



ARTICULATE
— design co.

why design matters

How space design impacts client
(and clinician) experience.

who we are

We are Meg + Neena.

We are on a mission to change the status quo of
healthcare + wellness spaces.



a question for you....

what do you find is the biggest issue with your space?

A: It doesn't align with my brand

B: It is not as functional / efficient as it could be
(physical flow or integration with tech)

C: It does not inspire wellness / wellbeing

D: It doesn't stand out from other brands / clinics

E: It's great - wouldn't change a thing!



and now, another question...



Name the first space that comes to mind (in any industry) that you walk into and instantly have a connection to the place.

Before you even engage with the service, you already have a positive experience and expectations.

design as an experience



The status quo



- 1 "entertainment" in the form of 24h news
- 2 florescent lighting
- 3 uncomfortable, generic seating
- 4 zero brand presence

lighting

lighting is one of the best ways to set the tone in any space.

- lights on dimmers
- variety of light sources
- lighting at different levels
- filtering / softening of natural light



clinic: @kinectivehealth



tech

It's 2022.

The smooth integration of technology into your design is essential. It also makes for a more efficient and cost-effective clinical practice



clinic: @theathletesgrid



reception

Thinking of reception as a multifunctional space is a great way to maximize usable square-footage.

Creating an environment that feels like a lounge or a living room is a much warmer way to welcome clients than a traditional “waiting room”

It can also be a space that doubles as a place to hold staff meetings, education sessions and workshops.



organization

Nothing ruins design quicker than poor organization.

Being intentional with what needs to be hidden and what you want to display in an intentional way can create a visually appealing space.



texture

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Adding texture through textiles, lighting, art, etc. will create dimension in an otherwise uninteresting space.

Mixing practical clinic pieces (wipeable furniture, surfaces) with warmer textiles will create depth and warmth in any space.

branding

Creating consistency across your digital space and physical space is important for solidifying your brand identity.

You want your clients to walk in your space and feel like it is an extension of your website / social media and vice versa.

However, you want to use colours creatively. Try to stay away from “feature walls” that are overly literal.

clinic: @thehivetoronto

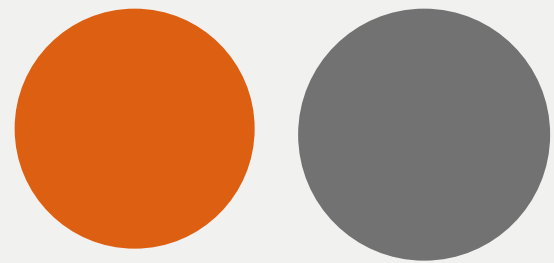


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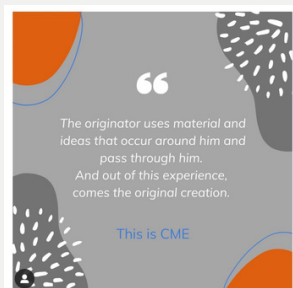


branding

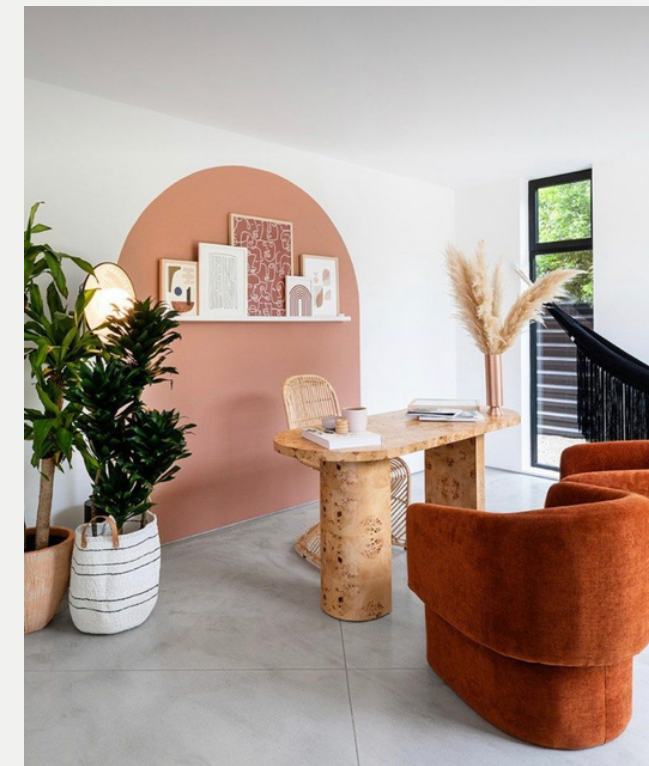
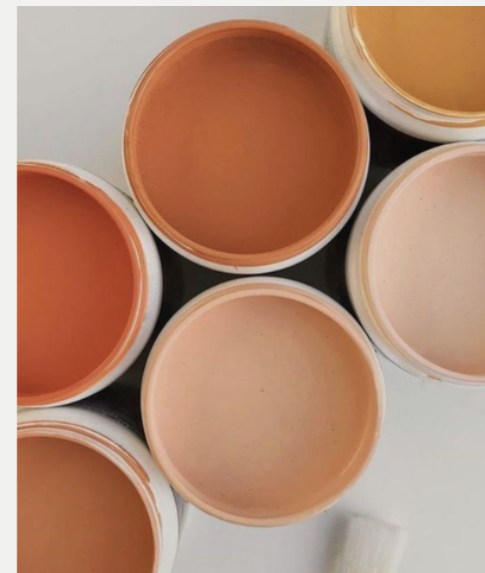
client's primary brand colours



client's social media grid



our space concept interpretation:



virtual practice

We get it.

Many clinicians transitioned into a hybrid or fully virtual-based care model during the past two years.

If this is you, how are you ensuring that your branding is aligned with your digital offerings every step of the way?

how does your virtual practice stand out among the competition?



Thank you for listening!



@articulatedesignco



www.articulatedesignco.com

