

corporate Trane Michigan

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





Corporate Branding Standards

Challenge: Trane of West Michigan moved to a new distribution center in Grand Rapids to consolidate their offices and accommodate their growth. The new location is at a prominent intersection in the Meadowbrook Business Park, providing great visibility for all customers and vendors. The challenge for 2/90 Sign Systems was to provide a consistent identity to the corporate offices, distribution center and dealer service center.

Solution: 2/90 provided Trane with an interior/exterior turn-key solution to achieve their goals with emphasis on their corporate identity. The single most effective component is the interior dimensional corporate logo that is clearly visible from the boulevard. The logo is 11' -1" tall and the 47" tall text for Trane extends to a 32-foot width. The exterior signage consists of an illuminated main identification sign, strategically located at the corner of the intersection. In addition, there are six exterior Series 2 wayfinding signs at various locations of the facility. Dimensional letters on the wall prominently identify the Trane Parts Center and Sales office as a key destination to customers.

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