

New Company Gets Noticed with Sign Branding Package

WeDo office branding. Launching an international employee recruitment business in the US meant our customer needed to hit the ground running with a complete signage package to highlight its new US headquarters, and other offices. The company planned to quickly move to many locations so set-up speed—and consistency in signage across all regions—was key so that potential customers could easily recognize the company and feel comfortable trusting their personnel needs to a recognized firm.

Business Space Design

First up was a meeting between our graphics professionals and the company's operations manager. He told us their concerns and shared their existing branding—and we discussed various creative options to make the company's signage stand out as professional, but also innovative.

Our production team created an acrylic wall sign for the headquarters, highlighting the company logo in three dimensions. In this way, seen from

every angle and lighting, the new sign portrays the logo with a sense of movement. Window, wall and elevator signage completed the picture for the corporate headquarters.

To be assured that the specific signage and color palette were utilized appropriately from office to office, we created a reference manual for the business, which included a signage style guide and offered practical color, font and placement for regional office managers. We also produced signage for the regional offices and shipped and installed these elements.

It's hard to make a splash in an-already crowded market, but the signage and our attention to detail did just that for this new-to-the-US company. The firm's headquarters was featured in a business publication and named one of the area's "Coolest Office Spaces"—a meaningful award for a company targeting top-notch employees for recruitment.

Sir Speedy can turn your workplace into a branded powerhouse. **Contact us at sirspeedy.com.**