



CASE STUDY

Wayfinding Signage



CHALLENGE

Accenture was in the process of rebranding all their offices in North America. To date, only the Atlanta, Georgia office had been renovated, and they were disappointed with the results of the wayfinding signage. The architectural and design firms they were working with only provided basic design ideas. No detail was provided for the exact design, production method or even the exact signage needed within the office space, as is usually provided by these types of firms.

The new office in Manhattan, New York is a newly constructed 67-story building, and Accenture was taking nine of the floors for a total of 290,000 square feet. They needed a company to not only produce the wayfinding signs, but also provide consultation on what was needed for all nine floors. This included keeping them in compliance with ADA and New York City codes, plus provide installation, all while a pandemic was hitting the country.

SOLUTION

The first contract was strictly to provide consulting services. We sat in on weekly meetings. These meetings included the client, the construction company and many other vendors. Over the course

of five months, we developed a wayfinding signage program that included prototyping all signage for design, materials and production. We needed to come up with a naming system that would be NYC-themed and not just number every room in standard, sequential order. Once the first contract was completed, we moved into a second contract for the production and installation.

RESULT

The entire project took more than a year and a half. We installed the last of the signage May 2021; the project started November 2019. We manufactured just shy of 1,900 signs. This has also led to other signage projects within this office not considered part of the initial construction. Plus, we are now working on signage for offices throughout North America.



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