

DEVELOPING THE BEST **STUDENT** AND **VISITOR**
EXPERIENCE ACROSS THE **WHOLE JOURNEY**



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INTEGRITY ARE
EXPERIENCE
EXPERTS



**We partner clients to provide great
customer journeys through intelligent design.**

Our wide experience in the retail sector is helping a number of universities to improve visitor experience. We deliver great results by providing strategy, consistency and design sensitivity.



THE HIGHER EDUCATION CHALLENGE

How do you ensure that the unique differences that mark you out from the competition are brought to life across the whole visitor experience?

At a time of increasing global competition for universities it is key to mark yourself out from the competition by delivering a great brand experience across the whole 'visitor journey' - from websites and social media to the experience on-campus; for students and prospective students, business and research partners, and the media.

Integrity brings together the disciplines of brand strategy and management, experience design, information design and implementation management to provide a complete service for universities looking to impress visitors, engage audiences, and move up the rankings.

How to elevate
a customer
journey to an
experience?



BRAND STRATEGY

We help you identify your brand ethos, values and purpose - identifying the unique differences that set you apart from the competition. This ensures that the experience we develop for your campus truly represents who you are.



VISITOR CONCEPT

We'll put our best creative brains together to develop what the visitor experience should look and feel like across the digital and on-campus journeys.



How to create
something
beautiful that
works in the
real world?



BRAND IDENTITY

It might be that you need to refresh or re-brand - to develop your identity to better reflect your unique differences. We can take you through this process efficiently.

JOURNEY DESIGN

We'll design practical solutions, across digital and physical platforms. We'll consider people-flows, decision-making, web and app design, and design each destination point to bring your brand alive. We'll create a wayfinding and signage family to make site navigation a breeze for every visitor type.

MOBILISATION

Once designs are approved, we can support your procurement and facilities teams to set up the delivery of changes across your campus in line with all other aspects of your brand. We look after all the details to ensure you get the best value for money. We work collaboratively with your suppliers to ensure all parties are mobilised, on target, on budget.



How to ensure
the original
vision isn't lost in
implementation?



IMPLEMENTATION

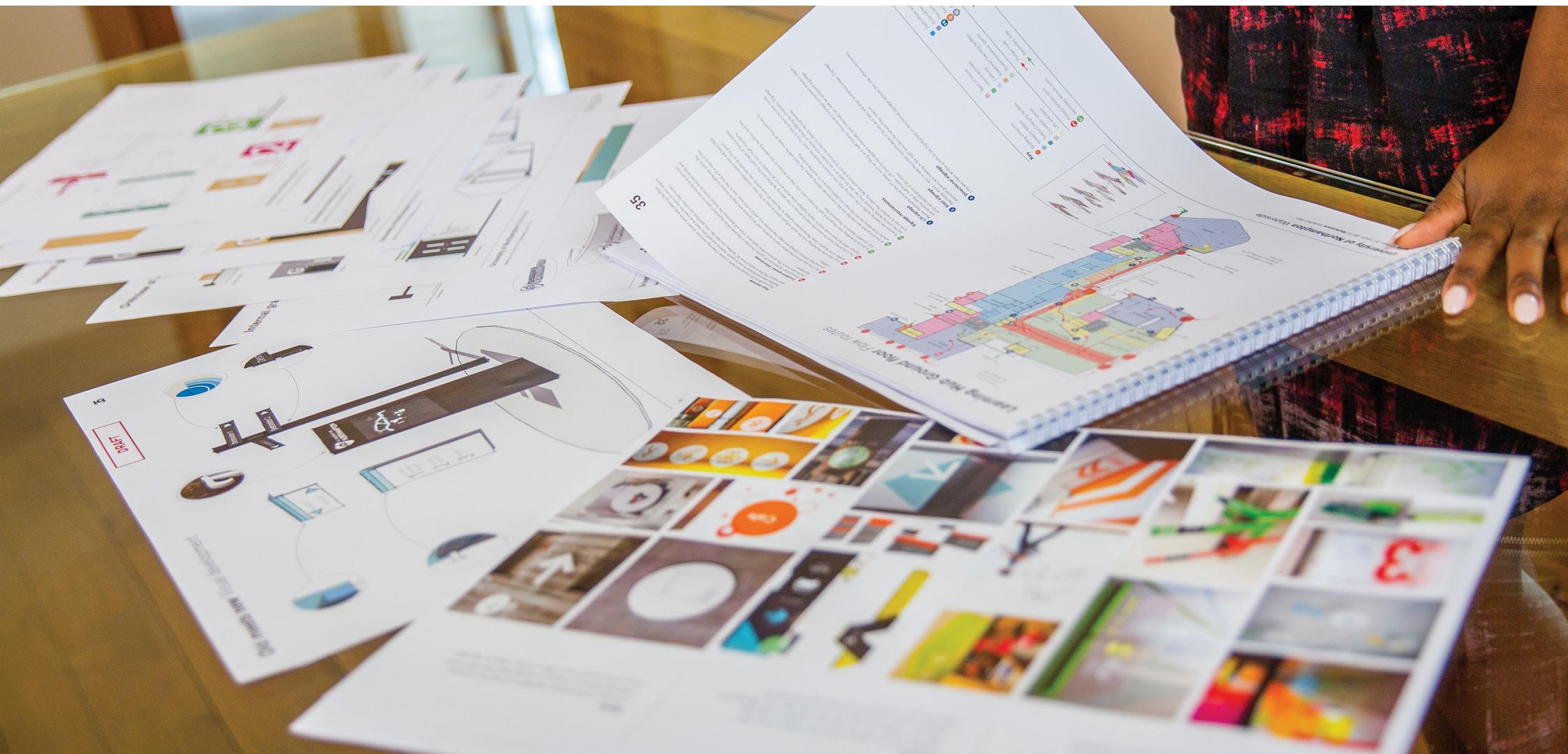
We can manage suppliers and contractors on your behalf, tracking production and installation to ensure minimal compromise and a seamless visitor journey across digital and physical design applications, on-line and across-campus

BRAND STRATEGY

Integrity understands brands. We help you to identify your unique purpose, values and personality so that your brand can be translated into outstanding digital and physical experiences.

We work with internal and external stakeholders to draw out the essence of what makes your organisation tick. We use workshops, research, and our 20 years of experience to communicate who you are, simply and clearly.

We look at audience experience from a strategic point of view. We think about the interactions, the messages, the differing needs, and the range of communication mediums, so that every touchpoint on the brand journey is carefully considered.





Internal signage

Acrylic cut letters

Painted wall

Improving lives

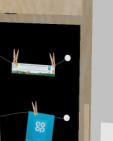


Staff only

AMBULANCE
STAFF ONLY
VISITORS
WHEELCHAIR
ACCESS



What's happening in the Waterloo community?



Thank you to all of our customers who support us throughout our life!
Welcome back from all of the team at Co-op Waterloo x



ENGAGING JOURNEYS

The best journeys engage your visitors with impact and creativity. Each step, whether on-line or on arrival, from reception points to coffee points, creates an important step in engaging your audience with your brand.

We make sure that the on-site experience matches the off-site experience. The look and feel of each interaction, along with your employee behaviours, must all reinforce your unique difference, creating a seamless visitor journey.

We're experienced in designing and implementing the whole visitor journey. We develop key destinations and points of interest across the campus. From information points and reception areas, to seating and facilities.





WAYFINDING AND SIGNAGE

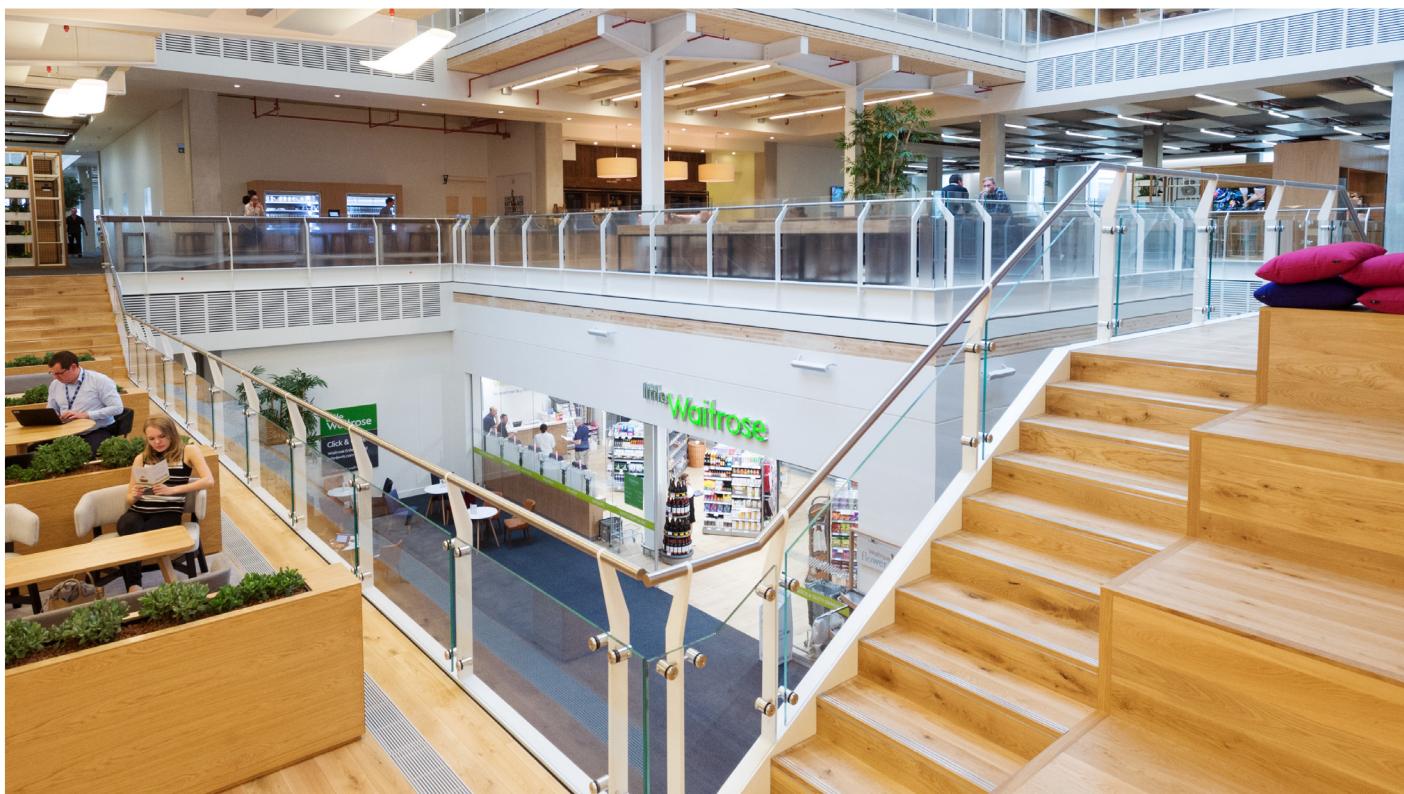
Navigating your campus and buildings is a critical first-encounter for visitors. We approach wayfinding from a customer point-of-view, ensuring the whole journey is simple and engaging.

We use our experience to design the right scheme for your campus or city environment. We analyse people flows and decision points and develop a unique signage design that relates to your built environment, always meeting brief and budget.

We're experienced in everything from low cost, updateable graphic solutions to innovative, future proofed digital signage. We partner with suppliers to implement seamless wayfinding across the complex and evolving campus environment.



Choose your
perfect used
car here



TWENTY YEARS OF DELIVERING BRAND JOURNEYS

Integrity have a wealth of experience developing brands and brand journeys. We've worked across private and public sectors translating great customer thinking into effective design.

We innovated the first 'retail experience' in the automotive sector for Volkswagen in 1997, and since then we've taken retail principles and applied them to organisations who haven't traditionally considered brand experience, from train companies to police forces.

We've continued this journey, working across retail, transport, leisure, corporate and education sectors, delivering cost-effective brand change and impactful customer journeys, re-brand programmes and brand refresh projects.



Volkswagen



Commercial
Vehicles

VOLKSWAGEN
GROUP UNITED KINGDOM LTD



Sainsbury's
live well for less



EAST MIDLANDS TRAINS



John Lewis



Waitrose



Virgin trains
Love every second



Audi
Vorsprung durch Technik



ASDA

LIVERPOOL
JOHN MOORES
UNIVERSITY

LAING O'Rourke



YOUR
M&S

BU
Bournemouth
University

TESCO





TURNING **BRAND VISION** INTO REALITY



**EMPLOYEE
ENGAGEMENT**

**BRAND
CONSISTENCY**

**CUSTOMER
JOURNEY**

A photograph showing three professionals—two men and one woman—working together on a large architectural blueprint spread out on a wooden table. They are all looking down at the plans, which include various colored lines, shapes, and text. One man on the left is wearing a light blue shirt, another man on the right is wearing a dark blue shirt, and the woman in the center has long brown hair. The background shows a window with a view of greenery.

OUR UNIQUE APPROACH

We bring together the **logic** of disciplined project management and the **creativity** of trained designers.

We combine a **passion** for beautiful design with the **pragmatism** of a value-engineered solution.

We combine an **independent** “get the job done” approach with **genuine partnership** with our clients.



MAIL hello@integrity.co.uk

LONDON 0207 936 2500 **WEB** www.integrity.co.uk

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