Marketing Signs Print

CASE STUDY

# An Office Rebrand with Wayfinding Signage and More

***We*Do signs.** A large, global professional services firm was in the process of rebranding all its offices in North America and needed a signage partner who could also consult with them about their needs. One office had already been renovated by another company when this client came to us, but they were disappointed with the outcome of the wayfinding signage for that office. Furthermore, the architectural and design firms they were working with had provided only basic design ideas without the needed specifications for design, production or even placement.

The company's next office for a signage makeover was a newly constructed office building in another major city where the company would occupy nine floors. They needed a company to produce wayfinding signs, along with consultation on compliance-related signage to meet ADA and city requirements and codes. We were also tasked with developing a themed naming system for rooms, rather than just sequential numbering. Finally, the company needed installation provided as part of the job—all while a pandemic was hitting the country.

## Directional and ADA Signs

Our initial consulting services included regular meetings with the client, their construction company and other vendors. Over the course of five months, we developed a wayfinding signage program that included prototyping all signage for design, materials and production. Once the first contract phase was completed, we moved into a second phase for signage production and installation.

We manufactured nearly 2,000 signs over an 18-month period and are continuing to produce signage for the client's other North American offices.

Transform your space using the depth of signage and design services offered from PIP—consultation, design concept, design fulfillment, printing and professional installation. **Contact us at pip.com.**

WeDo

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