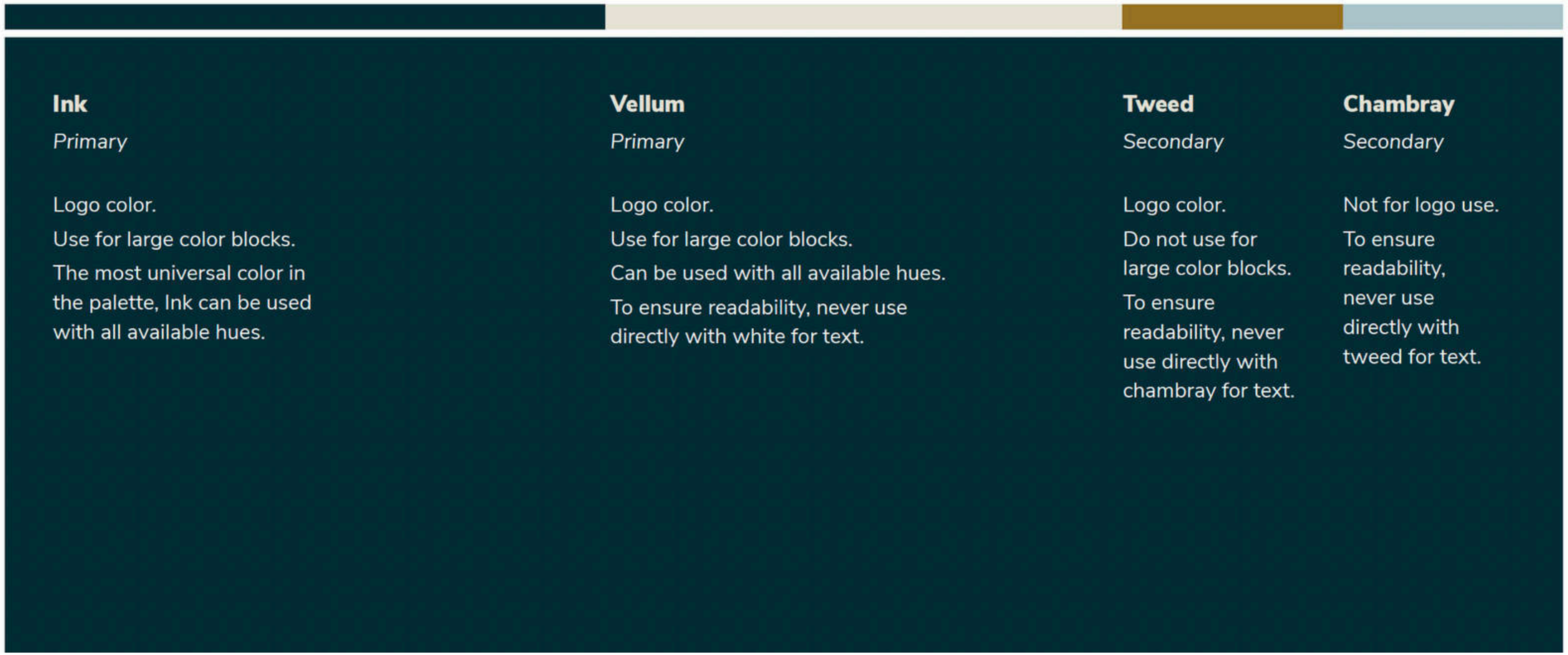
TWEED

CMYK	36 / 51 / 100 / 17
RGB	151 / 113 / 36
HEX	# 977124
PANTONE	7558 C

CHAMBRAY

CMYK	34 / 12 / 18 / 0
RGB	170 / 197 / 201
HEX	# AAC5C9
PANTONE	5513 C

COLOR USE GUIDELINES



Ink

Primary

Logo color.

Use for large color blocks.

The most universal color in the palette, Ink can be used with all available hues.

Vellum

Primary

Logo color.

Use for large color blocks.

Can be used with all available hues.

To ensure readability, never use directly with white for text.

Tweed

Secondary

Logo color.

Do not use for large color blocks.

To ensure readability, never use directly with chambray for text.

Chambray

Secondary

Not for logo use.

To ensure readability, never use directly with tweed for text.

FOUR

Design
& Imagery





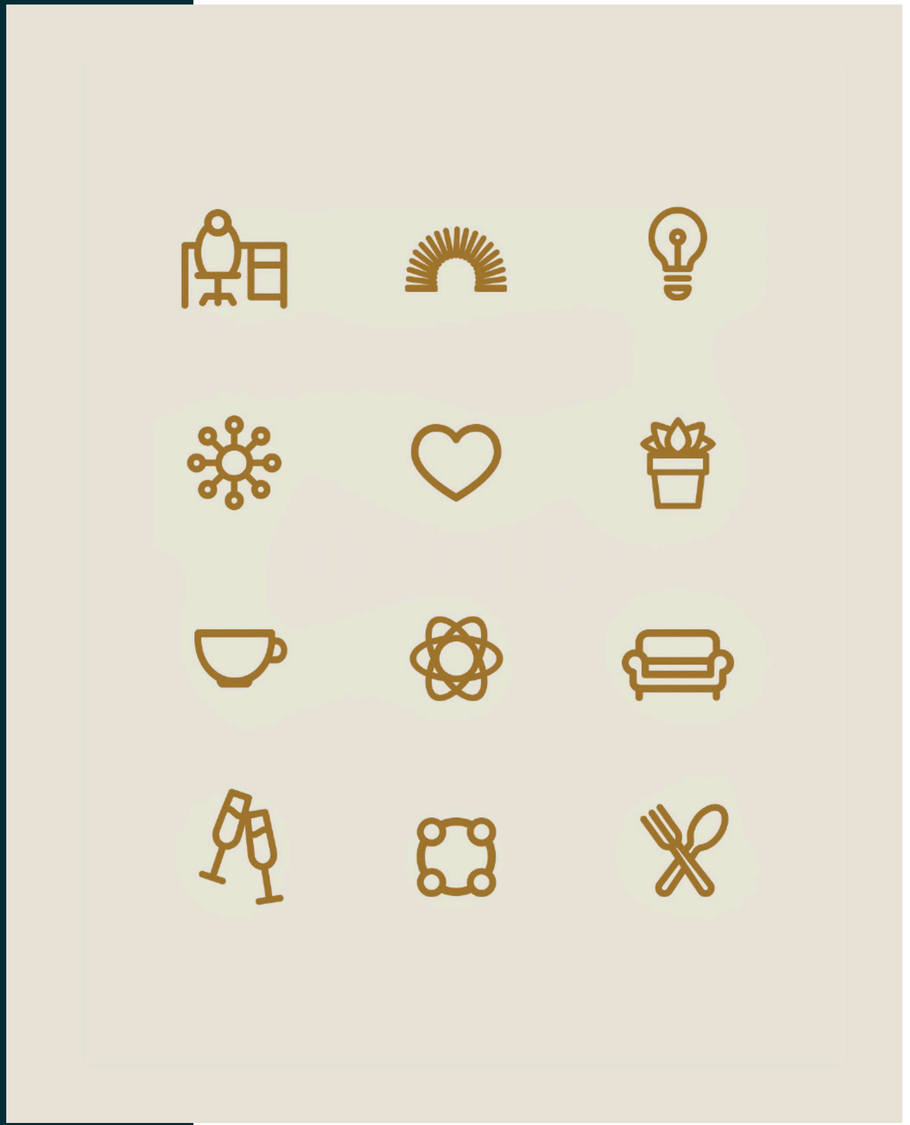
GREENERY & THE HANA PATTERN

The Hana pattern can be elliptically expressed through plants. Greenery with broad leaves not only aesthetically mimics the Hana pattern but serves as a practical health benefit for the occupants in each space.



The Hana *Icons*

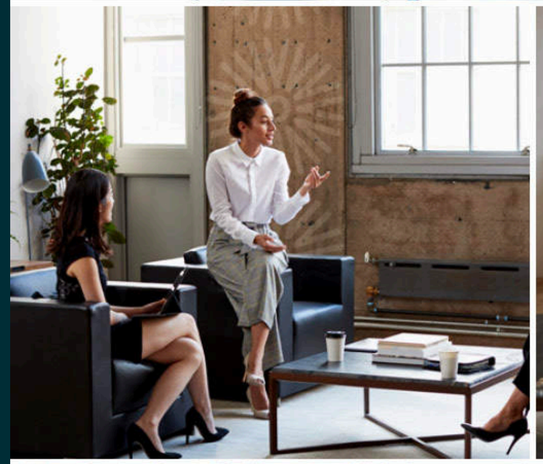
graphically cue off of the Hana symbol and can be used to express core elements of the brand in more detail. Adding clarity and context to communications, the icons should never overshadow or draw attention away from the larger message.



Imagery *Guidelines*

Images should always evoke feelings of accomplishment. Photography should always feature pairings or groups of people — never individual shots. Images that focus on the space should showcase people working in the background and channel the notions of thoughtfulness and hospitality.









FIVE

Consistency Equals *Recognition & Awareness*

Consistency in branding drives recognition and awareness, building trust, professionalism, and scalability by ensuring every interaction reinforces a clear, cohesive identity.
The goal is to weave a thread of connection in every asset, interaction, people and conversation.



THE HANA STATIONERY

communicates the brand's saviness with a hint of whimsy. Brand elements are used in both independent and complementary ways, signaling the offering's agility and adaptability.



FIVE

CONSISTENCY EQUALS RECOGNITION & AWARENESS

Hana Fast Facts

2019

hana

WHY HANA?

At Hana, we focus on the details that drive success and tailor our spaces to help people be more productive.

This means bringing cutting-edge technology, a sophisticated mix of amenities and purposeful design together into a uniquely premium flexible workspace offering.



Our key value propositions follow:

1. **BACKED BY CBRE:** We pull on CBRE's decades of design expertise and operational experience to better satisfy the needs of owners and the wants of occupiers.

   a. Scale: CBRE manages approximately 1 billion sq. ft. of office space today (and nearly 2 billion if you count corporate facilities).

   b. Flex market growth: CBRE research shows the flex space market will grow 5-10X over the next decade. Today, 1-2% of Class-A office space is made up of flex. That is projected to grow to 5-10% or more.

   c. Enterprise demand for flex: Most of the demand for flex space will come with enterprise clients — 85% of CRE executives anticipate using agile solutions going forward.

2. **PRODUCTIVITY NOT PLAY:** We prioritize workplace designs, amenities and services that help people accomplish more in their workday — and we shy away from distracting workplace perks.

   a. Productivity drives fulfillment: In a recent survey commission by Hana of 1,000+ office workers in the US, 83% say accomplishing work-related goals is the most fulfilling part of being at the office.

   b. Top talent wants more productive workspaces: 69% say they wish employer would focus on making the office more productive.

HANA FAST FACTS



HANA ONE PAGE FLYER



WORKPLACE PERKS



Rethinking the Workspace:
Building a Better Place to Work

Companies have an opportunity to stand out by thinking through the workpla experience holistically and focusing on helping their employees work more ef

When asked what is most important in their workday, 83% of people say accomplishing work-related goals ranks highest and 69% of people say they wish their employer would focus on making the workplace more productive.

These statistics represent something that's often lost when talking about workplace design: People go to work to be productive and expect their employers to optimize their workplaces accordingly.

But companies are failing to do this. In our survey, we discovered myriad reasons for this gap — a lack of basic features like privacy and quiet spaces for heads-down focus, outdated offices and technology and too many distracting amenities, to name a few.

83% of employees say they enjoy going to the office to accomplish *work-related goals*

PROVIDERS OF F



But many office workers still lack these core office features. While 79% cite ergonomic furniture and a comfortable workstation as valuable, only 34% have access to it. And while 83% of office workers say natural light is important, only half of office workers have ready access to it.

This gets at the heart of the issue: Employees lack the basic necessities they need to do their jobs comfortably and effectively.

It's important to give employees the ability to customize their workstations to better suit their working style. In our survey, office workers pointed to the value of things like desk lamps, barriers that block noise, privacy screens and height-adjustable sit-stand desks as being valuable additions.

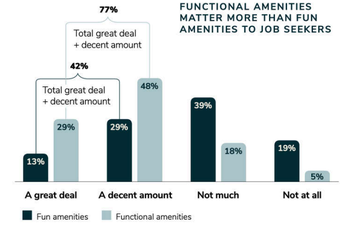
Sit-stand desks, in particular, are sometimes lambasted as a trendy item — but they carry significant ergonomic benefits.

The typical desk is 30 inches tall. But this is better suited to someone who's over six feet tall, making a height-adjustable desk an attractive way for someone to adjust their workstation to their needs.

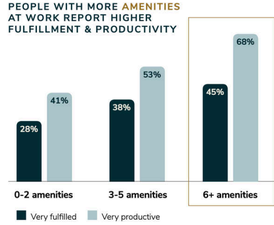
83% of office workers say natural light is the mos the workplace. But natural light can be more difficul to bring into the entire office, depending on how the constructed. In instances like these, companies shou of the office that receive natural light — like social ar for instance — and make use of them.

According to Dr. Alan Hedge, an ergonomics expert "The best workplace designs...allow daylight to come it with artificial lighting in the daytime."

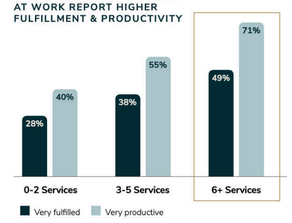
"Natural light is rich in all wavelengths of visible light to recreate that with artificial lights."[5]



FUNCTIONAL AMENITIES MATTER MORE THAN FUN AMENITIES TO JOB SEEKERS



PEOPLE WITH MORE AMENITIES AT WORK REPORT HIGHER FULFILLMENT & PRODUCTIVITY



PEOPLE WITH MORE SERVICES AT WORK REPORT HIGHER FULFILLMENT & PRODUCTIVITY

EMPLOYERS ARE MORE LIKELY TO STAY WITH EMPLOYERS WHO OFFER THE RIGHT WORKPLACE PERKS

"Do you anticipate working for the same organization in five years?"

AMENITIES OFFERED	Yes	No
0-2	72%	28%
3-5	80%	20%
6+	83%	17%

SERVICES OFFERED	Yes	No
0-2	73%	27%
3-5	80%	20%
6+	81%	19%

hana

Hana Locations

United States and Canada

December 17, 2018

CBRE / Proprietary + Confidential

North America Locations



United States

Seattle
San Francisco
Los Angeles
San Diego
Denver
Phoenix
Houston
Dallas
Boston
NYC
Washington DC
Baltimore
Pittsburgh
Philadelphia
Minneapolis
Detroit
Chicago
Indianapolis
Nashville
Charlotte
Atlanta
Jacksonville
Tampa Bay
Miami

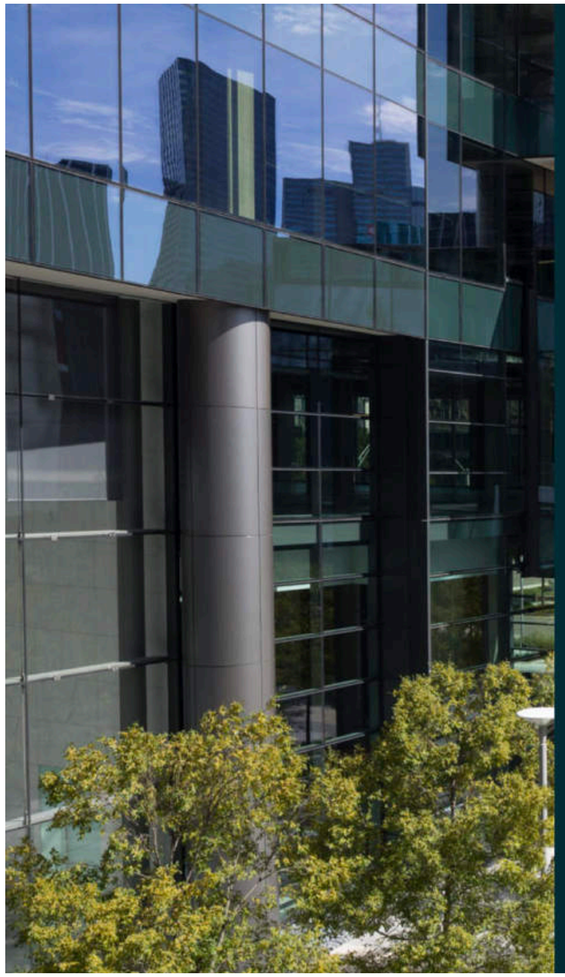
Canada

Vancouver
Calgary
Montreal
Ottawa
Toronto

HANA LOCATION DECK

FIVE

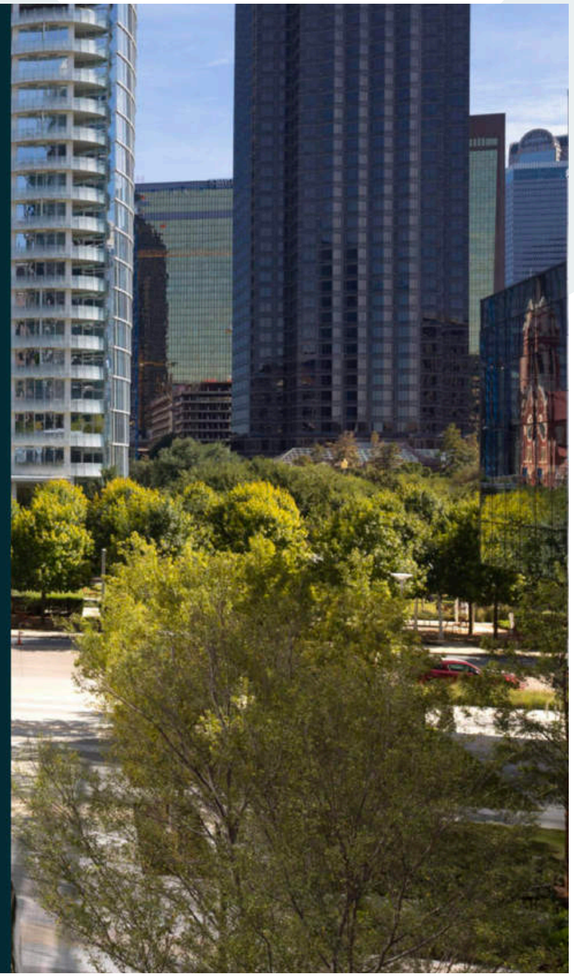
CONSISTENCY EQUALS RECOGNITION & AWARENESS



Brand Moments

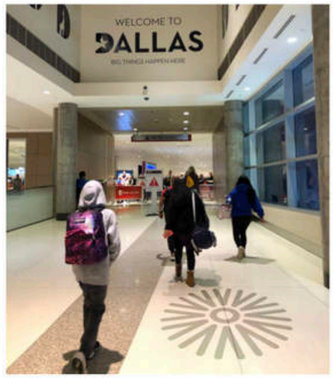
Dallas Launch Marketing Playbook

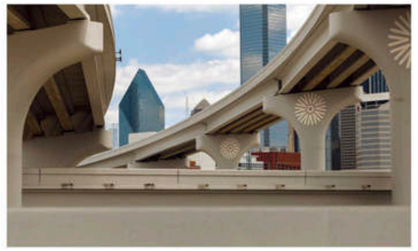
We will leverage a three-stage plan to build awareness, drive digital traffic and develop a steady pipeline of tours and scheduled calls.



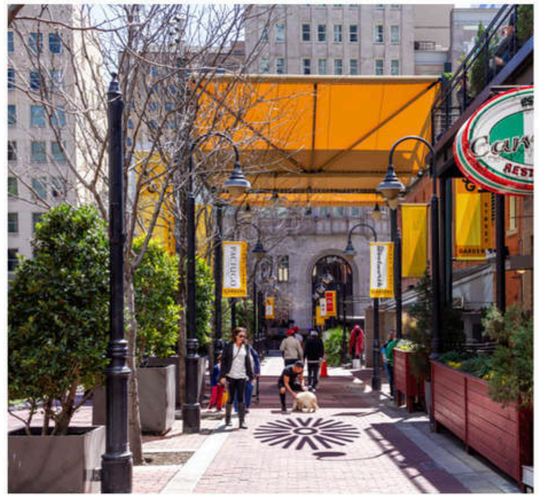
Paint the Town Hana: Building Awareness

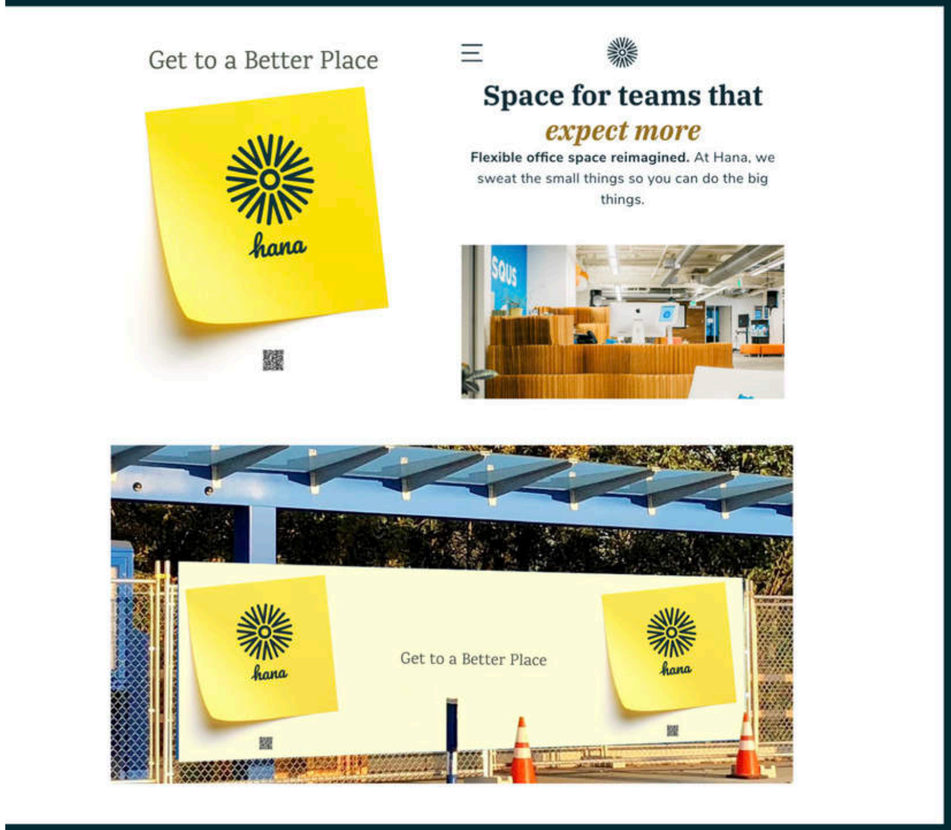
Without explanation, the Hana logo symbol shows up in all sorts of unexpected places in a city-wide blitz. Whether stenciled, chalked, or seen on luggage at the airport, the symbol will become a presence for a month before launch.







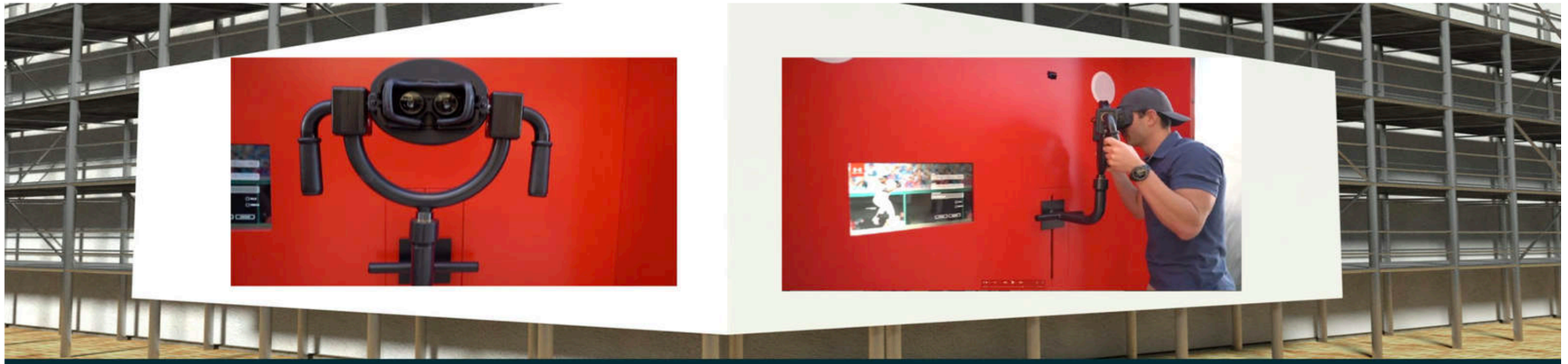




Driving Digital Traffic

As we get closer to launch, we'll move from building awareness to driving traffic with a specialized campaign featuring a Hana logo & QR code, which will take interested people to a dedicated landing page.

The main CTAs? (1) Booking tours & (2) scheduling calls, so we can begin building pipeline for our sales team.



Building Pipeline: Scheduling Tours & Calls

No one can resist sneaking a peek behind the construction site. And with VR, we'll stoke excitement with self-guided tours of Hana — while we're still building it. We'll set up VR stations at and around PWC Tower to give people a look behind the curtain.

Tours will be offered via a targeted paid social ads & our dedicated landing page, which will drive interested parties to our VR setup and sales team.



Thank *You.*