Design Language for Place Detail

FLOORING AND COLOR

Real Estate and Facilities  April 1, 2016
FLOORING
INTENT and CHARACTERISTICS

**INTENT**

**CASUAL and COMFORTABLE**

**KNOW YOUR AUDIENCE**

**CONTEXT AND LOCATION APPROPRIATE**

**COMPELLING, INTERESTING, AND FUN**

(not somber)

**CLASSIC**

**SUBTLE GEOMETRIES**

**CONTRAST WHERE APPROPRIATE**

**NAVIGATION AND WAYFINDING**

**BALANCED ACOUSTICS**

**BALANCE AND CURATE DESIGN ELEMENTS. NOT EVERYTHING, EVERYWHERE, ALL OF THE TIME.**

---

**SOFT SURFACE FLOORING**

Create an ambiance suited to the desired activity.

Heads-down focused work should avoid visual clutter.

Hallways should be CALM AND RESERVED

*Provide thoughtful transitions* at carpet pattern and color intersections. Directional patterns should not crash into each other.

Social areas can be more visually active, colorful, or have contrast. **Do not use too many carpets.**

Modern classic attitude, not contrived, with a casual approachable attitude.

Carpet should not be too light and should hide wear and tear.

**HARD SURFACE FLOORING**

Entries, lobbies, hubs, & cafés are good areas for hard surfaces.

Balance hard and soft surfaces so the spaces perform acoustically.

Concrete and certain stones can provide a depth, natural quality, and a casual comfortable elegance.

Case-by-case basis depending on condition & other contextual conditions.

Not polished or overly finished.

*This is a Detail section of the Design Language for Place.*

http://microsoftworkplace.com/designlanguage/
THINGS TO AVOID

Overly busy work areas of hallways.

Severe Color Blocking.

Too high a contrast in value or saturation between larger blocks of color.

Unrelenting repetition of block patterns with no variety or modulation.

Sharp transitions in saturation, value, or color without transition detail.

Random “pixels”

Popping individual tiles as accents with no clear purpose.

Overall patterns that just repeat over and over with no relation to the architecture or space.

Relying solely on the product to create pattern and texture.
Small private spaces
Places of concentration
Executives
Long hallways
Puget Sound work areas
Customer

SMSG Workspace
Small to medium meeting spaces
Entry / Arrival areas
Large meeting and public spaces
Social communal gathering

**PATTERN SENSIBILITY EXAMPLES**

**QUIET SOPHISTICATED TEXTURE**
- Monolithic
- Quarter turn
- Plank
- Subtle 2 carpet mix
- Herringbone

**TEXTURE AND MODEST NEUTRAL OR CONTRASTING PATTERN**
- Minimal accent
- Stronger accent
- Texture
- Edging
- Classic check
- Large scale check
- Plaid
- Irregular check

**LARGE PATTERN, NEUTRAL AND COLOR**
- Irregular check
- Stitch
- Bold pattern
QUIET SOPHISTICATED

These examples illustrate a depth of texture and subtle pattern.

INTENT
Calm, elegant, neutral baseline carpet
Warm textural feel without a large pattern

Can be used alone or with other categories to create more detailed or dramatic designs.

It can appear monolithic or, depending on direction, can create a slight check, plaid, or herringbone pattern.

CHARACTERISTICS
Neutral or near neutral
Range of light-cool and light-warm to dark-cool and dark-warm
Uni-directional texture
Classic texture (embossed, herringbone, berber-like)

WHERE TO USE
Small private spaces
Places of concentration
Executives
Customer
Long hallways
Puget Sound work areas
SMSG Workspace
Small to medium meeting spaces

Microsoft Cambridge
TEXTURE AND MODEST PATTERN

INTENT
Additive approach to the Baseline Textured Field Carpet.

A dose of detail – texture, color, pattern - in a relatively controlled way.

Interjection of a small pattern or color can add navigation in long hallways by indicating crossroads or destinations.

The small detail can also add elegant personality or add a little whimsy depending on desired effect.

CHARACTERISTICS
Not random scattered tiles of color.

Maintain a sophisticated feel, even when applying a bit of “fun” or whimsy.

WHERE TO USE
Executives
Customer
Puget Sound work areas
Long hallways
Small to medium meeting spaces
Entry / Arrival areas
SMSG Workspace
Large meeting and public spaces
Social communal gathering
TEXTURE AND MODEST PATTERN

INTENT
Stronger stance of floor pattern with purpose.

It is not quiet, nor is it the main feature.

Shapes, patterns and geometries that give us a sense of “detail”.

Classic patterns can help avoid trends.

Encourage a reinterpretation of the classics.

Modest color with neutrals.

Contrasting neutrals.

CHARACTERISTICS
Classic, often overlooked patterns, that provide a lasting appearance.

Small checker

Large checker

Random checker

Plaid

Herringbone and chevron

Predominately rendered in neutrals with a dash of color as needed

WHERE TO USE
Small to medium meeting spaces

Entry / Arrival areas

SMSG Workspace

Large meeting and public spaces

Social communal gathering

Where a situation warrants it

Microsoft Building 5/6 (Skype)
INTENT
Stronger floor pattern with some color (not all neutral).
It is not quiet, nor is it the main feature.
Shapes, patterns and geometries that give us a sense of “detail”.
Classic patterns can help avoid trends.
Encourage a reinterpretation of the classics
Strategic use of color.
Area rugs can have pattern and color.

CHARACTERISTICS
More color, texture and pattern.
Small checker
Large checker
Random checker
Plaid
Herringbone and chevron

WHERE TO USE
Small to medium meeting spaces
Entry / Arrival areas
SMSG Workspace
Large meeting and public spaces
Social communal gathering
Where a situation warrants it
HARD SURFACE FLOORING

HARD FLOORING
Where hard flooring is appropriate at entries, hubs, main circulation paths or other areas concrete or wood should be used.

CONCRETE
Existing concrete should be examined to make sure it is visually acceptable. Some wear and tear can highlight the building’s history and personality. Too much can be unsightly and should be avoided.

Matte finish, not shiny

WOOD
Light/medium tone wide plank oak or similar wood with a rough texture to easily disguise wear and tear.

Use Summit Hardwood 46594 Color 8, 10, or 12
www.floorainc.com

ACOUSTICS
Where there is hard flooring make sure there are also absorptive surfaces to avoid spaces that are noisy and reverberant.

WHERE TO USE
Entry / Arrival areas
Social communal gathering
Where a situation warrants it
Concrete and wood flooring set the tone as natural feeling materials that will patina and change through use and over time.

Where appropriate, to give these materials a more unique Microsoft signature, an added level of etching, modest inlays, painting and distinctive transitions is encouraged. As a means of future proofing against passing trends, various treatments should be considered at the outset, or as future alterations to keep the look fresh and differentiated.
COLOR - CHARACTERISTICS

COLOR SENSIBILITY EXAMPLES
(EXAMPLES ONLY – NOT PERSCRIPTIVE COLORS SELECTIONS)

A subtle but bold color attitude

There is a desire to be Timeless with Distinction and that is not to say adopt a benign approach. Create a point of view through color without succumbing to trend. Neutrals can be strong and rich. A dash of color is more powerful than a circus of color. Know the activity or desired behavior and fashion a color approach around that experience. Focus work often needs calm. Social places can promote dialogue and be lively. All things are not the same and depend on the situation: Know the situation and the audience.

This is a color approach that embodies a sensibility of depth, contrast, comfort, and atypical color pairings that differentiate Microsoft from other brands.

SUGGESTED APPLICATIONS

Small private spaces
PlACES OF CONCENTRATION
- Executives
- Long hallways
- Puget Sound work areas

Customer

SMMSG Workspace

Small to medium meeting spaces

Entry / Arrival areas

Large meeting and public spaces
Social communal gathering
Ambiguous Color
Change in color comes from viewing point and point of view.

Dramatic Bold in Moderation
Pair with neutrals.

Mix Color Families
There is a surprising pleasing effect by pairing seemingly discordant color families. Earthen with pastel, muted with a primary, neutrals with contrast.

White has many shades
Use them next to one another for subtle shifts.

Black isn’t always black
Dark Navy, Warm Charcoal, Cool Charcoal, Deep Dark Teal, Steel Blue-Gray.

Color is more
not just painting a wall; it is furnishings, rugs, lighting, and murals.

Color Inherent in the Material
wood, concrete, masonry, green scape, terra cotta, pavers.

Sheen
Flat to High Gloss; One color with several sheens adds depth and detail.

The 4 Microsoft brand colors are too bold to be the primary accent color and not intended for use on walls.
CPS Life Cycle Renewal Program

IN PUGET SOUND, REFRESHES ARE PART OF THE CPS (CONSTRUCTION PROJECT SERVICES) PROGRAM AND ARE HANDLED WITH SEPARATE GUIDANCE FROM THE REGION.

OTHER CPS PROJECT TYPES SHOULD REGARD THE DESIGN LANGUAGE, INCLUDING SPACES LIKE EBC, VISITORS CENTER, AND OTHER SUBSTANTIAL PROJECTS.