

A high-end interior design space, likely a corporate lounge or executive office. The room features a large, arched window on the left with a black frame, offering a view of greenery outside. A large, ornate chandelier hangs from the ceiling. In the center, a dark wood clothing rack holds several light-colored coats. A light-colored sofa is positioned in the foreground, and a round coffee table is visible on the right. The walls are decorated with paneling, and the overall atmosphere is sophisticated and elegant.

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Corporate
Identity Space

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At AB Concepts, we believe that every space tells a story — and great design is the poetry that brings it to life. We are a premium interior design and architecture firm specializing in high-end residential and commercial transformations. From concept to completion, we offer turnkey solutions that ensure a seamless, thoughtful, and personalized experience. Our mission is to create sophisticated, functional spaces that elevate daily living and express the unique identity of each client. With a meticulous approach that blends design innovation, quality craftsmanship, and precise execution, we bring clarity and beauty to every project. Whether you are a homeowner, real estate developer, hospitality brand, or corporate client, AB Concepts delivers bespoke environments where aesthetics meet purpose — and where The Poetry of Space becomes a lived experience.

Corporate Identity Space

Brand-aligned design. Purposeful environments. Professional execution.

Corporate Identity Space is our specialized package for businesses seeking to transform their commercial interiors into powerful expressions of brand identity. It's a fully integrated design and implementation service that combines spatial functionality with visual storytelling — tailored to reflect your company's values, mission, and culture.

Structured into six strategic phases, this experience guides you from conceptual development to final installation, beginning with an in-depth brand identity integration study. This ensures that every design decision — from layout to materials to lighting — aligns with your brand's visual language and user experience.

From space planning to custom furnishings, from vendor coordination to on-site execution, every detail is handled with precision, consistency, and intent. Whether you're outfitting a new office, upgrading a showroom, or redesigning a customer-facing environment, this package delivers branded spaces with clarity, cohesion, and impact.



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A quick guide to each step of your Corporate Identity experience

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Included with Your Experience



This package is designed to deliver a fully integrated spatial transformation that embodies your brand identity. From strategic design to final implementation, we manage each phase with precision — ensuring that your space becomes a tangible extension of your company’s values and culture.

Corporate Identity Space package includes:

- Brand Integration Study (analysis of brand values, tone, visual language, and customer/user experience)
- Customized Conceptual Design (mood boards, material palettes, finishes, and visual direction aligned with brand identity)
- Functional Space Planning (CAD drawings, layout optimization, workflow and zoning strategies)
- Custom Millwork, Furniture & Fixtures Selection (reception areas, meeting rooms, workstations, signage, lighting)
- Execution Oversight (contractor coordination, timeline management, quality control)
- Ongoing Client Collaboration at each project stage to ensure alignment and satisfaction

Phase 1: Conceptual Design

Objective: Define the company's spatial needs and align the design vision with its brand identity and functional goals.

This first stage establishes the creative and strategic foundation of the project. We begin with an on-site consultation to understand your company's operations, culture, and spatial challenges. We gather insights on your brand personality, user experience, and team dynamics — all of which influence the design direction.

We then develop two conceptual proposals that explore different layout flows, zoning strategies, and aesthetic directions. Each concept is supported by preliminary palettes of materials, colors, and finishes that reflect the essence of your brand in the built environment.

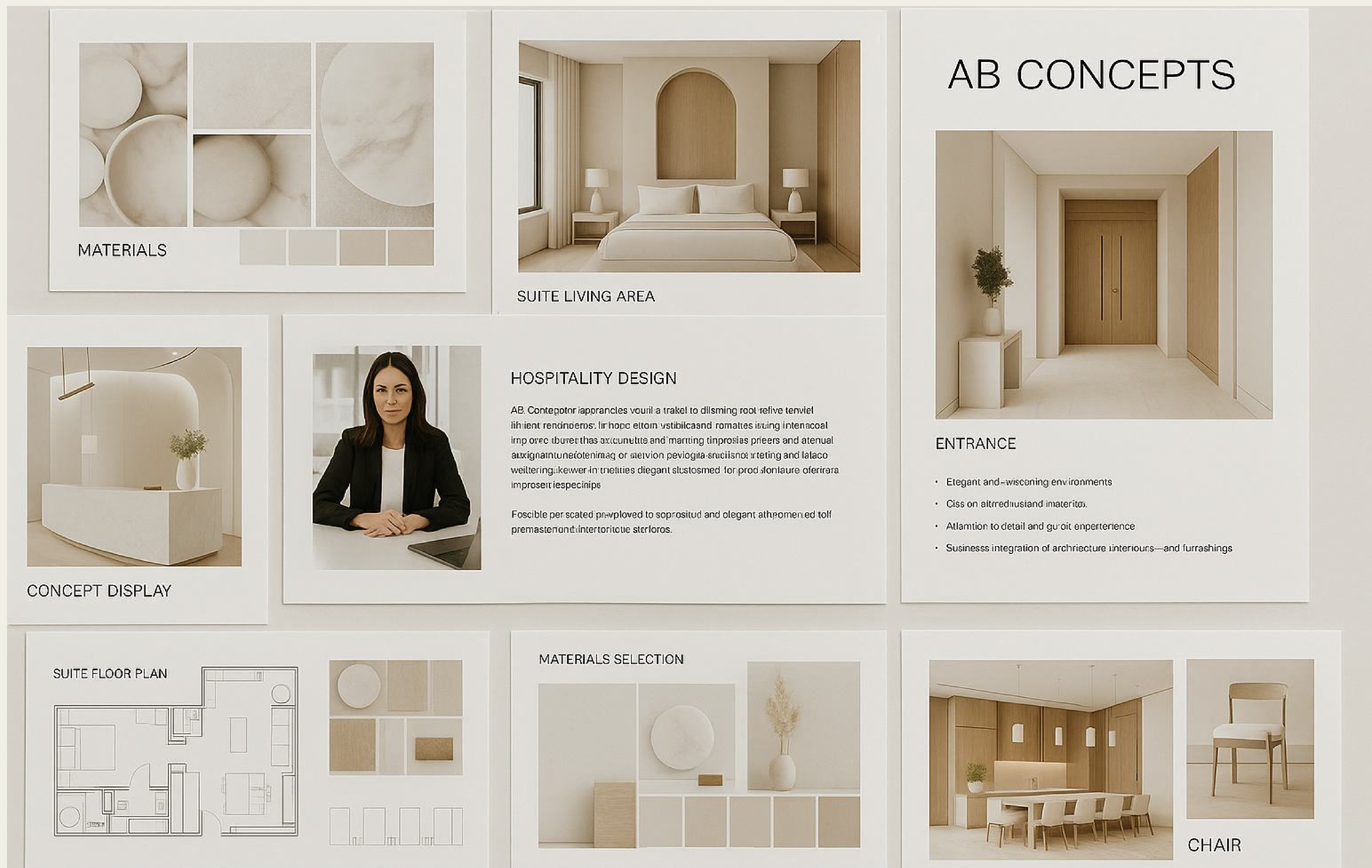
This phase ensures a clear, aligned vision before moving into technical detailing — where strategy and style come together to define a branded, functional space.



Design Timeline: 4 Weeks / **Site Visit:** 4 Initial On-site Visit

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Phase 2 : Identity-Integrated Design



Objective: Translate the brand's visual and cultural identity into a spatial design with technical and experiential clarity.

With the conceptual direction approved, we move into a phase where brand integration becomes tangible. Using the insights gathered in Phase 1 and the brand analysis, we begin shaping the space through technical development and detailed design elements.

We define layout strategies, material selections, and branding touchpoints — ensuring that your company's essence is woven into every detail, from custom signage to color psychology and spatial flow.

Included in this phase:

- Functional layout plans with integrated brand zones (reception, meeting rooms, workstations)
- Custom material and finish palettes aligned with your brand colors, tone, and industry positioning
- Preliminary signage, graphics, and wayfinding suggestions
- 3D renderings and branded visualizations for key areas
- Up to two revision rounds based on client feedback

This phase ensures that your brand is not only seen — but felt — throughout the space, setting the stage for a distinct and immersive identity experience.

Design Timeline: 4 Weeks / **Site Visit:** 2 On-site Visit / **Virtual Meeting:** 2 Meeting

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Phase 3: Built to Code

Objective: Secure all necessary permits for commercial construction, ensuring full compliance with local regulations and codes.

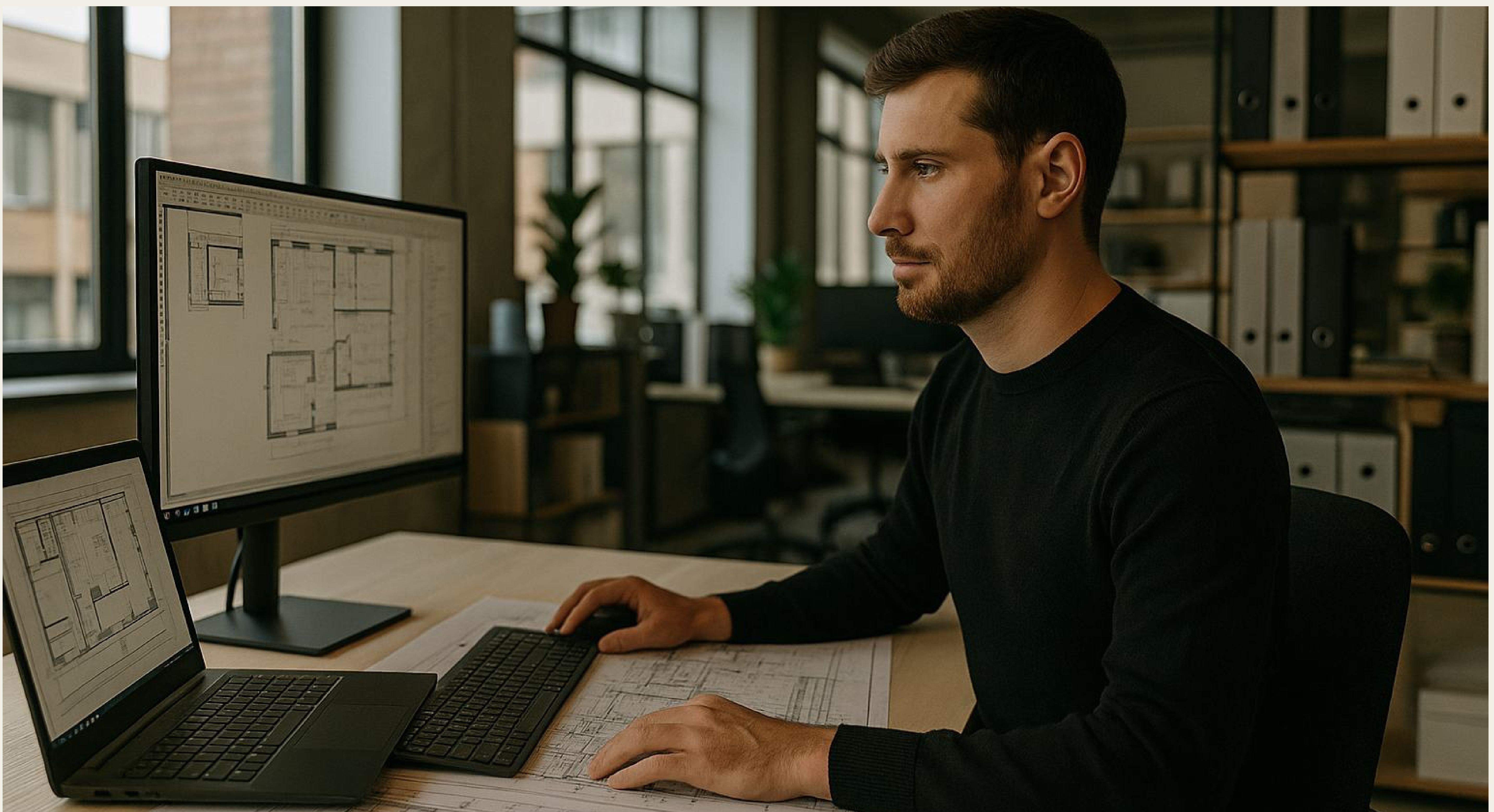
Once the design and brand integration are finalized, we transition into the technical documentation and permitting stage. We prepare a detailed permitting budget, develop all architectural and MEP drawings required for submission, and coordinate directly with city officials and consultants.

This phase is essential for commercial projects, where compliance and code alignment are non-negotiable for legal and operational approval.

Included in this phase:

- Permitting budget preparation specific to commercial requirements.
- Production of technical drawings for permit submission.
- Application submission and document management.
- Communication with city reviewers and consultants.
- Plan revisions based on code feedback.
- Ongoing follow-up to secure permit approval efficiently.

We handle the code, coordination, and compliance — so you can stay focused on building a space that reflects your brand and supports your team.



Design Timeline: Up to 12 Weeks / **Site Visit:** Up to 10 On-site Visit / **Virtual Meeting:** 3 Meeting

Phase 4: Sourcing & Coordination

Objective: Prepare all resources, materials, and logistics for a smooth and efficient execution of your branded corporate space.

With the design, branding, and permitting stages complete, we enter the operational phase — where planning meets precision. We coordinate all vendors, manage procurement schedules, and ensure that every approved element is sourced and delivered on time.

From workstations to reception desks, lighting to custom signage, we manage each component with cost transparency and delivery control.

Included in this phase:

- Creation of a detailed sourcing list for furniture, lighting, finishes, and signage
- Coordination with vendors and manufacturers to track product availability and lead times
- Management of subcontractors for services like millwork, electrical, painting, or custom installations (as needed)
- Review and finalization of the project budget based on selected items and services
- Scheduling and logistics planning to align all deliveries and installations

This phase ensures that all elements are in place — physically and logistically — so the vision can move confidently into reality.



Design Timeline: 3 Weeks / **Site Visit:** 3 On-site Visit / **Virtual Meeting:** 3 Meeting

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Phase 5: From Plan to Place



Objective: Execute the branded environment with precision, ensuring high-quality results across every detail and installation.

This is where the concept takes physical form. With all materials sourced and teams scheduled, we oversee the full on-site execution - coordinating trades, managing installations, and ensuring that each branded element is delivered and positioned according to plan.

Included in this phase:

- On-site supervision of contractors for painting, electrical work, carpentry, and branding installations
- Supervision visits 2–3 times per week, depending on the scale of execution
- Coordination of furniture, signage, and accessory installation with precise positioning and alignment
- Ongoing quality checks to ensure design integrity and timeline compliance

This phase ensures your corporate space is built to the highest standard — one that reflects your brand clearly and functions seamlessly for your team and clients.

Design Timeline: Up to 12 Weeks / **Site Visit:** Up to 24 On-site Visit / **Virtual Meeting:** 12 Meeting

Phase 6: The Reveal & Beyond

Objective: Deliver a complete branded space and provide post-installation support to ensure long-term satisfaction and performance.

In this final stage, we conduct a detailed walkthrough with you and your team to review all completed work and confirm that every element has been delivered and installed as designed. We address any final adjustments and provide ongoing support to ensure your space operates smoothly from day one.

Whether it's verifying signage alignment, workstation ergonomics, or lighting placement — this phase ensures your space is not only visually aligned with your brand, but also optimized for daily use.

Included in this phase:

- Final walkthrough with the client to validate all installations and design alignment
- Minor on-site adjustments included at no extra cost
- 30-day post-delivery support period for reporting issues or fine-tuning details
- Coordination of any out-of-scope changes (labor-only cost applied if applicable)
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Your brand now lives in a physical environment — thoughtful, cohesive, and ready to elevate your business.



Design Timeline: 1 Weeks / **Site Visit:** 2 On-site Visit

Thank you!

Thank you for taking the time to explore our Corporate Identity Space package.

We look forward to the opportunity to transform your ideas into a space that is thoughtful, functional, and beautifully designed.

Let's bring your vision to life — together.

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