



Design-build Exterior Signage for Corporate Headquarters

Since 1926, Graco Inc. has been a leading provider of premium pumps and spray equipment for fluid handling in the construction, manufacturing, processing and maintenance industries. Headquartered in Minneapolis, Minnesota, Graco Inc. works closely with distributors around the world to offer innovative products that set the quality standard for spray finishing, paint circulation, lubrication, sealant and adhesives dispensing, process application, and contractor power equipment.

Graco Inc. had a unique challenge with four buildings on the worldwide headquarters corporate campus that had multiple shipping and receiving docks. In addition to city restrictions, the corporate campus layout posed several wayfinding challenges for trucks and visitors.

Graco Inc. partnered with ASI to upgrade their campus brand identity and design a wayfinding solution through a new and more visible exterior signage system.

SignStudies ❖ Corporate

Service Offerings

- Consultation
- Planning
- Design
- Wayfinding
- Fabrication
- Installation

Product Applications

- Custom exterior signage
- Custom wall mounted aluminum cabinets
- Custom illuminated dimensional letters

About the Solution

ASI provided design-build services including planning and design, manufacturing and installation. To achieve the desired outcome, ASI navigated complexities with city officials and the neighboring community to successfully obtain a variance, which included several meetings and hearings to obtain approval. The variance allowed Graco Inc. to incorporate a larger number of signs needed to eliminate wayfinding confusion while providing a stunning brand identity via an exterior signage program.

ASI began the design-build process by assessing the traffic flow and key decision points throughout the campus. From there, suggestions were made to increase the size of their signage for effective wayfinding and to increase the presence of their brand throughout the campus.

The existing signage on their campus was removed due to inconsistency, lack of visibility and overall wear. ASI suggested non-illuminated monoliths with faux limestone bases to tie into the modern exterior building aesthetics and meet city guidelines. Non-illuminated wall mounted cabinets for their loading docks were incorporated to identify shipping and receiving areas while enhancing their brand.

Overall branding and clear wayfinding for truck and vehicular traffic was a main driver behind the project, budget and city restrictions were also critical to an effective outcome. The overall result has been much needed upgrade with improved traffic flow and prominent branding for Graco Inc.

