



Client

Zaniac

Execution

Brand Management,
Product Development, Design Services

Task

To Develop a Consistent
Franchise-Wide Client Experience

No matter how unique the franchise, the key to success will always be consistency.

Take Zaniac, an inventive after school STEAM-enrichment center for kids in grades K-8.

Zaniac's inspiring, high-tech campuses employ bright colors, glass walls, and loads of cutting-edge technology to create an open environment that encourages kids to explore, learn, and investigate the world around them.

But how do you replicate that kind of brain-blooming magic in campuses all across the country?

“In order for Zaniac to expand and grow we needed a design and supply partner that would support our franchisees.” - Reed Bilbray, CEO of Zaniac

Giving Kids the Confidence

Zaniac and Northeast Color's collaboration began with their Santa Monica, CA campus, where the scope of work included a comprehensive brand asset review.

Working hand in hand with Bilbray over the course of several months, Northeast Color's Creative Director Bryan Winter helped to unify a patchwork of great ideas and bold design elements into a vibrant tapestry that reflects Zaniac's core beliefs and messaging at every turn.

“We helped bring out the best in their brand,” says Bryan Winter. “We took what they already had and evolved it into a structured, replicable process--that's one of our signature strengths.”

From pantones and palettes to wall covering, ceiling tiles, and fixtures, Bryan's team worked to ensure that all the branded elements functioned seamlessly in the physical space, providing guidance and tactical insight into the location's design, with an eye toward standardizing the client's experience in all future locations.

Zaniac

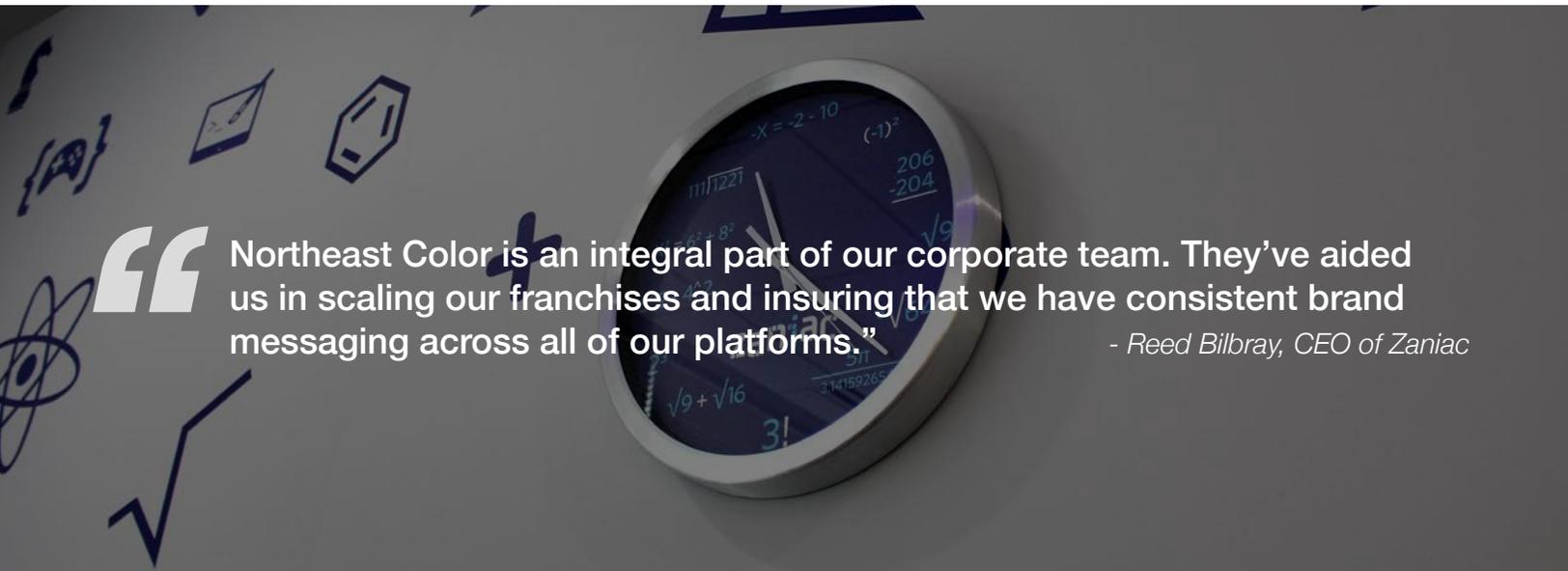


Northeast Color even made key improvement to Zaniac's custom furniture and fixtures--designs to their signature "Lego" and conference tables were cleverly tweaked to enable large scale reproduction and fabrication.

"The furniture that was being produced by another vendor wasn't consistent and also wasn't standard for the campuses. In some cases, franchisees were just buying their own furniture."

- Reed Bilbray, CEO of Zaniac

As the collaboration matured, Northeast Color evolved into Zaniac's creative agency, a trusted brand partner with the knowledge and technical capability necessary to ensure that each student's experience of the brand sets the right sparks flying.



“ Northeast Color is an integral part of our corporate team. They've aided us in scaling our franchises and insuring that we have consistent brand messaging across all of our platforms.”

- Reed Bilbray, CEO of Zaniac



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