

An Inspiring, Collaborative Environment Fosters Unity and Purpose

WeDo impactful signs. A worldwide nonprofit organization needed to relocate and consolidate its headquarters and a satellite office into a single, efficient and modern building. The primary goal of this relocation was to optimize operations by centralizing their teams under one roof, enhancing collaboration and communication among staff members by eliminating the logistical challenges of being in separate locations, and creating a workspace that reflects the organization's mission and values while fostering a sense of unity and purpose. As a nonprofit organization, they sought a partner who could deliver impactful branded signage that resonated with donors, visitors and employees while creating an inspiring, collaborative environment.

Though we have helped this organization with many print projects over the years, the vice president of marketing communications was unaware of our signage capabilities. After multiple discussions with her, we gained her trust by demonstrating our design, production and installation expertise. We worked closely with her team to understand the organization's needs, from external signage to inspiring interior graphics, while keeping in mind their budget and tight timeline.

Custom Sign Solutions

We partnered with their logistics team to streamline the process and ensure everything

was installed before the move-in date. By focusing on their mission and goals, we showed how our work would elevate their new space and create a welcoming, collaborative environment. This approach set the foundation for a successful partnership.

The comprehensive signage project included:

- Printed wall graphics in vinyl
- Window graphics to fully wrap all windows
- Reverse printed acrylic panels on all standoffs
- Printed, multi-dimensional, routed shapes on standoffs showcasing donors' names
- Painted fabricated dimensional letters

The signage produced for all the areas of the new headquarters demonstrated a creative use of their existing brand guidelines with an artistic flair. Some signs looked like actual pieces of fine art. The team was impressed with all meeting areas' motivational slogans and welcoming feel. The donor wall showcased multiple levels of donations that contributed to their acquisition of this new building.

Signage is an essential element of marketing. Sir Speedy is well-equipped to help you achieve your desired WOW factor. Learn more at sirspeedy.com.