

HEALTHCARE

COMMERCIAL CASE STUDY



Client:	Grand Rapids Ophthalmology	Date:	2006 - Present
Location:	Grand Rapids, MI	Value:	\$15,000
Scope:	Created a standard of modular signs to easily accommodate change while promoting their brand.		
Products:	Arc Modular Sign System, Exterior Signage, and Installation		



Challenge: Grand Rapids Ophthalmology (GRO) is a leading West Michigan eye care center providing vision care, advanced treatments, and surgical care since 1982. GRO's East Beltline location had outdated signs which needed to be replaced in addition to adding new tenant signs. The Walker Surgical Center wanted its corporate brand and services communicated clearly through its architectural suite signs and directories throughout its multi-use buildings.

Solution: GRO partnered with 2/90 Sign Systems to develop a signage standards program using Arc Signs. Sign types include suite, directional, and directory signs with interchangeable panels to identify the location and services of staff. A silk-screened logo on the top insert and vinyl-applied graphics were used for identity and directional information. Most of the signs have raised lettering and Braille suite numbers for ADA compliance of permanent room identification.

Quote: *"Our experience with 2/90 was great. My schedule is extremely busy and 2/90 expedited the entire process. Our end result...beautiful new signs that work much better than our old signs. They did such a great job..."* – Colleen Mulder, Marketing Director, Grand Rapids Ophthalmology

HELPING PEOPLE FIND THEIR WAY. 2/90 Sign Systems is an industry leading architectural signage manufacturer with more than 40 years of experience helping clients solve facility signage challenges. We are a national partner-of-choice to prestigious corporate, healthcare, education, and institutional facilities, offering dynamic signage solutions for a positive environmental experience.

2/90 proudly offers comprehensive design and planning services, high-quality interior and exterior signage systems, and full-service installation and maintenance services to implement effective wayfinding programs for built environments. Our team of skilled professionals works closely with our clients to provide a seamless signage project experience for lasting impressions.