

ASSA – Insurance Provider Headquarter

Increasing the visibility of a classic property on the busiest highway in downtown



Background

The headquarter for the ASSA insurance provider is one of the most renowned classic properties located on the crossroads of the most busy thruway street downtown Panama City, Panama.

Challenge

ASSA wanted a new approach to identify the headquarter that could meet the challenge of increasing fast paced traffic, and take advantage of the opportunity from the increasing traffic volume passing by the brand's key property each day.

Solution

The new identity sign design project was based on the architectural integrity of the property, visibility studies, sun paths and evaluating high-value strategic locations. Proposed recommendations for new material, placement and scale for all signs was a fine-tuned balance between blending in and standing out. Inspired by the new corporate identity for ASSA, the sign design was a bold approach to brand and navigational signs that was integrated on this classic property. The new collection of signs help customers feel informed and more at ease by providing easy access for visitors that arrive in cars, guide pedestrians from the parking lot into the reception, emphasizing the main entrances and increase visibility for the ASSA headquarter towards growing traffic.



Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design



“Hein and Cultéva inspired us to bring down all barriers for team collaboration. The traditional ASSA is transforming to full open space.”

–Eduardo Fabrega, President, ASSA