

finance Independent Bank Michigan

2/90[®]
Sign Systems
first to lasting impressions™



Johnathan Smith





Corporate Signage Standards

Challenge: Independent Bank wanted a single-source signage vendor to fulfill all interior and exterior product and service (wayfinding and installation) needs for their corporate facilities and banking locations.

Solution: 2/90 Sign Systems' project management team worked directly with Independent Bank's marketing and facilities departments to develop a corporate standards program to promote consistent brand identity at all banking locations. The interior signs featured 2/90 Modular to include employee identification, wayfinding, building occupancy, and federally required financial postings. The exterior standards consisted of illuminated main identity signs with electronic message centers, secondary directional signage, wall mounted dimensional letters, and more.

2/90 met timely deadlines with projects involving the complex coordination of installing both exterior and interior signage simultaneously. The team ensured that all signs were in compliance with local code by obtaining variances, planning commission approvals and securing sign permits. 2/90 continues to provide quality service and maintenance to existing and future Independent Bank branches.

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