

# CORPORATE

## COMMERCIAL CASE STUDY



Client: Acrisure

Date: 2021

Location: Grand Rapids, MI

Value: \$77,000

Scope: Interior sign planning and design, product, and installation for a corporate office space.

Products: Klik and Enhanced Klik Modular Sign Systems, Dimensional Letters, and Plaques.



**Challenge:** Client's needs included a signage solution to align with company branding and complement the overall aesthetic of a new modern office space.

**Solution:** Collaborating with Acrisure's Marketing team, 2/90 developed a signage solution involving elements from Acrisure's branding book. Along with Acrisure's logo, the sign designs included patterns commonly used throughout their marketing materials. A custom brushed gold laminate logo was featured on header inserts for added dimension, while paper inserts were incorporated on modular inserts for easy changeability over time.

HELPING PEOPLE FIND THEIR WAY. With more than four decades of experience planning, installing, and maintaining signage systems, 2/90 has a proven history of successfully managing turnkey signage projects. We have manufactured and installed comprehensive architectural communication solutions for many prestigious facilities.

Our 2/90 interior architectural facility signage systems and advanced fabrication capabilities allow us to create high-quality signage to complement any environment. An extensive offering of colors, finishes and countless options with insert configurations, graphic elements, and product enhancements, provide a sustainable, modular interior sign solution for our valued clients.