First to lasting impressions

Signs define space. A person’s experience within an environment has a beginning and an end. The objective of signs is to move people to, through and out of a facility…but the goal is for people to flow effortlessly. A signage program is an investment, not a purchase. Signs by 2/90 quietly work in harmony with their environment to ensure a lasting impression. Anybody can make signs and achieve the objective, but 2/90 achieves the goal.
Planning

Careful planning is the key to creating the most functional, attractive, cost-effective signage program possible. You can rely on 2/90 to find wayfinding solutions tailored to your specific style, budget and overall needs. We also ensure your compliance with regulatory and building codes.

Manufacturing

2/90 has been providing solution-based architectural sign systems for 30 years. 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 quality materials. Our manufacturing capabilities allow us the flexibility to add signature design elements to all of our product lines.

Installation

2/90 installations are performed by trained, factory-certified personnel. No matter the complexity of your wayfinding program, we provide complete turn-key service to save you time, money and frustration. It’s the smartest, simplest way to successfully execute a standards program throughout your facility.

Reordering & Maintenance

2/90 provides tools to support your ever-changing environment. We enable you to make modifications and additions quickly, easily and affordably.