

Interior Branding for Veterinary Practices

How design can help a business grow

By Susan Redgrave, Design Director and founder of Inter Arc Design Ltd

Design should form an important foundation to any business development. The way that you represent your practice visually will have a significant effect on how your customers perceive your business.

All businesses project a 'brand', whether this has been developed professionally or evolved without any guidance. The most important aspect here is that your visual message is communicating what your practice represents. In many cases it doesn't, leading to lack of clarity and vision in the overall business and its premises

Important qualities and values of a practice can be communicated through the building using interior design like exterior branding is used in the High Street. You will readily recognise the interior of a Body Shop outlet or Prêt à Manger sandwich bar. Why? Because the philosophy or 'brand' behind the company has been interpreted visually into the interior spaces.

This 'essence' or interior branding, forms an important 'blueprint', to the overall business strategy. Once established, this really comes into play when you have more than one surgery, helping to give visual consistency and strength to your offering.

How can interior branding be used in veterinary surgeries?

Firstly it is important to fully understand your company's business philosophy, its business strategy, and where it wants to be within its own marketplace. Secondly one must consider the nature of clients or customers likely to be visiting the practice?

What is their profile? Are they young and dynamic or are they elderly and conservative? Will they feel comfortable and at ease sitting in your reception? Or will they be glad to leave? The visual impressions that they observe while visiting your reception, along with other factors, will determine whether they wish to return to your practice.

You must also consider how your staff feel working in your practice. Are they motivated and loyal to the business? Do they feel proud to be working for you? The interior environment, which you create for your staff, will have an effect on their work and perceptions of your practice. By creating the right environment through design you can help your business grow, and ensure that your overall business strategy reflects this reality in the working environment.

A good environment combined with excellent management skills will make