



Bangalore office branding

Brief

The Space, essentially has to reflect the nature of the business in a very interesting and unique way. And also representing three core values of the company - **Pioneer, Allays, Excellence.** Promote a positive, innovative and collaborative work culture and Inspire employees and visitors through visual story telling and strategic design elements.

The office is 10,000 sq. ft., with open workspaces, private meeting rooms, a high-ceilinged central area, and a closed amphitheater with a stage and video wall.

Concept note.

It All Begins With a Letter

Background / Insight:

In an age of complex digital communication, the humble SMS remains one of the most immediate, personal, and universal forms of connection. What makes it work? Letters. Alphabets. The building blocks of every message ever sent — from reminders and OTPs to emotions and everyday conversations.

We often overlook the fact that these tiny symbols carry immense weight. A few letters can spark joy, trigger action, or deliver critical information. In the world of SMS, every single letter counts.

Concept note.

The Idea:

To bring this idea to life visually, we scatter the English alphabets — the very DNA of SMS — across glass walls, workspaces, and shared zones within the office. These letters, seemingly random at first glance, symbolize the endless possibilities, combinations, and meanings that the company helps create through its messaging services.

The installation becomes a metaphor:

From scattered letters to structured communication.

Just like how the company organizes and delivers millions of SMS messages, turning characters into meaningful experiences.



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The TEXT concept design would be applied on the glass branding as well, in a very subtle and effective way.



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Variation 02





Variation 01



Variation 02



Variation 02



The countless alphabets scatters outs on the left side, and countless jelly bean blob scatters out from the right side, while the caption is placed in the centre



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Variation 03



The three core values of the company is placed asymmetrically on the left side, while the numerous jellybean blob is placed on the right side.



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Variation 04



People from different demographics are holding their mobile phone with a smile on their face., and behind each of them, are stripes of SBT brand colours.



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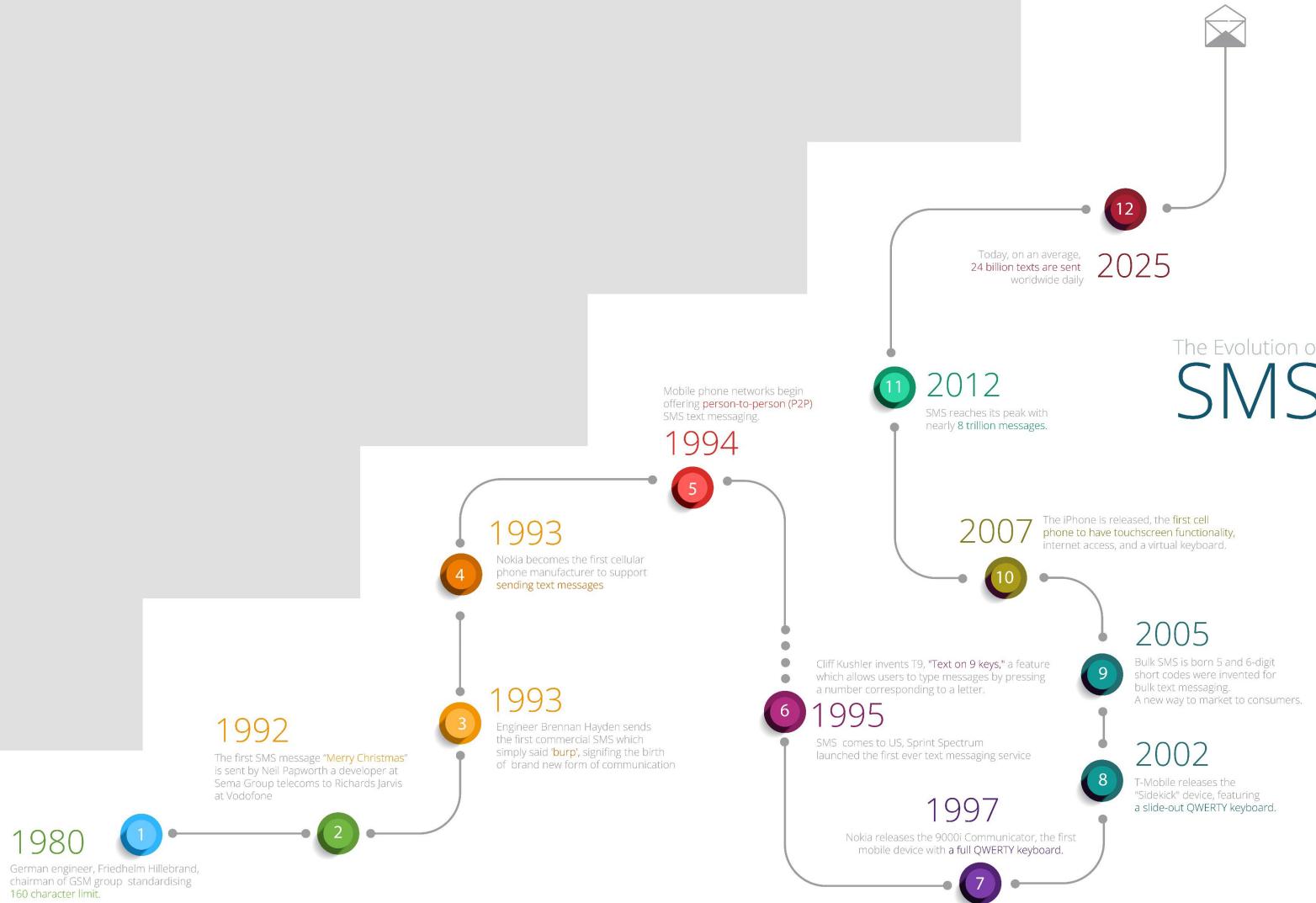
Design element

As an extension of this concept, we create a unique 5ft, 3D version of the brand SBT. As you can see from the image, Each letter is made out of numerous small alphabets, it is a jumble of letters, stacked together randomly to create the three letters S-B-T.c



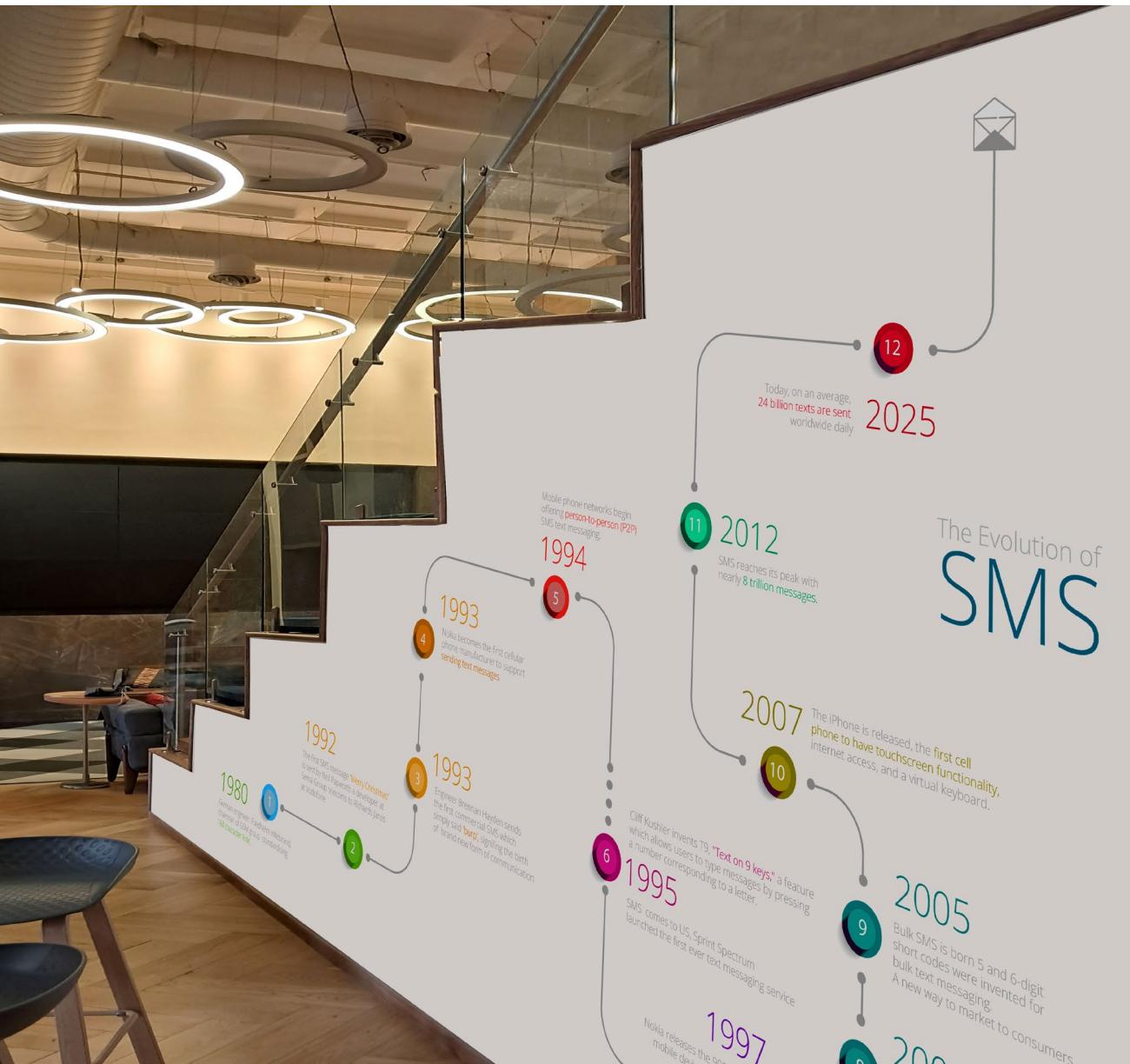
Thank you wall

A special wall would be dedicated to display the testimonials from the client, the wall would known as THANK YOU wall. Any good review and milestone would be featured periodically in this wall.



The evolution of the SMS

A designated area to show the evolution of the SMS communication. The infographic design briefly explains the major timelines in SMS communications, for example,



The evolution of the SMS Wall



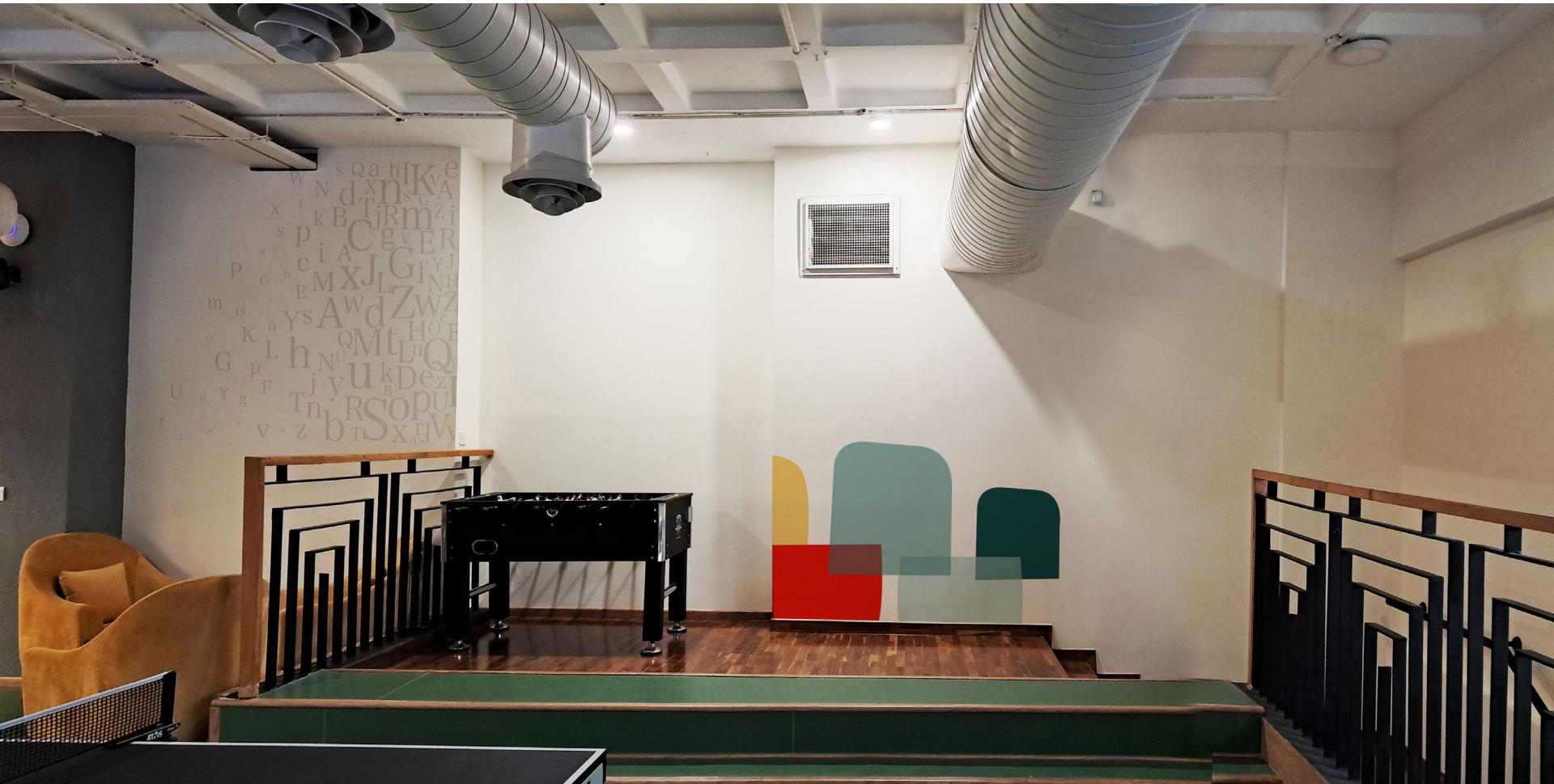
DID YOU KNOW?

Nielsen research reveals that text messages sent per month surpasses phone calls for the first time. The average U.S. subscriber sent 357 text messages per month vs. 204 phone calls per month.

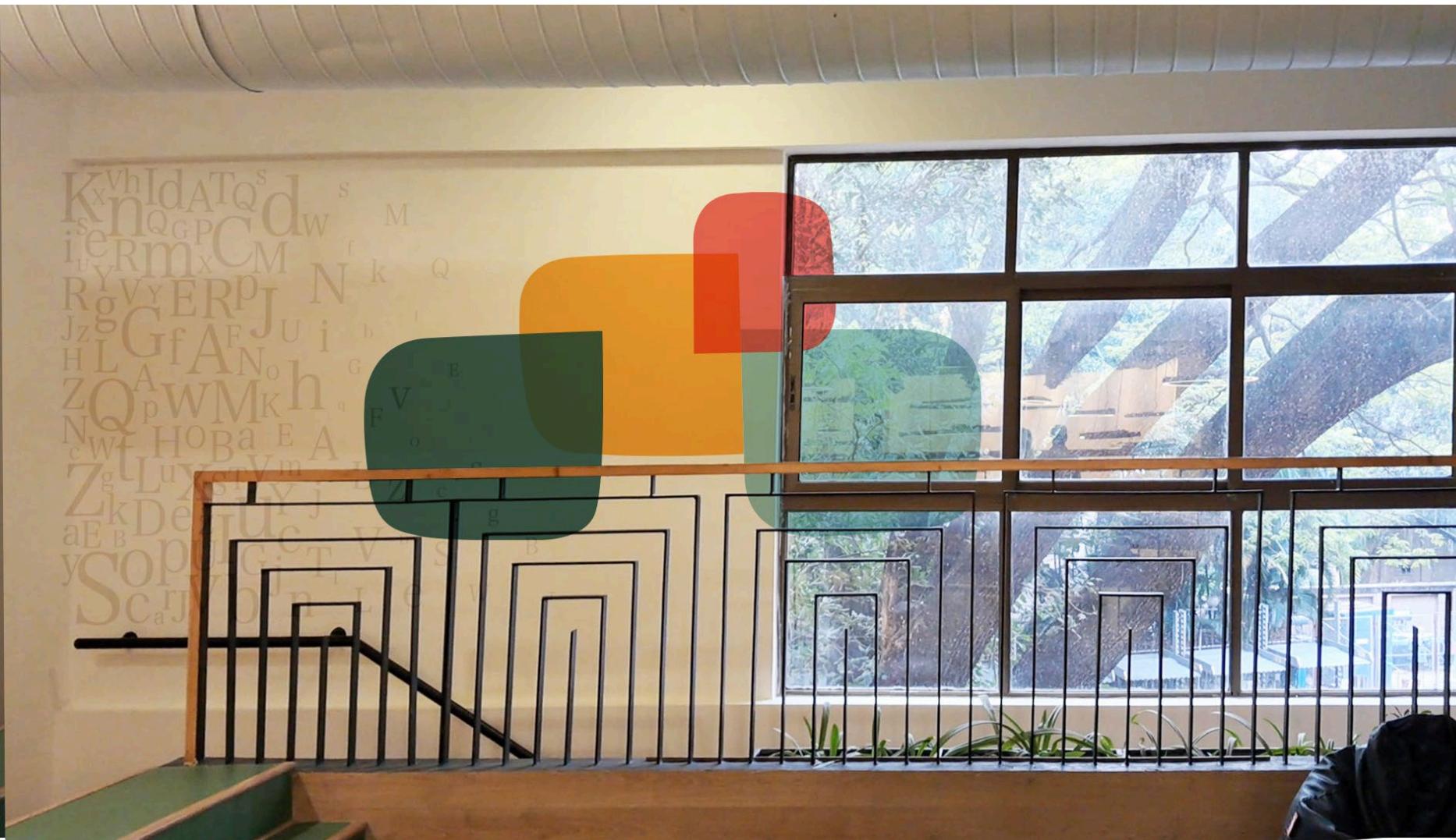
Texting skyrockets in the U.S. The U.S. boasts 286 million SMS subscribers where the average subscriber sends 534 messages per month. Verizon Wireless and AT&T each charge 20 to 25 cents a message, or \$20 for unlimited texts.

A study by AAA & Seventeen found that 46% of teens admitted to being distracted behind the wheel due to texting.

Leisure are wall
design



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Letter shaped stand

Letter shaped utility stand
could be created to further
reinforce the concept

TEXT T-shirt



Tshirt with design of scattered random alphabets printed on it



T-shirt with single alphabets printed on it, the employee could select the one with his name's first letter name fist letter.

TEXT name stand



We can create a small cut out of the alphabets and the employee can keep their names first letter on their tables.





TEXT flower pot

We can make cute and small flower pot, with the plants in the shape of the alphabets, which could be placed inside the office counters



TEXT Diary

2025 calendar diary with the
TEXT branding on the cover
would be a great gifting idea



Conference room names



Thank you