

NEW BRAND AND HIGH-TECH PREMISES UNVEILED

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When Investec Asset Management advised the market of its new name and branding changed to Ninety One, following its demerger from the Investec Group, the company also deemed it necessary to find new modern, high-tech premises.



It identified the ideal location for its new premises in Menlyn Maine, situated in the heart of Pretoria's eastern suburbs. Developed by Barrow Properties, Menlyn Maine is ideally located to take full advantage of the newly upgraded Garsfontein and Atterbury highway intersections. Paragon Interface was tasked with the company's new corporate identity.

"Paragon Interface was an ideal fit for this project, as it has accumulated considerable experience in hi-tech financial services fit-outs. Our most recent projects include Bidvest Financial Services, Peregrine Capital and Citadel Wealth Management, with the latter two both

situated at 1 Park Lane in Sandton, Johannesburg,” comments Kirsty Schoombie, an associate at Paragon Interface.

Ninety One’s brief

Apart from the usual hi-tech services required by a financial services company, such as a trading area and audio-visual equipment, Ninety One specified a large function area where key clients can be hosted.



In addition, the office is also the company’s official disaster recovery area, and therefore must be able to accommodate 40 people at any time or during an emergency.



“We had to ensure that the furniture we specified was sufficiently versatile and functional for presentation, training and entertainment purposes,” explains Schoombie.

A functional hot-desk space that can accommodate 40 employees at any given time formed part of the scope, as the new premises also serves as an emergency venue for Ninety One in case of a disaster.



Fresh corporate colours

The colour palette of Ninety One's new corporate identity (CI) is based on a combination of teal, ochre and pink, which translates into a fresh new look for the company. The use of indoor plants was incorporated as a design feature, creating a more natural and environmentally conscious space.

"It is a functional, hi-tech space that also has to appear warm and inviting to clients, while conveying the brand's image as being young and dynamic," adds Schoombie.

"This is definitely a flagship project for us. Apart from continuing our successful track record in the financial services sector, we also have a real opportunity to forge a longstanding client relationship with Ninety One going forward, as it continues its new CI in other offices," concludes Schoombie.

Paragon Group

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