

Elevating Campus Branding with Innovative Floorcoverings

In today's competitive educational landscape, branding is not limited to retail giants and entertainment hubs. Schools, colleges, and universities actively invest in creating recognizable brands to attract students, boost revenue streams, and foster alum loyalty.

As branding principles expand into architectural design, leading educational design firms are crafting branded spaces. Interior spaces are crucial in this endeavor, where colors, environmental graphics, and curated displays contribute to branding efforts.

One often overlooked aspect is the building's floor, presenting an excellent opportunity to reinforce school identity through the use of colors and logo insets. Mohawk Group, a leader in this field, recognizes this potential and recently launched **Creative Spark**, a new modular carpet style. This innovative product, available in a palette of 32 vibrant colors, coordinates seamlessly with the award-winning **Shape Theory Collection**, facilitating the incorporation of school color schemes into the flooring.

Furthermore, Mohawk Group's **Personal Studio** provides a powerful tool for customization, allowing schools to tailor running line styles with their unique branded color palettes. These unique features make Mohawk Group's offerings stand out in the market. Additionally, **Creative Terrain** is popular for hard-surface logo insets, further enhancing branding opportunities within educational spaces.

Incorporating branded floorcoverings not only enhances the visual identity of educational institutions but also creates a cohesive and immersive environment that resonates with students, faculty, alumni, and visitors alike. This strategic approach not only boosts brand recognition but also fosters a sense of belonging and pride among the campus community. As schools continue to prioritize brand building, innovative flooring solutions like branded floorcoverings are becoming indispensable elements of their campus design strategies.

