



Graco

Powerful Branding for Equipment Manufacturer



## Graco

Graco, a leading manufacturer of fluid handling equipment, recently expanded their manufacturing and research center in Rogers, Minnesota. The facility is the worldwide headquarters for its Contractor Equipment Division. This project added 480,000 square feet to the existing 316,000-square-foot manufacturing, office and product development center.

Due to previous successful project partnerships, Graco sought out ASI to provide a comprehensive exterior signage package. Their goal was to complement their stunning, modern facility with customized signage on the interior and exterior.

It was critical to Graco that ASI enhance this modern, state-of-the-art building with high-quality signage that follows Graco's brand standards.



**Service Offerings**

- Consultation
- Design
- Branding
- Fabrication
- Installation

**Product Applications**

- Illuminated Channel Letters and Logo
- Vehicular Directional Signage
- Cut Metal Dimensional Letters
- Cut Metal Logos
- Fabricated Stainless Steel Channel Letters
- Fabricated Stainless Steel Logos

**About the Solution**

Branding was of the utmost importance on this project. ASI worked closely with the client throughout the process, from developing prototypes and samples to coordination with the local municipality.

The client requested that all hardware be concealed, including the channel letter backers, which were installed behind perforated metal scrims on the exterior of the building. The blue LED's used in the channel letters are dimmable in order for Graco to be able to adjust and customize the intensity of the back-lighting behind the logos to coordinate with the blue exterior lighting that shines onto the building.

Graco's strong brand is at the forefront of this signage program. The multitude of illuminated and non-illuminated logos across the facility showcase the power of Graco's blue and black logo.

