

Anoto – Corporate Headquarters

Attracting tech-savvy employees to a digital writing accessories brand with a creative work environment



Background

Anoto is a global leader in digital writing and drawing solutions. Its technology platform and branded products enable high-precision pen or stylus input on nearly any surface – from capturing and digitizing handwritten notes and business forms on paper to designing, creating and collaborating directly on large interactive displays, whiteboards, and walls up to 24 feet.

Anoto, its strategic licensing partners, and developer community offer a broad portfolio of products, applications and services to business, consumer and education markets, including best-in-class digital note-taking, creative solutions, collaborative solutions, classroom learning solutions, and document processing & management.

Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product Design
- ✓ Corporate Headquarter & Online Presence

Challenge

The Anoto Group with over 150 employees, is headquartered in Lund (Sweden), with offices in Norrköping (Sweden), Basingstoke, Guildford and Wetherby (UK), Los Angeles, San Francisco, and Boston (US), and Tokyo (Japan).

To focus its operational activity onto regional growth, Anoto moved its headquarter and wanted a new and innovative design for its corporate office environment that included branding, navigational signage, inspirational graphics and a custom made reception.

“As a full-time consultant at Anoto for over three years, it was a privilege to lead the overall shift of the corporate image and implement the company wide facelift. Directing the strategic brand building efforts with a cross-disciplinary international team resulted in renewed excitement, commercial appeal and increased sales.”

–Hein Haugland, Global Head of Marketing, Anoto

Solution

Anoto’s new corporate headquarter was renovated to fit practical requirements, and the reception was designed with a new desk, new brand aesthetics, logo, floating ceiling with inset lighting, wall vinyl and carpeting.

All meeting rooms and collaborative suites were assigned creative names. The L-shaped offices were developed for together with navigational signage.

A collection of three floor-to-ceiling oversized wall murals were commissioned to be installed as inspirational elements in the Anoto corporate headquarters. The three murals covered combined over 25 meters of walls with concepts such as the historic timeline, the collaborative network and the global creative gateway.

