



# nerej

## **Phase Zero Design launches new branding + creative services line of business**

February 17, 2023 - Construction Design & Engineering

Hingham, MA Not long after Phase Zero Design opened their third office in the Raleigh suburb of Cary, North Carolina—the locally focused, nationally present architecture and interior design firm launched a new line of business they’ve titled branding + creative services.

Joining ranks with Phase Zero Design’s integrated process—which involves both architecture and interior design perspectives from the very beginning of a project—this line of business will enable the firm to dive even deeper into the ways in which their client’s space interacts with the world (and the people) who surround it.

To bring this strategic business decision to life, associate principal Lindsay Corsino targeted Tyler Grazio as a strategic hire to lead the charge. An accomplished graphic designer, the Scituate-native brings a breadth of agency and freelance experience to the table. Grazio has helped a range of businesses build their brand—or rebrand—from industries like hospitality, residential, retail, and more. He has also worked in various capacities throughout the commercial real estate and A/E/C space. Grazio joined the firm in November of 2022.

With extensive experience in environmental graphics, web design, signage, and identity design; Tyler Grazio’s expertise will be an asset to clients in all six of the market sectors the firm services.

Grazio and Corsino have already managed to bring in a healthy variety of business to prove the concept. Including, but not limited to; an engineering firm seeking a refreshed identity; a local restaurant concept in need of a name, logo, and backstory; as well as a corporate office building in search of elevated common areas and public space. The branding + creative services team has been partnering with our team of architects and interior designers to elevate the design experience for a range of current clients and ongoing projects.

“Architecture, Interior Design, and the development of your brand really do go hand in hand,” explains Lindsay Corsino, “the ability to offer existing and future clients a service so vital to their success feels really full circle.”

“The early stages of design and construction for a new space are one of the best times to consider a brand overhaul,” says Tyler Grazio. Citing several years of branding experience in and around the A/E/C space, he continues: “it is a much more cost-effective and confident decision to make beforehand, so you’re not replacing signage and repainting walls after move-in.”

This heightened focus on your brand at the beginning of a design process also enables designers to further integrate its identity and personality into the fabric of your space. Aligning millwork with messaging, lighting with your logo, and tiles with your tone.

“Alongside your project team, we will take a detailed inventory of existing brand assets and ideologies while working with stakeholders at every level of your organization to elevate your brand and space cohesively,” Grazio concludes.

Adding this expertise to the firm’s service offerings is a promise that Phase Zero Design will never stop innovating alongside the clients they serve. The firm continues to find itself in a constant pursuit of elevated knowledge and skillsets. With this service, the firm further ensures that clients are facing the built world, and its intersections with the digital one, with their best foot forward.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540