

ENVIRONMENTAL BRANDING COSTS AND SCOPE GUIDE



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HELLO AND WELCOME

Environmental branding is one of the most powerful ways to shape how people experience your space. It influences first impressions, reinforces culture, improves navigation, and tells your story in a way that feels tangible and lasting.

It is also one of the most misunderstood investments.

Costs can vary widely. Scope can expand quickly. And without clear expectations, it is easy to either under budget or overspend without maximizing impact.



We created this guide to bring clarity to the process.

Inside, you will find real project examples that illustrate what different levels of environmental branding typically include. From comprehensive, facility-wide programs to focused graphic installations, these examples are designed to help you better understand how scope, complexity, and investment align.

Our goal is simple: to help you make informed decisions.

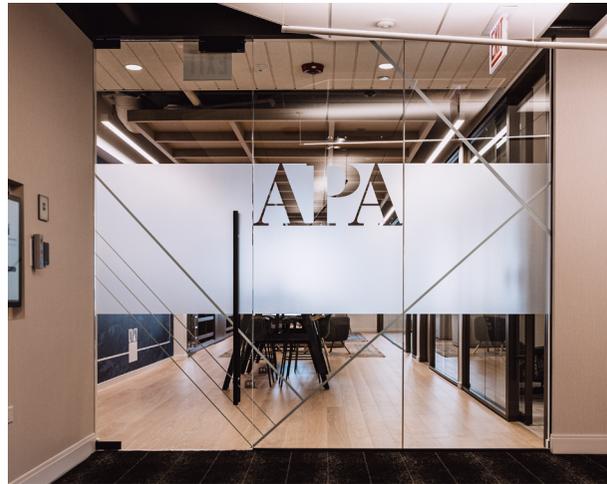
PROJECT TIERS AT A GLANCE

This comparison table is intended as a general overview of typical project scopes and investment ranges. For accurate pricing and timelines tailored to your space, goals, and constraints, please contact our team directly for a customized estimate.



Large-Scale Environmental Branding

All-encompassing brand expression across an entire facility. Often include custom graphic design, wayfinding systems, and layered storytelling elements.



Mid-Size Environmental Branding

High-impact branding focused on key spaces. Ideal for organizations looking to tell a brand story without a full building overhaul.



Small-Scale Branding & Graphics

Targeted branding solutions for specific needs, such as privacy, visibility, or wayfinding. Smaller number of elements with clear, functional impact.

LARGE SCALE BRANDING EXAMPLE

SIGNODE

From the start, Signode knew this would be a large-scale environmental branding project. With architects defining the scope, they needed a partner who could manage the entire graphics package from design through fabrication and installation. Cushing's ability to deliver end-to-end solutions secured the work, resulting in a cohesive, multi-phase graphics program spanning their renovated office, warehouse, and new Customer Experience Center.

INCLUDED ELEMENTS

- ✔ Environmental Graphic Design
- ✔ Wayfinding system
- ✔ Dimensional lettering & logos
- ✔ Timeline wall
- ✔ Office plates & ADA signage
- ✔ Custom framing system

Space Type:

Office & Industrial

Price Range:

~\$60K-\$100K+

Project Timeline:

3 phases over 2 years



For a more in-depth look into this project, check out the [Signode Case Study](#).



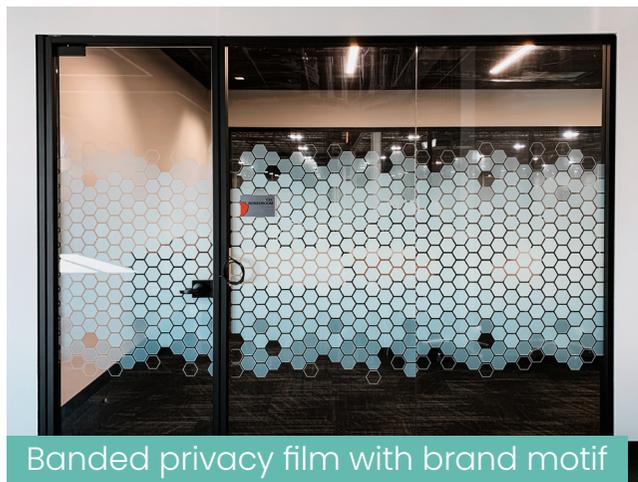
Vinyl graphics feature conveyor belt design



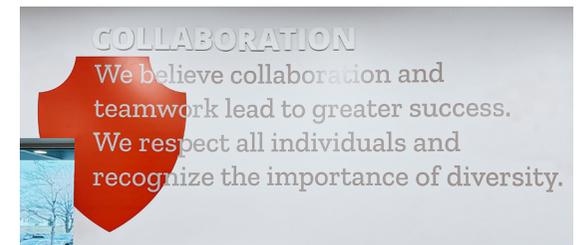
YOUR PASSION IS YOUR PRODUCT WE'LL PROTECT IT FROM HERE



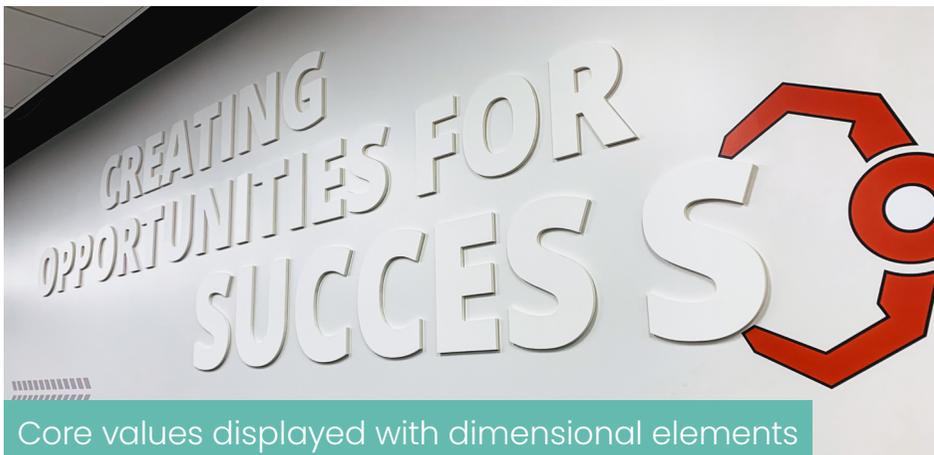
Welcome graphic at warehouse threshold



Banded privacy film with brand motif



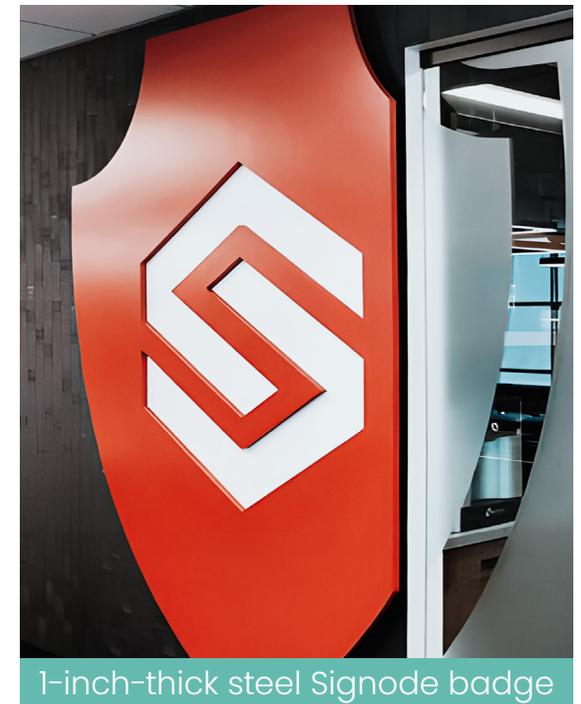
COLLABORATION We believe collaboration and teamwork lead to greater success. We respect all individuals and recognize the importance of diversity.



Core values displayed with dimensional elements



Vinyl warehouse graphics



1-inch-thick steel Signode badge

MID-SIZE BRANDING EXAMPLE

HERSEY HIGH SCHOOL

Hersey Highschool upgraded their campus building in phases as part of a larger capital improvement plan. Phase 1 focused on a Student Services corridor, upgrading the space to embody school spirit as well as modernizing the architecture and decor.

Space Type:
Education Environment

Price Range:
~\$30-40K

Project Timeline:
2 phases over one year



INCLUDED ELEMENTS

- ✔ Graphic design & concepting
- ✔ Vinyl wall graphics
- ✔ Dimensional lettering & logos
- ✔ Acrylic elements
- ✔ Privacy film
- ✔ Production + installation

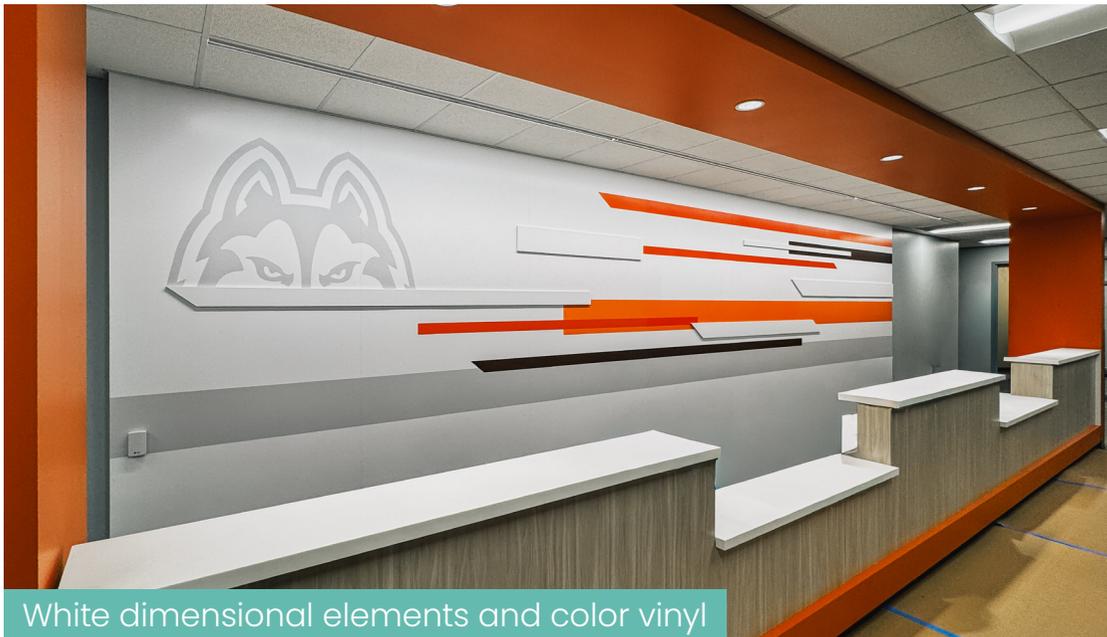




Privacy film



Vinyl wall decal



White dimensional elements and color vinyl



Brushed bronze dimensional letters & vinyl

SMALL-SCALE BRANDING EXAMPLE

NORTH SHORE PEDIATRIC THERAPY

This project focused on enhancing a North Shore Pediatric location through a combination of window graphics and dimensional interior signage. The goal was to create a welcoming, supportive environment for patients and families while maintaining necessary privacy within clinical spaces. This example highlights the scope and investment for a single site installation.

INCLUDED ELEMENTS

- ✓ Graphic design & concepting
- ✓ Contour-cut window graphics
- ✓ Dimensional lettering & logos
- ✓ Production + installation

Space Type:
Healthcare

Price Range:
~\$10K

Project Timeline:
2 Phases over 5 months



SMALL-SCALE BRANDING EXAMPLE

NUANCE SOLUTIONS

Nuance Solutions partnered with Cushing on a two-phase project spanning approximately nine months. The first phase introduced a custom interior timeline wall designed to showcase the company's history, growth, and commitment to cultivating chemistry both inside and outside the lab. The second phase focused on exterior signage to strengthen brand visibility at the facility.

Space Type:
Office and Warehouse

Price Range:
~\$15K

Project Timeline:
2 phases over 7 months



INCLUDED ELEMENTS

- ✓ Graphic design & conceptualing
- ✓ Multi-layer timeline wall
- ✓ Exterior building signage
- ✓ Production + installation



SCOPE & INVESTMENT COMPARISON

This table provides a high-level comparison of typical project scopes, timelines, and investment ranges across different project sizes. It is meant as a general guide, not a quote. For project-specific pricing, please contact our team. Environmental branding projects are rarely defined by which features are included, but by the scale at which they are applied.

Project Features	Small \$3K-\$15K	Midsize \$30K-\$40K+	Large \$60K-\$100K+
Number of branded areas	1 focal area	Several spaces	Multiple floors or facilities
Graphics installed	Targeted installations	Coordinated graphic program	Comprehensive brand environment
Design complexity	Light customization	Moderate custom design	Full storytelling program
Installation scope	1-2 install phases	Multi-area install	Multi-phase rollout
Project timeline	2-5 Months	3-9 Months	10-12+ Months

COST OPTIMIZATION

Budget constraints do not have to limit the effectiveness of your office branding project. In fact, some of the most thoughtful and successful environments are the result of strategic decisions made early, before design and production begin.

Ways to optimize your investment:



Phased installations

Not every element needs to be installed at once. Consider prioritizing high-impact areas like lobbies, conference rooms, or client-facing spaces first, then rolling out additional graphics or brand moments over time.



Leverage landlord contributions + tenant improvement allowances

Relocating or renegotiating a lease? See if a tenant improvement (TI) allowance is available. These funds may cover certain build-out or branding elements, such as wall finishes or integrated signage. Identifying eligible costs early helps you allocate budget more strategically.



Reuse or refresh existing elements

Before starting from scratch, assess what can be retained or reimaged. Existing walls, frames, or architectural features can often be refreshed with new graphics, finishes, or dimensional overlays.



Explore material substitutions

Premium results do not always require premium materials. Alternate substrates, finishes, or production methods can achieve a similar visual effect at a lower cost when specified thoughtfully.



Coordinate with other trades

Aligning environmental graphics installation with construction, painting, electrical, or furniture install can reduce labor redundancies and minimize disruptions. Early coordination often leads to meaningful savings.



Design with longevity in mind

Modular systems, interchangeable panels, and flexible graphic programs allow your space to evolve without requiring full replacement down the line. A knowledgeable design and build partner can help identify these opportunities early and guide decisions that balance budget, durability, and design intent.



START THE CONVERSATION

At Cushing, we partner with organizations across corporate, education, healthcare, and industrial environments. We understand that every space and every organization has distinct priorities. Some teams aim to create a bold, immersive brand experience. Others focus on targeted improvements that solve a specific need while remaining budget conscious. Both approaches succeed when the strategy is right.

The most effective branding projects are not defined by how much is spent, but by how thoughtfully the investment is applied.

When you are ready to take the next step, our team is here to help you define a solution that balances creativity, practicality, and long-term value.

We look forward to building something meaningful with you.

THANK YOU

Get In Touch



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