



Branded

The essential elements of a company's logo have been distilled into recurring motifs throughout the design of its head office

At its most fundamental, effective architectural design embodies a message – which is why a company's head office can often speak volumes about how it operates. Everything from the layout of the workstations to the graphics on the walls, cumulatively describes the company's function.

When express distribution company TNT Australia united two offices into one headquarters, it was an opportunity to create a showpiece for the organisation, says managing director Roger Corcoran.



"Our previous premises no longer reflected the global status of our company. The floors were too small and you had to scale the building to find someone. It certainly wasn't an ideal working environment."

Architectural firm Rice Daubney designed both the Metrolink building in which TNT is now situated and the company's distinctive interior.

"In the new building all staff were together for the first time, so there was a strong emphasis on identity design," says



Facing page: A glazed awning signifies the main entrance to the Metrolink building, which houses the offices of TNT Australia.

Above: This solid column, made from horizontal concrete blocks, is a distinctive feature of the exterior. This vertical element was considered the ideal location for the TNT logo. Its bright orange colour and connecting circles form the basis for the interior scheme.

Left: Windows on the building's north-facing side are set into steel framing to provide sunshade.





architect Steven Shaw.

As the company requires open-plan interior spaces, where staff can enjoy clear sight lines across floors, the exterior features large expanses of glass.

A flush curtain wall of glass on the south side of the building enables panoramic views of Sydney's Botany Bay. It is here that the main entrance is situated.

On the building's north-facing side, windows are set back into steel framing in order to shade the interior from the sun.

At the northwestern end, a projecting



Facing page: A concrete blade follows the line of the northwestern section of the building in a square arch. This bold visual statement has a practical purpose in that it shades the plant room where the building's systems are housed.

Above: The circular motif that echoes the company's branding is apparent immediately on entering the reception. Chairs are arranged around a circle of carpet featuring bright orange strands. This photograph is by Danny Kildare.

Left: In the breezeway, orange backlit glass signals the location of the TNT offices.



Top: The large reception desk can accommodate up to four people. Its simple geometric shape and translucent glass are intended to make it appear lighter and less obtrusive than its size suggests.

Above: Timber boarding is inset into the carpet flooring at the top of the main staircase which leads to the executive floor. All the main walkways in the TNT office are designed so staff and visitors can enjoy exterior views.

Facing page: The Japanese rock garden at the foot of the main staircase is a low maintenance alternative to pot plants and tropical fish.

blade frames a section of the building's facade. This visual feature also shades the plant room governing air conditioning, lighting and other building systems.

"These environmentally sustainable design principles can be incorporated into a building's fundamental structure, without recourse to expensive, assisted systems," says Shaw.

A solid concrete column presents a controlled vertical element where the TNT logo is located. Its bright orange colour and three connecting circles form the basis







Top, left and right: The TNT logo has been extrapolated and used in a variety of ways throughout this office. In the boardroom, small circles of clear glass act as peepholes.

Above, left and facing page: At each workstation there is an orange top drawer. In the staff cafeteria there is a curved design on the floor covering. These photographs by Danny Kildare.

Above right: All bathrooms in the office have orange tiled walls, round mirrors and curved basins.

Photography by Simon Kenny

for the entire look and feel of the interior. It begins in the breezeway, where orange colour-back glass denotes the location of the TNT offices.

Inside the reception area, chairs are arranged in a semi-circle on carpet with orange strands woven into an arched pattern. A circular cutout in the ceiling projects a cone of light.

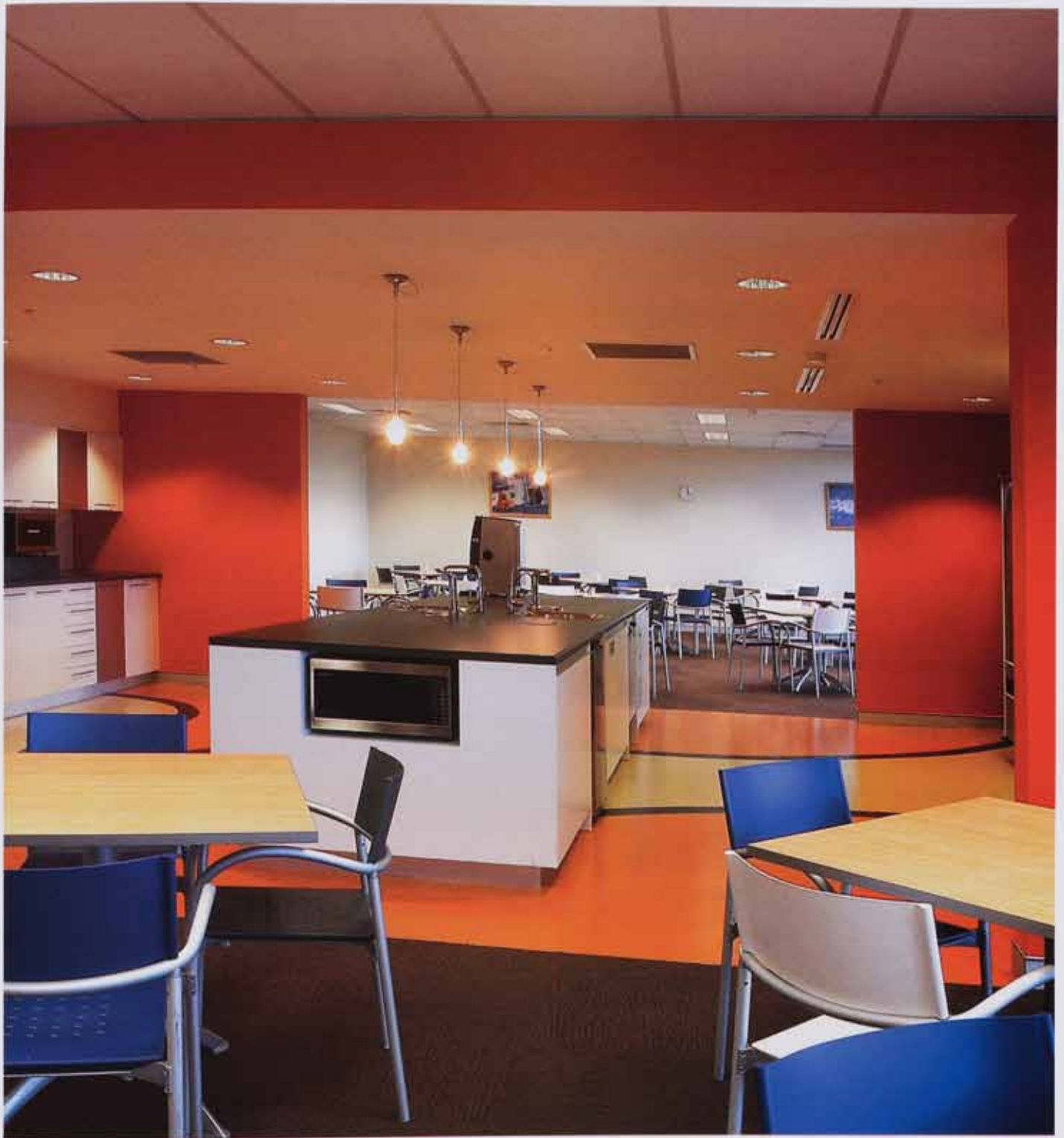
The reception desk is made of light, backlit translucent glass. Behind the desk there is a TNT sign on frosted glass and an open steel and glass staircase leading up

to the executive suite. At the base of the stairs is a Japanese rock garden with pebbles that can be raked into patterns.

That these first two floors are the public face of the building is acknowledged in small, luxurious detailing. These include timber boarding at the top of the stairs and orange swirls cut into the glass doors.

In the expansive workstation areas, the orange accent colour is used in limited yet effective ways.

Each desk has a set of three drawers, the lower two are grey and the top drawer



is bright orange. Frosted glass outside the boardroom has small circles of clear glass to enable staff to peep in to see if the room is occupied. Bathrooms on every floor have bright orange mosaic walls, round mirrors and curved basins. The floor of the staff cafeteria has a circular pattern of orange and yellow.

"Subtle branding is apparent in the use of different materials and applications throughout the office design. It is constant and everywhere, yet it doesn't overwhelm the interior," says Shaw.

Location: TNT Australia (Sydney)

Architect: Rice Daubney

Base building: Graeme Smith, An Pitkanen, Mark Shoolman, Nigel Sullivan, Michael Shelley, Belinda Campbell, Gi Paoletti, Tina Turrisi

TNT fitout: Steven Shaw, Gi Paoletti, Eric Chow

Construction company: Australand

Civil engineer: Taylor Thomson Whitting

Mechanical and electrical engineer: Enginuity

Landscaping: Tract Consultants

Fire consultant: Stephen Gubits & Associates

Facade: Hyder Consulting and Micos Curtain Walls

Awning glazing: Architectural Glass Projects

Window joinery: Micos Curtain Walls

Louvres and screens: Prestige Architectural

Columns: Concrete

Flooring: George Feathers, Interface Australia, Designer Rugs

Tiling: Wall slate from Mintaro

Wallcovering: Miabilis, Laine Furnishings

Paints: Bristol, Dulux

Workstations: Schiavello

Office chairs: Herman Miller from Living Edge

Reception furniture: Corporate Culture, Erik Jorgensen Oasis

Kitchen equipment: Winnings, Bosch

Bathrooms: Caroma, Winnings, Style Finish

Other: Hebal Block Walling