

first to lasting impressions™



## 2/90 Sign Systems: First to lasting impressions.

Signs define space. A person's experience within an environment has a beginning and an end. 2/90 Sign Systems creates a positive impact by understanding that the purpose of signs is to move people to, through and out of a facility. Our beautifully crafted signs work in harmony with each other to ensure a lasting impression.

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2/90 Corporate Facility, Grand Rapids, MI



### DESIGN AND WAYFINDING

Careful planning is the key to creating the most functional, attractive, cost-effective signage installation possible. You can rely on 2/90's project management team to do the groundwork that ensures a wayfinding solution tailored to your specific style, budget and overall needs. We'll also make sure you stay in compliance with all regulatory standards.



### MANUFACTURING

2/90 has been providing solution-based architectural sign systems for three decades. Today, we're one of the most respected sign manufacturers in the U.S. Our Grand Rapids, Michigan headquarters includes 80,000 square feet of office and manufacturing space where experienced sign makers work with state-of-the-art equipment and the highest quality materials. Our manufacturing capabilities allow us the flexibility to add signature design elements to all of our product lines. We also offer over 120 standard colors as well as infinite custom-color matches.



### INSTALLATION

2/90 signs are installed by our highly trained, factory-certified personnel. No matter the size of your signs or the complexity of your system, we provide complete on-site turn-key service that can save you time, money and frustration. It's the smartest, simplest way to successfully execute a wayfinding plan throughout your facility.



### REORDERING & MAINTENANCE

2/90 has innovative tools in place to support your ever-changing environment. We enable you to make modifications and additions quickly, easily and affordably. We also ensure that your specifications and graphic designs integrate perfectly for a seamless fit!



**2/90 Modular: When the only constant is change.**

People come and go. Departments move. Companies expand and consolidate. 2/90 Modular can help calm the anxiety employees and visitors inevitably feel in the face of such transitions. They give people up-to-date information on where to go and what to expect. They also enhance an organization's reputation for managing change effectively. Uniquely flexible and exceptionally crafted from high-quality materials, 2/90 Modular is a lasting solution for an ever-changing work environment.



**VISTEON CORPORATION, VAN BUREN TOWNSHIP, MI**

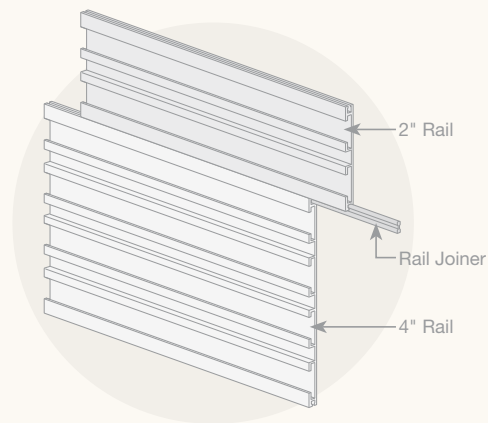
Visteon, a leading global automotive supplier, needed signs that would reinforce its brand while directing employees and visitors around a nine-building, 265-acre site. 2/90 responded with a wayfinding system that utilizes vibrant colors to identify locations and bold shapes to complement architectural details. Accent sign backer panels and colored sign inserts proved a perfect match for Visteon's innovative, design-forward mission.



## 2/90 Modular: The System.

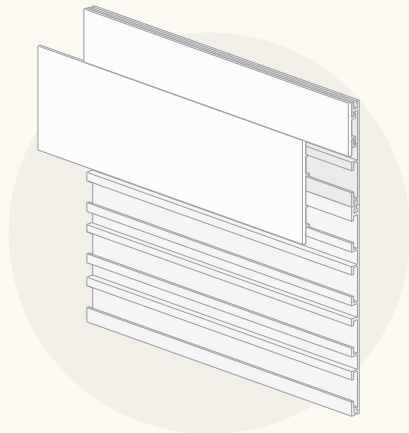
Using just three basic components, 2/90 Modular offers a near-infinite variety of size, finish and configuration options... so you can create a truly tailored look for your organization. When changes occur, you simply replace one component — the copy insert — rather than the entire sign. Whether you use your own laser-print inserts or obtain replacement inserts from 2/90, making changes is quick, easy and economical. And the results always look great.

For flexibility, window inserts have different paper changing options accommodated by choice of removable end caps, magnetic-mounted paper carriers and notched end caps (shown below).



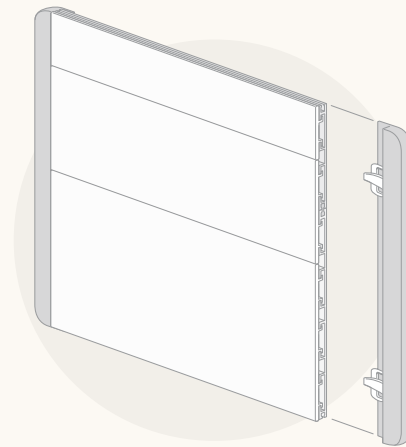
### 1 RAILS

Made of extruded aluminum. Specified as thin, standard or box rail. Rails can be joined to create limitless height (up to 90" wide).



### 2 INSERTS

Standard inserts are ABS, aluminum or wood grain laminate. Inserts range in height from 1" to 24" and may be grouped together to achieve heights greater than 24". Copy applications include vinyl letters, silkscreen, engraved, subsurface, photopolymer ADA, subsurface ADA, applied ADA and laser-print.

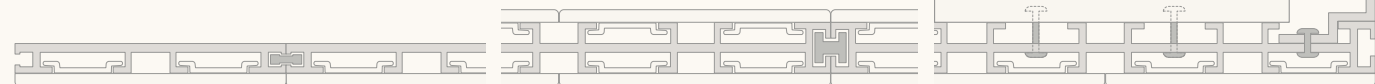


### 3 END CAPS

End caps secure inserts to rail and can be ordered with tamper-resistant feature.

### STRUCTURAL STYLES

With these three structural elements, you can configure virtually any modular sign for unlimited creative flexibility. Because rail faces are identical, any insert can be used. End caps, accent strips, frames, top and bottom trims and insert options allow for infinite creative flexibility within a system that is elegantly simple.



#### 2/90 MODULAR THIN

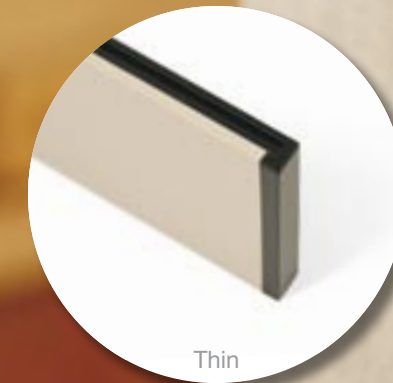
- Rail accepts inserts on face side only
- 9/32" thickness
- Recommended maximum insert is 400 square inches

#### 2/90 MODULAR STANDARD

- Rail accepts inserts on both sides
- 9/16" thickness
- Recommended maximum insert is 2,000 square inches

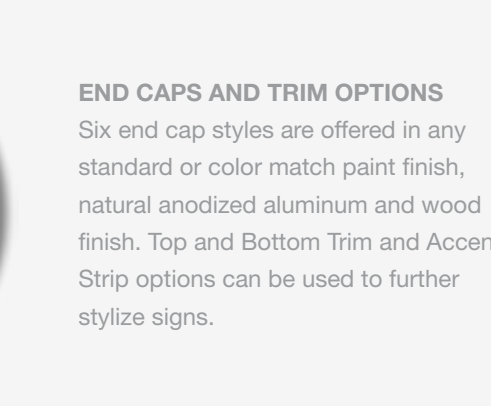
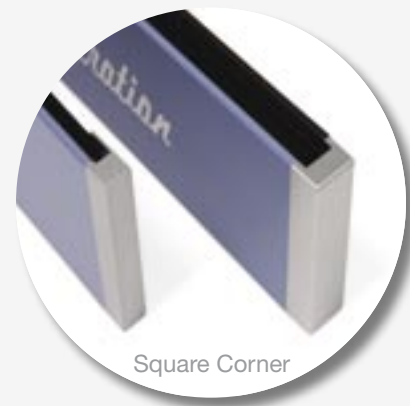
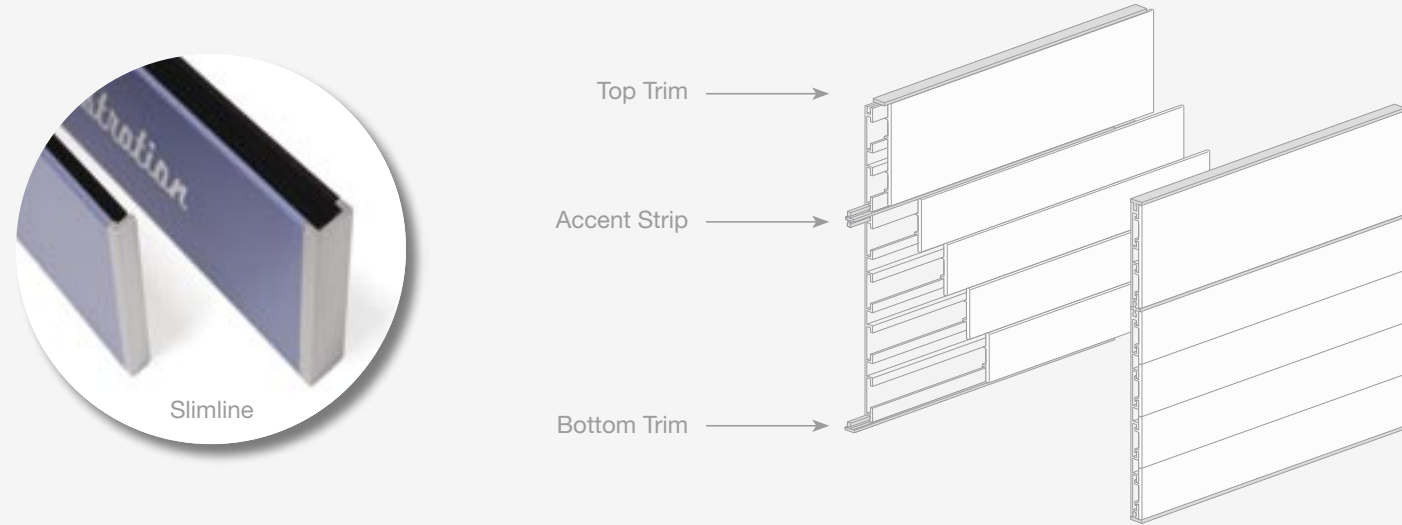
#### 2/90 MODULAR BOX RAIL

- Rail accepts inserts on both sides
- 2" or 3 1/4" thickness
- For heavy duty interior signs
- Recommended maximum insert is 5,400 square inches



## 2/90 Modular: Component Design Options.

Color and form can say as much as words and graphics. We offer a broad range of aesthetic options that help you create an impression even as you're delivering information. Sixteen mounting options extend your creativity even further, empowering you to seamlessly integrate signs into any architectural environment. Tamper-resistant features ensure that your design vision will withstand the rigors of time. Be bold. Be traditional. Be colorful. Be quirky. Be confident.



### END CAPS AND TRIM OPTIONS

Six end cap styles are offered in any standard or color match paint finish, natural anodized aluminum and wood finish. Top and Bottom Trim and Accent Strip options can be used to further stylize signs.

### MOUNTING OPTIONS



**A PRESSURE SENSITIVE** – Pressure-sensitive mounting intended for smooth, hard surfaces. Not recommended for selected vinyl wall coverings. Can be used with Silastic® bonding. 100 square inches maximum.



**B MAGNETIC** – Same as “A” but uses magnetic mounting for steel surfaces. 100 square inches maximum.



**C VELCRO** – Same as “A” but uses Velcro® for fabric surfaces. 100 square inches maximum.



**D SCREW-ON** – Screw-on mounting for rough surfaces such as brick and drywall, where “A” is not recommended. Recommended on all wall-mounted signs larger than 100 square inches.



**E PIN** – A specifically designed pin device for fabric surfaces. Unique one-piece design enables mounting to any fabric surface, including fabrics mounted over hard materials. 100 square inches maximum.



**F HOOK** – Hook device in clear plastic that “hooks over” top of panel. Automatically locates sign 2” from top of panel. Order must specify panel make and thickness.



**G FREESTANDING** – For freestanding applications such as receptionist name signs. Extruded aluminum bracket. Maximum sign height of 4” for standard and 2” for Thin is recommended. 2/90 Thin stand sits at 30° angle.



**H PANEL TOP** – For mounting on top surface of panel. Extruded aluminum bracket with pressure-sensitive tape. Maximum sign height of 8” is recommended.



**\*I CEILING MOUNT (SUSPENDED CEILING)** – Connects to grid system using extruded aluminum 2” brackets. Signs appear to be “floating” below ceiling line. Specify 1/2” or 1” grid system.



**\*J CEILING MOUNT (HANGING)** – General-purpose hanging applications for high or irregular ceilings. Hang lines tie to various points (rafters, beams, duct work, piping, etc.). Customer must supply hanging line material.



**\*K PERPENDICULAR WALL MOUNT** – Mounts sign at 90° angle to wall surface. Not available on signs wider than 15”.



**\*L INSIDE OF GLASS MOUNT** – Clear acrylic bracket attached to glass with clear pressure-sensitive tape.



**\*M CEILING MOUNT (HANGING)** – Extruded aluminum bracket, screw mount. No mounting screws provided with this mount.



**\*N CEILING MOUNT (RIGID POST)** – Sign mounts 6”, 12”, 18” or 24” from ceiling using 1/2” black aluminum rod.



**O FLEXIBLE PANEL MOUNT** – Under the top cap panel device in black or white fabric. Automatically locates the sign flush with the top of the panel. Order must specify fabric color.



**P PANEL AND TILE MOUNT** – Hook device in aluminum that hooks over the top of panel, under the top cap. Automatically locates sign flush with the top of the panel. Order must specify panel make and thickness.

\*Not available for 2/90 THIN. Additional mounting solutions available.

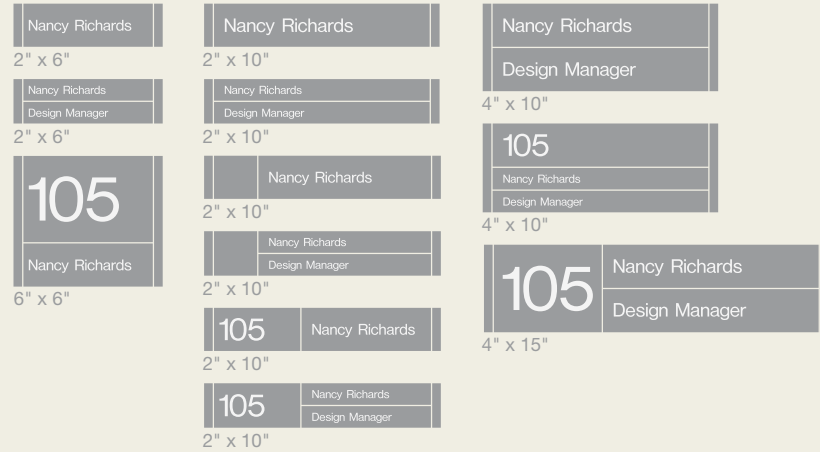


## 2/90 Modular: Identification Signs.

In today's dynamic workplace, few people spend their entire careers with a single company. In this age of mergers, consolidations and continuous rightsizing, few companies maintain the exact same facility plan over time. Because nobody knows what tomorrow will bring, modularity is critical for signs that identify people and locations. 2/90 Modular effortlessly communicates the changing whos and wheres within your organization — and they set a tone of style and efficiency that tells people what you're all about.

### PEOPLE AND ROOM SIGNS

Configurations for people signs accommodate name only, name and title, name and room number, name and photo, room number only, room number, and room name. Smart-Strips provide additional messaging capabilities.



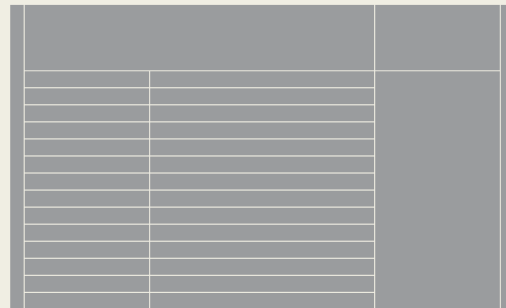
### DEPARTMENT SIGNS

The ability to manufacture a variety of sizes is critical to creating effective department signs.



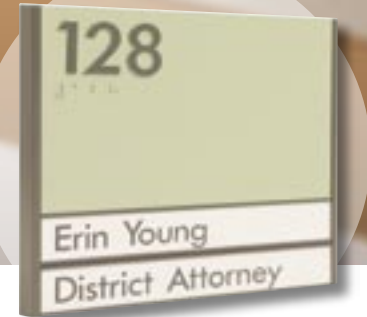
### IN/OUT SIGN

In/out signs have the same flexibility as any 2/90 sign. The basic sign measures 12"-high by 20"-wide and will accept up to 10 names. Adding 4" x 20" modules can accommodate four additional names each to increase name capacity. Adding modules to the right can also expand the sign. Additions include 5"-wide white dry marker surface or corkboard.



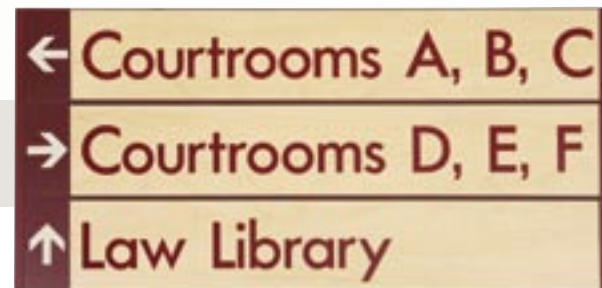
### SLIDING INSERT SIGNS

Sliding insert signs are typically used for conference or meeting rooms to indicate availability. Any sign with a 1", 2", 3" or 4"-high insert can be used as a sliding insert sign.



2/90 Modular: **Wayfinding Signs.**

Effective signage doesn't call attention to itself. It's almost invisible. Blending into their environment, 2/90 signs help people interpret and navigate those surroundings. You'll only really notice signage when it doesn't work. 2/90 Modular works because signs are always clear, always attractive and always dependable — there is no better resource for moving people to, through and out of your space.





## 2/90 Modular: Information Signs.

2/90 Modular is always flexible. Modular Information Signs add another level of versatility to the mix. They're designed to support temporary or customized information displays: Daily calendars. Personalized welcomes. Brochure holders. And much, much more. Freestanding models enable you to place messages where they'll have the most impact — and you can choose from three structural options that offer different sizes of information viewing areas, but always with portable ease of movement.

### LIGHT-DUTY

Light-Duty stands have an aluminum frame with a welded steel base. Stand height is 48", and the maximum sign size is 400 square inches.

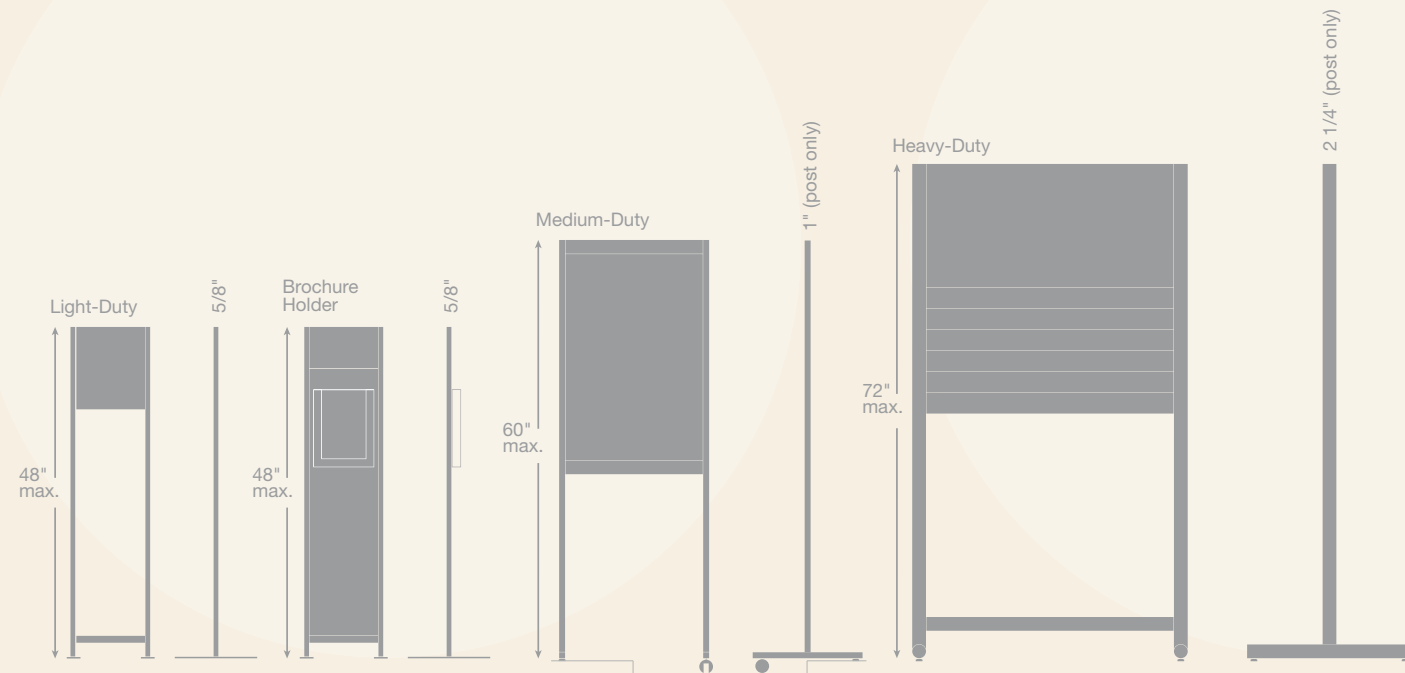
The Brochure Holder sign is similar to the Light-Duty stand with the addition of a lower filler panel and a clear acrylic pocket(s).

### MEDIUM-DUTY

Medium-Duty stands are constructed of welded steel square tubing. Casters are optional. Stand height is 60", and the maximum sign size is 1,200 square inches.

### HEAVY-DUTY

Heavy-Duty stands are constructed with 2 1/4" round extruded aluminum. Maximum sign size is 2,400 square inches with a total height of up to 72".

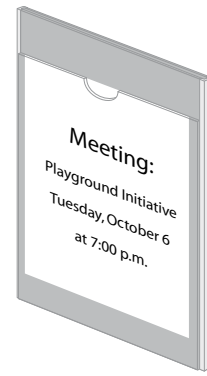


### WINDOW SIGNS

Window signs display any letter-size printed material, including photographs under a "lens." The clear, non-glare, acrylic-face insert can be attached to the sign with a side-sliding hook or with front-loading magnetic strip. Thumb-notch windows are also available. An 8.5" x 11" viewing size is standard, but any size up to 400 square inches is accepted.



Side-Load Window Sign



Top-Load Pocket Window Sign



LIGHT-DUTY



MEDIUM-DUTY

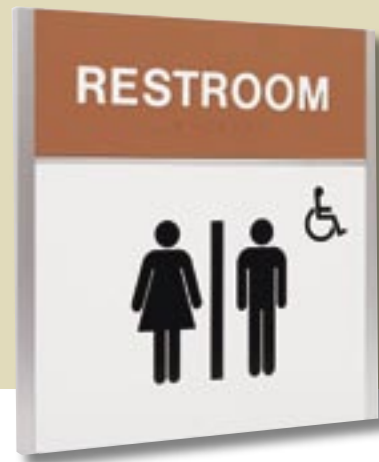
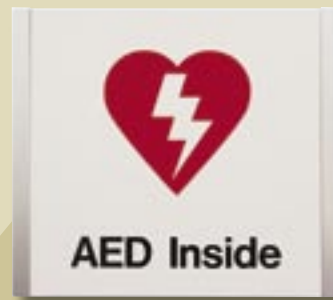


HEAVY-DUTY



## 2/90 Modular: Regulatory and Life-Safety Signs.

When it comes to pinpointing exits, stairways, evacuation routes, fire extinguishers and other regulatory locations, your signs need to communicate quickly and clearly. With crisp letters and universally recognized graphics — including ADA standards — 2/90 Modular provides at-a-glance identification of safety features. Our decades of sign making experience and industry knowledge help ensure that you meet regulatory requirements throughout your facility.



## Express Coupons: So you'll always be prepared.

The essence of 2/90 Modular is that change is inevitable. 2/90 Express Coupons allow for managing change easily, quickly and more cost-effectively. Just redeem Coupons whenever you need new sign inserts. We'll ship the replacement to you within 48 to 72 hours. No purchase order required, no minimums to meet, no shipping costs to pay. Keep a book of Coupons on hand to maintain your signage investment.



## Plaques Plus: The look of modular ... for less.

We recognize that some signs rarely, if ever, need to change — restroom signs, for example. That's why we offer Plaques Plus as a complement to 2/90 Modular. The two systems are visually identical — but Plaques Plus is more economical in permanent areas, because it isn't modular and is ideal for signs that don't change, such as restroom identification. Integrating Plaques Plus into your modular wayfinding system ensures visual consistency throughout your facility while lowering overall project cost.



2/90 Modular

Plaques Plus

## 2/90 Modular: Putting it all together.

Signs don't just tell people where to go and what to do. They tell people who you are as an organization. A well-planned sign system is an integral part of your brand identity. 2/90 Modular delivers a complete branding solution for your facility. Offering signs for every purpose and location, all linked through aesthetic consistency, all crafted to exacting specifications and all peerless in accommodating change. We invite you to explore your options today.



Identification



Regulatory



Wayfinding



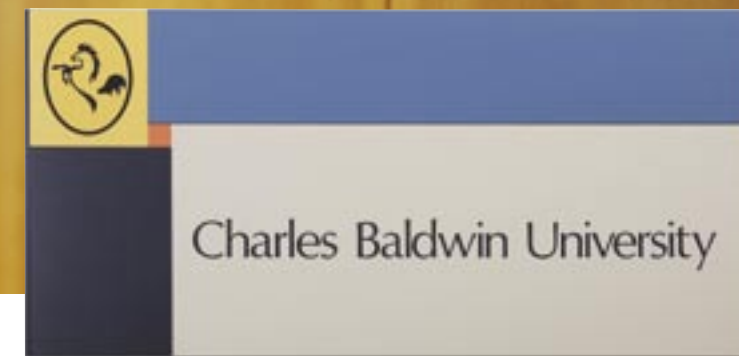
Wayfinding



Wayfinding



Identification



Identification



**ADA Signs: Compliance without compromise.**

Our ADA solutions — aimed at ensuring universal accessibility throughout a facility — are as stylish and affordable as the rest of our offerings. Just as importantly, we stay abreast of ever-changing regulations, so you're assured of compliance.



**INTEGRAL ADA**

Symbol elements, grade 2 Braille and tactile copy are integrated in a composite photo-engraved insert.

Letter, graphic image and Braille are photo-engraved from one composite material



**APPLIED ADA**

Signs combine independent elements to create a composite design. All sign material options are available for this technique.

Letter/graphic images are adhered to substrate material

Raster Braille

Substrate material



**SUBSURFACE ADA**

Signs feature a construction that bonds all sign elements (color, graphics, lettering, Braille and substrate) into a single, highly vandal-resistant unit.

Vacuum-formed covering

Encapsulated graphics and copy

Braille formed in covering

Substrate material



Integral ADA



Applied ADA



Subsurface ADA

**Arc Sign: Modular signage gets thrown for a curve.**

The curvilinear forms of Arc Sign create a design aesthetic different from 2/90 Modular — one that's a perfect complement to contemporary interiors. Arc Sign delivers the same seemingly infinite configurability and change-on-a-dime flexibility as 2/90 Modular, but it shapes different expectations about a company or space. You can choose either a horizontal curve or vertical curve to support your design vision.



**CENTRAL MICHIGAN UNIVERSITY**

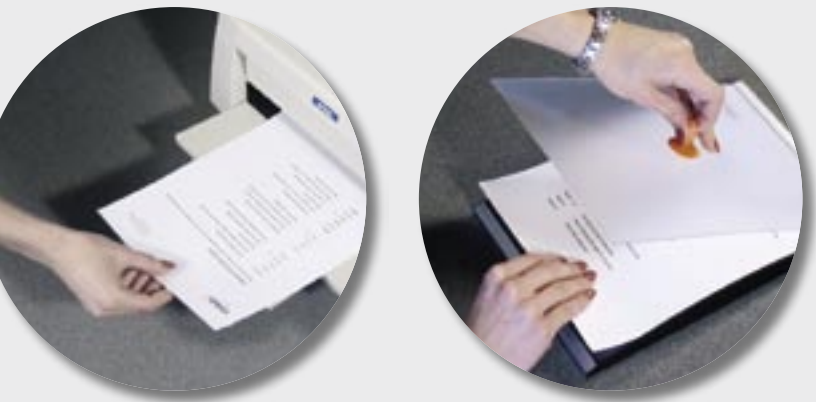
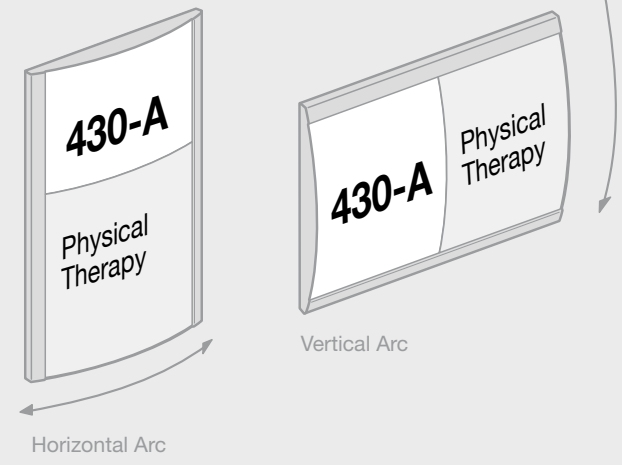
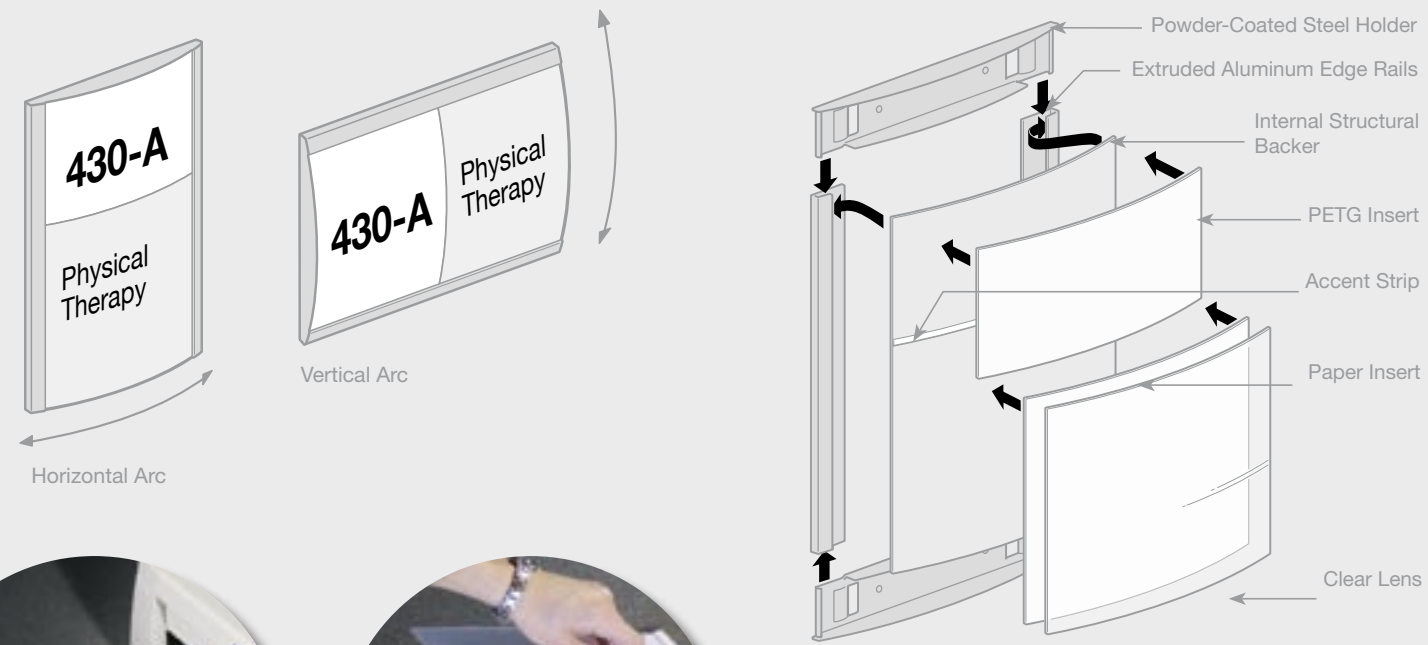
Aesthetics, flexibility and tamper resistance were the primary goals for the new sign system in Central Michigan University's \$50 million renovation of the Charles V. Park Library. CMU wanted signs that would complement the contemporary design of its electronically supported information center while accommodating frequent information changes. 2/90 provided Arc Signs featuring easy-to-update laser-print replacement inserts and custom plaques.





## Arc Sign: The System.

Arc Sign is extremely “paper-friendly.” Signs are designed to accept standard paper sizes, so you can easily update information with your own printed inserts. Of course, you can also order replacement inserts from 2/90. With a range of finish combinations and mounting options, your creativity is limited only by your imagination. Sturdy and tamper-resistant, Arc Sign is compliant with ADA regulations when used with ADA-compliant graphics/copy options.



Any document, photograph or graphic image printed on standard paper sizes can be used for copy in Arc Sign. Die-cut perforated paper is available from 2/90 in a variety of sizes, colors and textures.

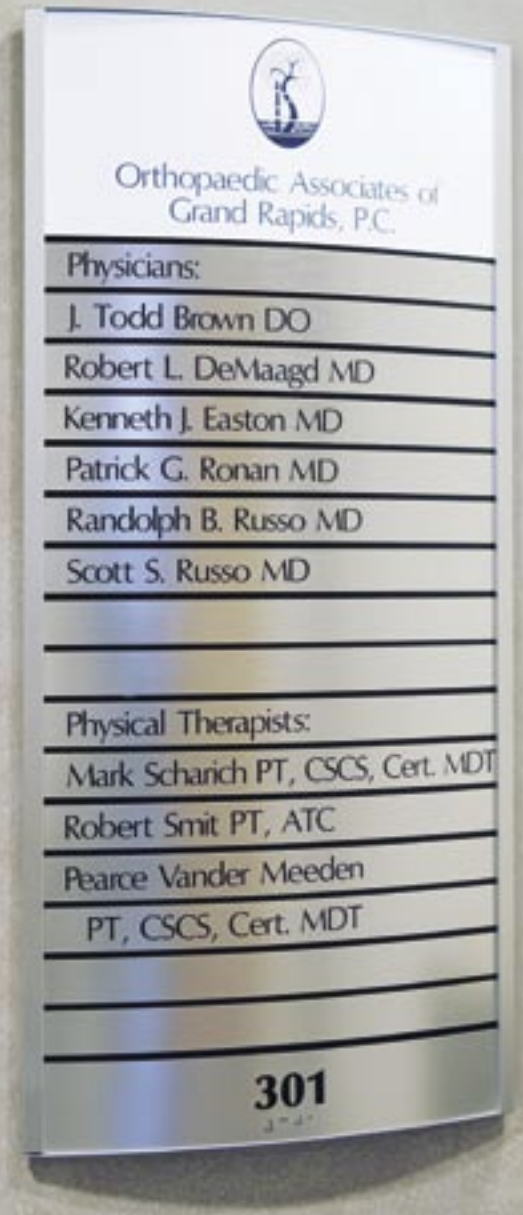
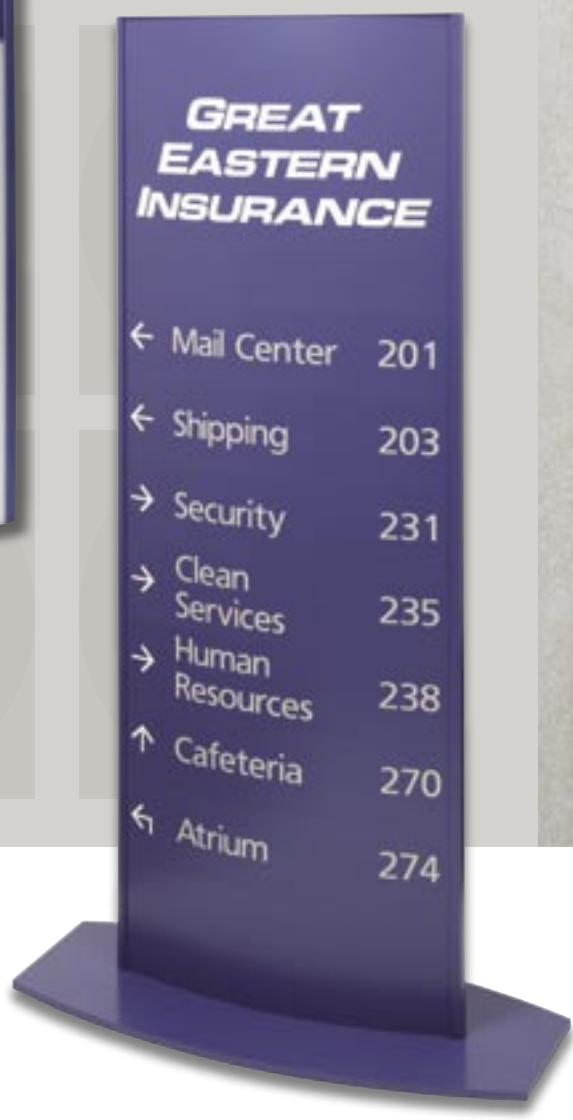
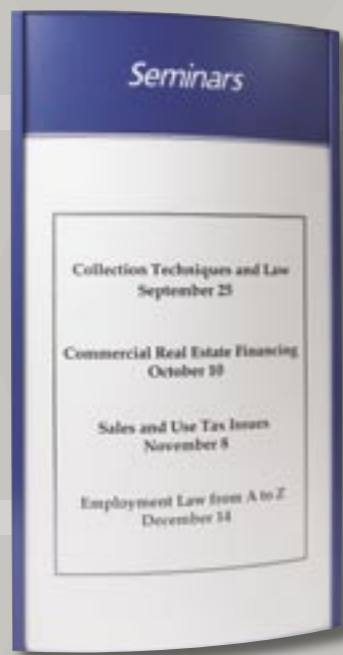
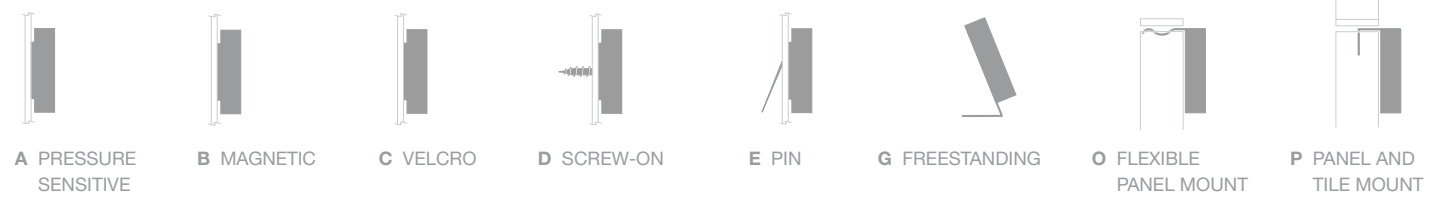
Simply remove the clear non-glare lens using the provided suction tool; insert the paper and replace the lens. The lens protects the paper and makes the sign tamper-resistant.

**SPECIFICATIONS**  
 Arc Sign inserts are available with either a horizontal curve or vertical curve. Inserts are removable with a suction cup. All signs have an internal structural backer to add additional support to copy inserts.

Edge rails are non-removable. Horizontal arcs have left and right edge rails. Vertical arcs have top and bottom edge rails.

Inserts and entire sign assemblies can be stacked to create an infinite variety of sign configurations and sizes. Several standard 2/90 mounting options are available.

### MOUNTING OPTIONS





## GloSign: Lighting the way to safety.

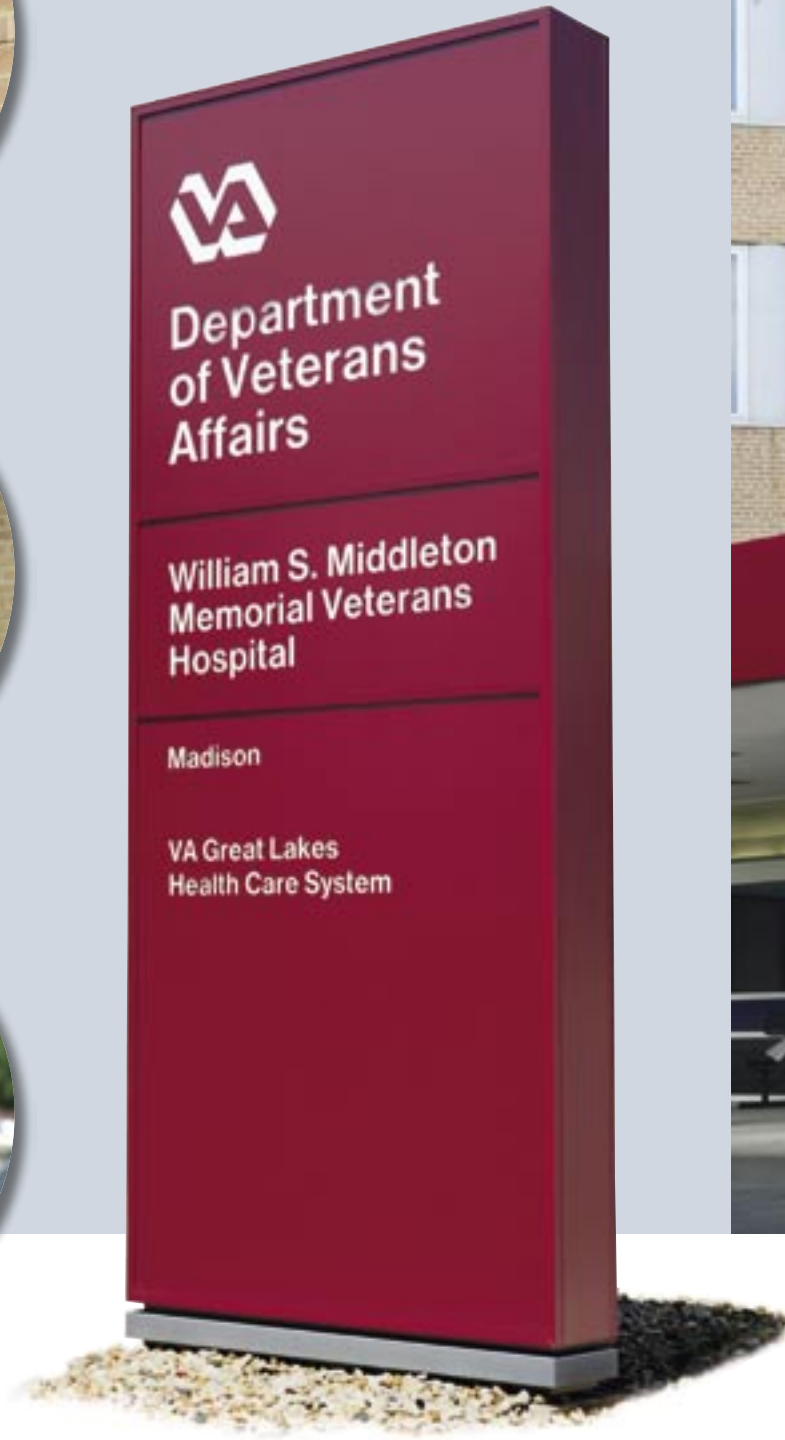
In an emergency evacuation, every second counts. Moving people through and out of a building during a dangerous situation requires a safe and orderly exit. 2/90 GloSign guides the way with state-of-the-art photoluminescent material that absorbs and stores energy from existing light sources. If the electrical power goes out, GloSign uses stored energy to produce an immediately visible illuminated pathway. GloSign material is compatible with 2/90 Modular, Arc Sign and plaque-style signs. Photoluminescent accessories are also available.





**Exterior Signs:** For a memorable introduction.

First impressions count. That makes exterior signage a powerful asset in communicating your company brand to the public. Exterior Signs enable you to convey your organization's unique personality and promise at a glance — thanks to a limitless variety of sizes, shapes, colors, illumination options and mounting systems.



**DEPARTMENT OF VETERANS AFFAIRS, MADISON, WI**

The Department of Veterans Affairs is committed to excellence in patient care, veteran's benefits and customer satisfaction. The VA considers signage an essential part of its customer service function — so much so that the organization's designer and programmer have developed national signage standards. 2/90 worked with their programmer to manufacture and install a complete interior and exterior signage program for William S. Middleton Memorial Veterans Hospital.



## Exterior Signs: The basics.

Exterior Signs are fabricated with aluminum components to provide excellent durability in all weather conditions and present high-quality, distortion-free communication. State-of-the-art paint technology also ensures long-lasting finishes. You can choose from a variety of sign types — main identification, post and panel, wall mount and dimensional letters.





**Enhanced: The personal touch.**

2/90 Modular and Arc Sign are incredibly flexible in and of themselves — they're easy to modify with design elements. We can incorporate a company logo into any of our standard selections. Integrate the shape of an architectural motif. Use unusual materials that evoke market segments or product lines. Got other ideas? Just let us know.



**FAUQUIER HOSPITAL, WASHINGTON, DC**

Fauquier Hospital is a nonprofit community hospital that has been providing quality health care to the residents of Fauquier and surrounding counties since 1954. It is independently operated and locally governed by a board of directors with no funding from state or federal agencies. The hospital began renovations and new construction in 2003, at which time 2/90 began working with them to design a comprehensive wayfinding program. 2/90 provided a turn-key solution for the interior signage at the hospital.



**Custom: Get creative.**

Do you want an out-of-the-box sign solution that matches your one-of-a-kind architecture and design? You can leverage our experience, equipment and expertise to create totally unique signage that truly sets your organization apart. Whether you approach us with a general idea or detailed drawings, whether you want unconventional shapes or unusual materials, we'll bring your vision to life. Because when it comes to signs, 2/90 can do it.

