



**BlueFire
Visual**

A Division Of Heritage Signs & Displays

A CASE STUDY OF INTERIOR BRANDING

Method Utilizes BlueFire Visual To Create New Interior Branding Of Its Charlotte Headquarters.

Creating A Branded Workplace

Method has roots in Charlotte, N.C. In 2005, Two friends and fellow UNC Charlotte alumni founded a software development company called Skookum. Skookum was acquired by GlobalLogic in 2019 and merged with a sister company named Method in 2021.

BlueFire Visual had worked with Skookum providing interior signage and graphics for its office. So when Method reached out to them to provide interior branding at their new Charlotte headquarters, it was only natural. Project Manager, James Zambrano was already familiar with Method's Marketing Department and its creative team.

BlueFire Visual worked with designs and artwork provided by Method staff to transform an entire floor in an Uptown Charlotte high rise into a full branding experience.

Components of the project included:

- Dimensional Signage of the company's logo outside the elevator.
- Digital Signage in conference rooms and the break room area.
- LED lit signage of the logo
- Wall wraps in hallways
- Frosted vinyl on conference room windows and offices.

The printing and installation of the graphics took place over about 10 - 15 working days and was completed in August. Method's employees moved into their new, branded offices in September.

The client was very pleased BlueFire Visual's collaborative approach to meeting their needs and deadline. James is discussing additional graphics projects with Method for the future.

