



AMBIENCE PRESS RELEASE CORPORATE: REAL WEALTH

REAL WEALTH
GROUP OF COMPANIES



SUSTAINABLE



WELLNESS



MULTI-USE



BRANDING



ACCESSIBLE



CUSTOM



REFRESHING A BRAND & SPACE

"We created a fresh new brand for Real Wealth and infused it within their corporate office to create a dramatic and powerful effect" –Sara Abate Rezvanifar, Branding Director



WHO, WHAT AND WHERE?

Real Wealth Group of Companies is a fully integrated financial services company, located in Vaughan, ON. Their brand needed an update and with the purchase of a new office space, we had the perfect opportunity to create something truly dynamic by integrating their brand into their place of business.

WHAT WAS THE SCOPE OF THIS CUSTOM PROJECT?

The scope of this project is to provide a functional space for Real Wealth to be able to conduct their business as well brand themselves within the space. The new image was incorporated into all aspects; office, website, advertising. A new office, conference room and open space cubicles were added to the existing space to accommodate the growing company. The project also included selections of new materials, finishes and furniture.





WHY DID THE SPACE NEED UPDATING?

The new space was not well divided into the areas that Real Wealth required. We needed to accommodate a reception area, boardroom, several meeting spaces, private offices, an open workspace, kitchen and bathrooms.

WHAT WAS THE DESIGN CONCEPT?

The concept was to create a modern, clean and professional office setting that had a "wow factor" upon entrance. We incorporated their brand colours into the space and placed graphics throughout.

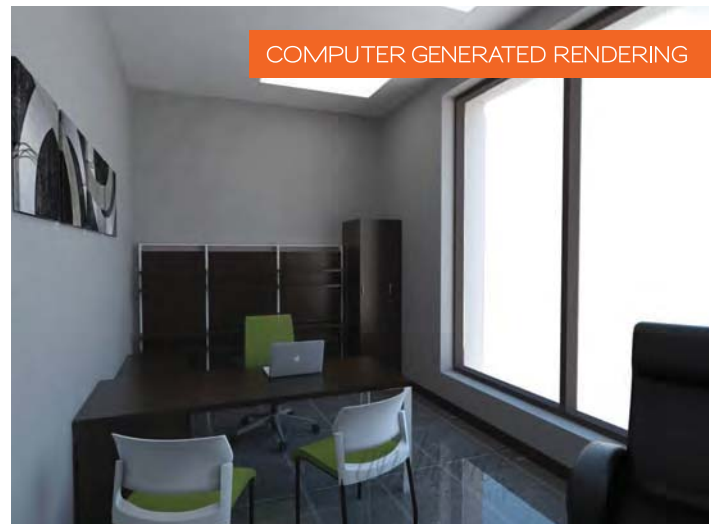
WHAT ARE THE SUSTAINABLE FEATURES?

We selected glass partitions to divide the various spaces in the office. This choice left the space feeling more open while allowing us the opportunity to incorporate a sustainable material.



HOW IS THE SPACE ACCESSIBLE?

The Real Wealth office allows room for wheelchair accessibility. The corridors are wide, bathrooms are barrier-free and the kitchen accommodates a spot for a wheelchair as well.



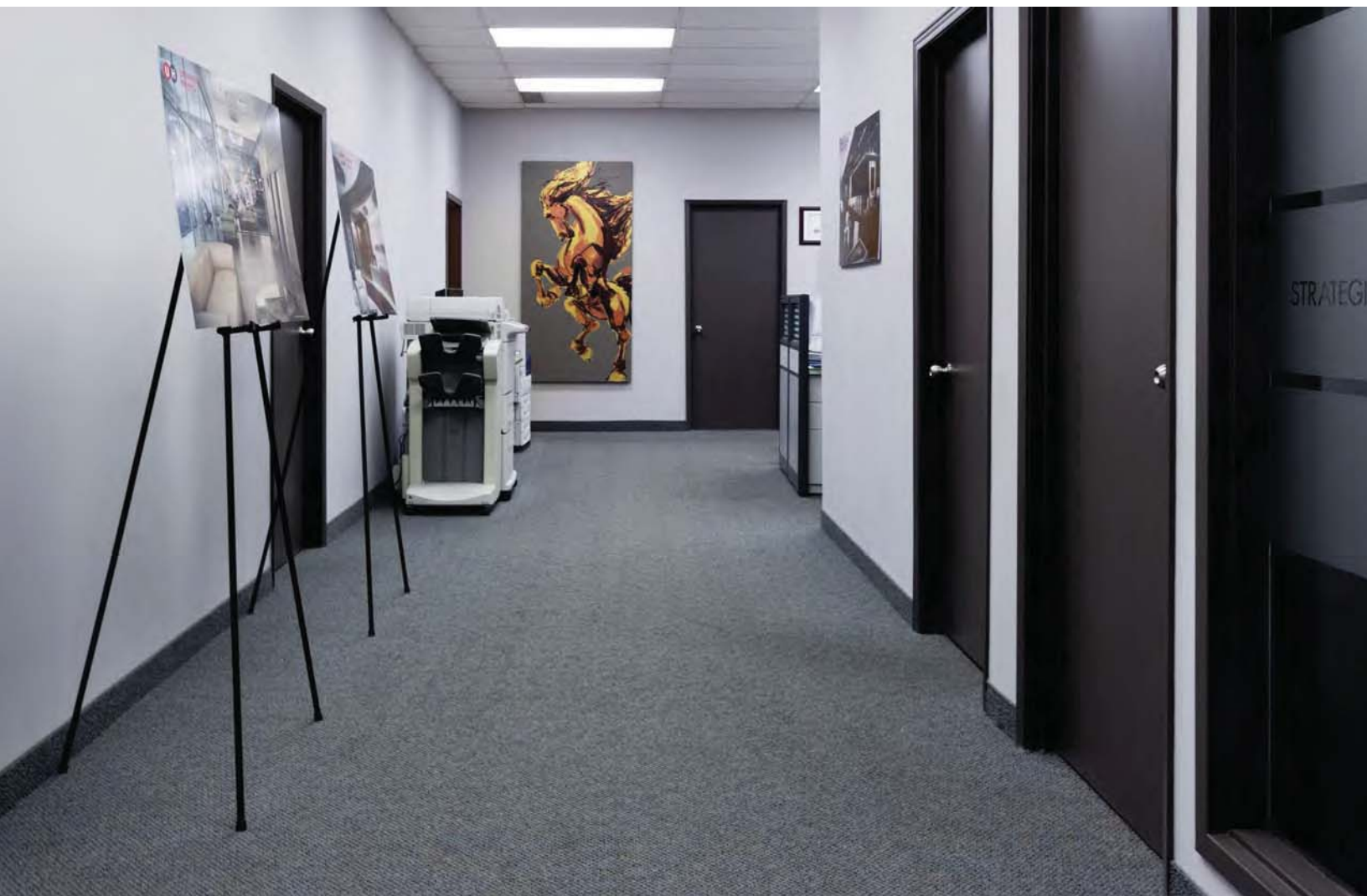
HOW WAS AMBIENCE CREATED?

When you walk into the Real Wealth office you instantly get a sense of the brand. From the corporate colours to the messaging throughout the space, the Real Wealth brand is carried through cohesively. There is placement of marketing materials throughout the office as well so visitors can learn about the company.



WHAT ELEMENTS OF WELLNESS ARE PRESENT?

The natural light coming through the windows allows the space to feel bright and airy, helping to improve productivity and motivation.





HOW IS THE SPACE MULTI-USE?

The space is divided for two distinct uses: presentation space and work space. The presentation space consists of a main conference room and multiple smaller meeting rooms. The work space consists of private offices as well as open cubicles. There is also a kitchen and two bathrooms to accommodate staff and clients alike. Real Wealth uses their office space to hold several events throughout the year.



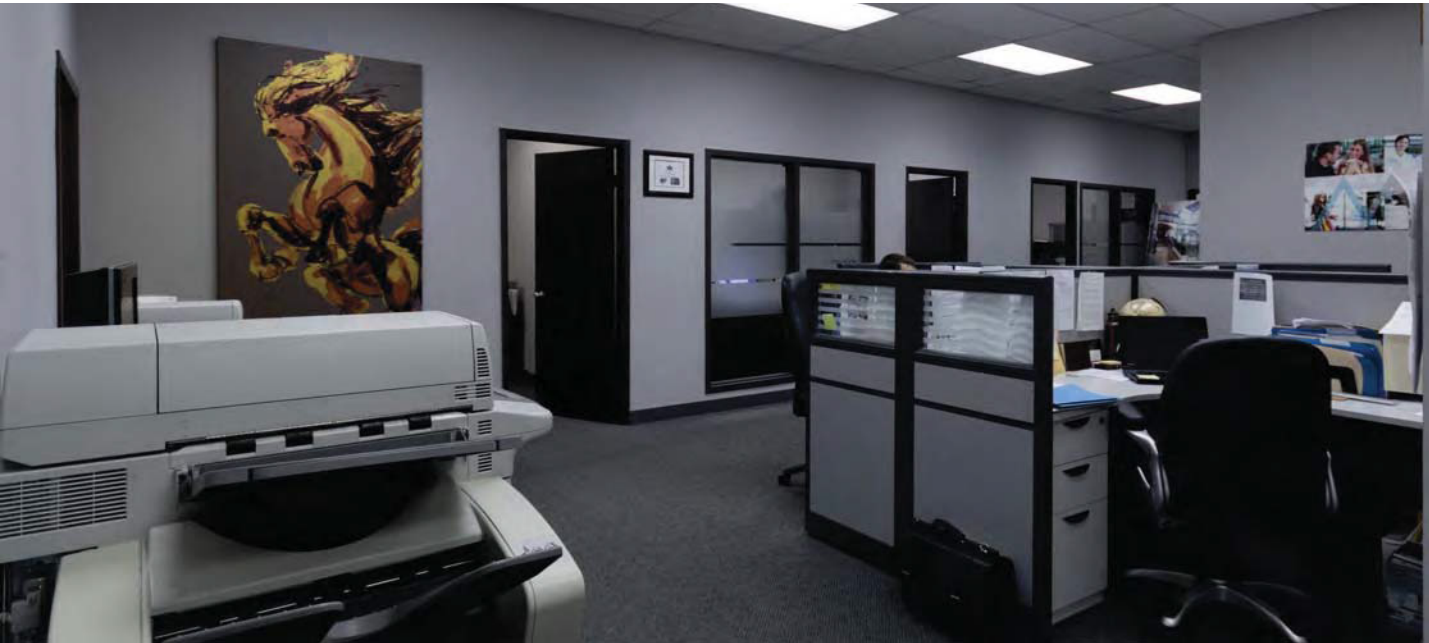
HOW ARE BRANDING + GRAPHICS USED?

The Real Wealth Brand was revamped to create a new powerful brand identity. The new brand includes updated graphics and the redesign of the office space. Graphics were placed in the conference room - a large image of downtown Toronto featuring the Real Wealth graphic and a full text wall representing the brand messaging. All rooms are creatively named such as "Think Tank", "Smart Lounge", "Solutions Room" and "Numb3rs Zone".



What materials were used?

The quality of materials and finishes inside a building are crucial as the indoor air quality can be greatly improved by choosing non-polluting materials combined with an effective ventilation system. Finishes and furnishings selected for Real Wealth were glass, porcelain tile and carpet.



PHOTOS COURTESY OF GENNIFER BUSCEMI

ABOUT AMBIENCE DESIGN GROUP

Ambience Design Group creates spaces that evoke atmosphere and improve living. We have been transforming the look and experience of residential and commercial spaces for over 20 years. We consider sustainability, wellness and adaptability in all our designs through our proprietary design approach called Ambience Living Spaces. Our multidisciplinary team prides itself on original, elegant and thoughtful designs.