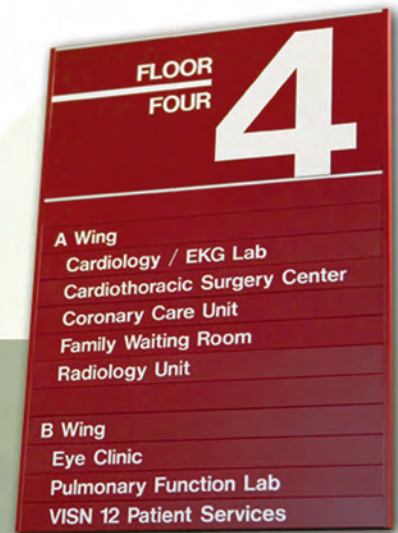
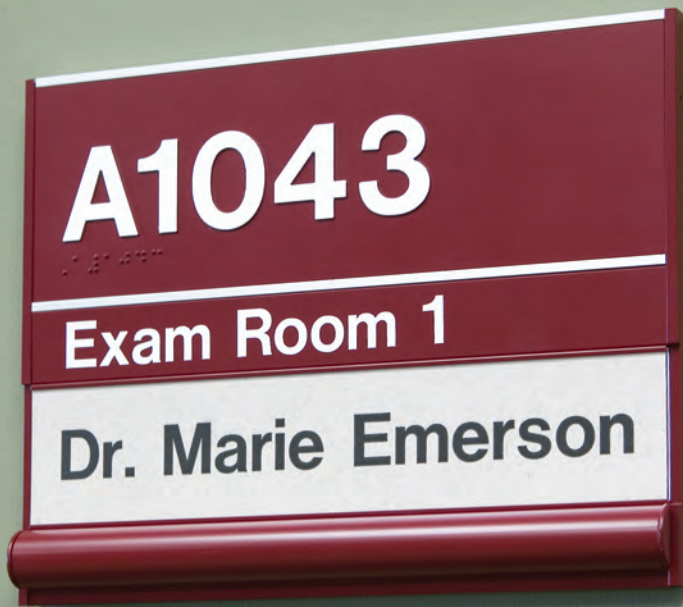


**government** Department of Veterans Affairs  
Various locations



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Various locations



## Corporate Branding Standards

**Challenge:** The Department of Veterans Affairs is committed to excellence in patient care, veterans' benefits and customer satisfaction. The VA considers signage an essential part of its customer service function, so much so that the organization wanted to develop a national signage standards program using 2/90 products.

**Solution:** 2/90 worked closely with the VA's programmer to provide turnkey service resulting in a complete interior and exterior signage program for William S. Middleton Memorial Veterans Hospital. 2/90 has been working with the VA since 1999 and has completed several sizable projects within VISN 12 to include: Iron Mountain VA, Hines VA, North Chicago VA, Jesse Brown VA, Milwaukee VA and Tomah VA. Scope of work included the removal of existing signage and the installation of new modular signs. 2/90 continues to work with the VA on several other ongoing projects for existing and new facilities.

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