



**ANSWERS™**  
**EDUCATION**

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DESIGN  
PLANNING  
SIGNAGE  
INSTALLATION  
MAINTENANCE

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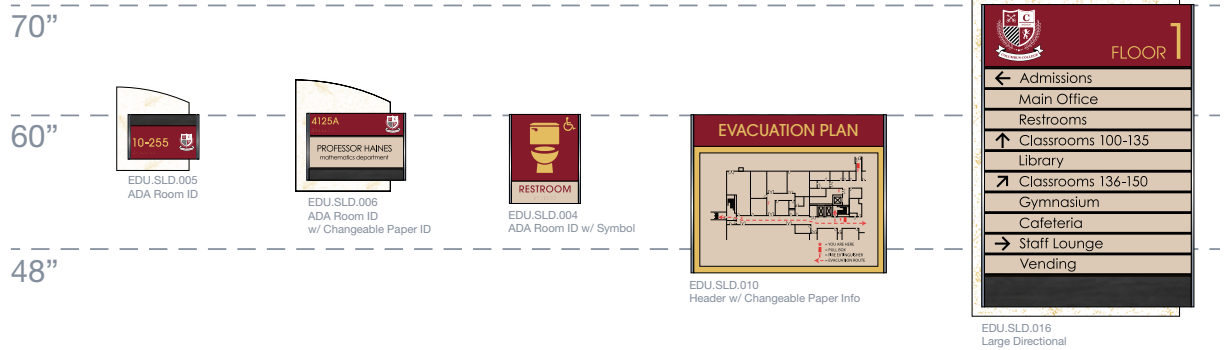
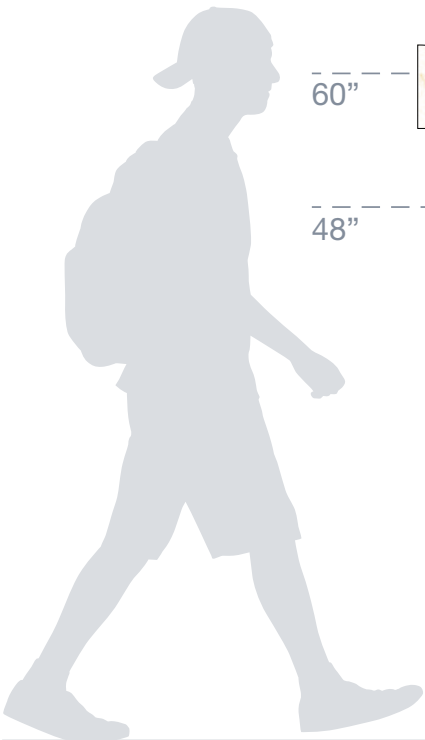
## QUESTIONS? WE HAVE ANSWERS™

**2/90 Sign Systems is a leading signage manufacturer with a proven history of successfully implementing design-build facility signage programs for education clients throughout the United States.**

**TODAY THERE ARE MORE QUESTIONS THAN EVER**, and 2/90 has ANSWERS™. Our dynamic solutions create a positive environment for students, visitors, and staff. They make navigating classrooms or an entire campus simple, and provide an attractive way to promote your brand throughout your facilities. Architectural communication solutions can improve people's perceptions of your campus, making it feel friendly, well-organized, and stylish.

Through our collaborative design-build process, 2/90 specializes in developing signage programs that complement the architectural aesthetic while solving unique communication challenges concerning identification, wayfinding, life-safety, regulatory, and informational messaging. 2/90's modular signage systems and turnkey service offers a sustainable product solution to reduce facility maintenance costs and improve student satisfaction through positive facility experiences.

# DESIGN & PLANNING



**THE ESSENTIAL FIRST STEP TO A SUCCESSFUL NAVIGATON SYSTEM.** The true measure of a successful wayfinding program is simply how well it works on several levels. The process begins with 2/90's planning service utilizing professional expertise, industry best practices, knowledge of architecture, and awareness of ADA and building code requirements. 2/90's team of planners and experiential graphic designers collaborate with client stakeholders to create solutions that satisfy long-term needs for efficient building navigation, sign durability, adaptability to change, ease of maintenance with re-orders, and ADA and building code-compliance.

## THE PROCESS.

### Data Collection

- Information gathering from client stakeholders
- Site surveys, user-group interviews
- Client review and feedback

### Schematic Sign Design

- Interior, Exterior, and Digital
- Sign mock-ups
- Client review and feedback
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### Development of Sign Standards

- Finishes, fonts, graphic symbols
- Sign type drawings with technical specifications
- Message schedules
- Sign location plans
- Client review and feedback

### Sign Program Manual Deliverable

- Supports initial project implementation
- Serves as a long-term continuity resource

### Budget Preparation

- Interior and exterior signage
- Installation

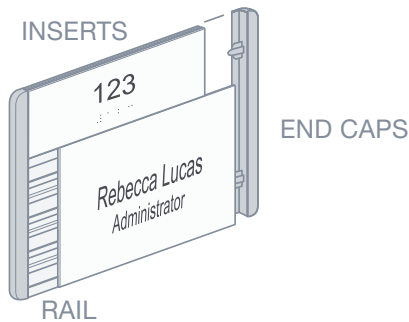
ITEM	DESCRIPTION	FINISHES
1	Sign Type A: Classroom ID	Polystyrene/Shellac
2	Sign Type B: Utility Room/Other ID	Direct Press
3	Sign Type C: Exit/Door ID	Acrylic Sign (MCM, Copg)
4	Sign Type D: Restroom	Sign: P18 Material, Full Color
5	Sign Type E: Lockers/Staff Restroom	Position: L&R, Right
6	Sign Type F: Stairs/Elevator	Sign: P18 Material, Full Color
7	Sign Type G: Fine Egress	Sign: P18 Material, Full Color
8	Sign Type H: Evacuation Map	Sign: P18 Material, Full Color
9	Sign Type I: Informational	Sign: P18 Material, Full Color
10	Sign Type J: EXT: Exterior Door ID	Sign: P18 Material, Full Color
11	Dedication Plaque	Position: Center
12	Dimensional Letters	Position: Center

ITEM	DESCRIPTION	FINISHES
1	Sign: 2/90 Sign - Thin	Sign: P18 Material
2	Sign: 2/90 Sign - Thick	Sign: P18 Material
3	Sign: 2/90 Sign - Thin	Sign: P18 Material
4	Sign: 2/90 Sign - Thick	Sign: P18 Material

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# INTERIOR SIGNAGE

**THREE MODULAR SIGN SYSTEMS TO MEET YOUR NEEDS.** No matter what kind of educational signage you need, 2/90 will be happy to take the assignment. Our sign systems are designed for easy updates, letting you change inserts whenever needed instead of changing entire signs. We manufacture our interior sign systems in-house, guaranteeing consistent quality and timely delivery for every order. A full line of standard products, quick-ship options, and custom capabilities provides solutions for any application. We also support our modular signage with perfectly matched replacement inserts.

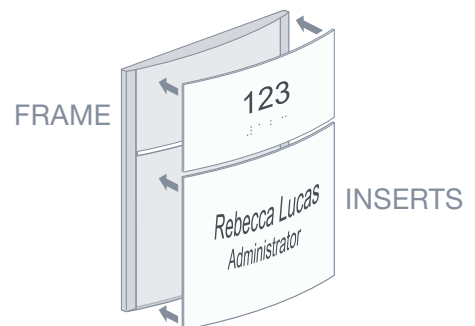


## SLIDE

2/90 SLIDE is the most diverse modular signage system on the market. Precisely engineered componentry consisting of structural rail, inserts, and end caps offers endless functional and aesthetic design solutions. Information can be updated, signs can be expanded, and inserts can be rearranged. Superior design blended with precision engineering equals a modular signage system that leads the industry.

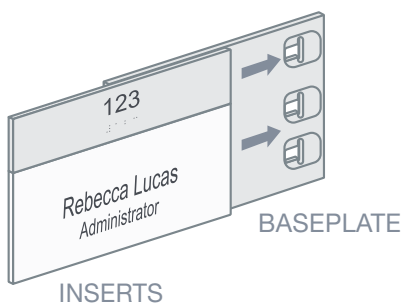
## ARC

2/90 ARC is a paper-based modular signage system with a curved profile. ARC is designed to accommodate standard paper sizes for efficient in-house maintenance. Utilizing a frame and inserts, the aesthetic and functional options desired are blended seamlessly to create a sign solution that stands out.



## KLIK

2/90 KLIK is a frameless modular signage system. The KLIK baseplate holds front-loading, removable copy inserts, creating a clean design that makes KLIK the attractive and efficient choice for education environments large and small. Choose KLIK when you're looking for fine detail in a clean, sophisticated presentation. KLIK is also available in a non-changeable version. KLIKLESS is an economical solution for sign types that rarely change including room number identification, regulatory, and life-safety signs.



# ANSWERS™ **PROVEN WAYFINDING SOLUTIONS.** ANSWERS is a collection of interior signs designed for the education environment. It is available in any 2/90 modular sign system platform and includes 18 standard sign types that identify, inform, regulate, and direct. Decorative backers shown below are optional.



## PALETTES

**BE INSPIRED.** Use your school colors or let 2/90 help you select a palette specific for your facility's needs. Incorporate your school logo or choose patterns and imagery to complement your environment. Create a common theme with accent colors for directional signs that command attention or choose soft neutral colors for informational signs that blend into the environment.

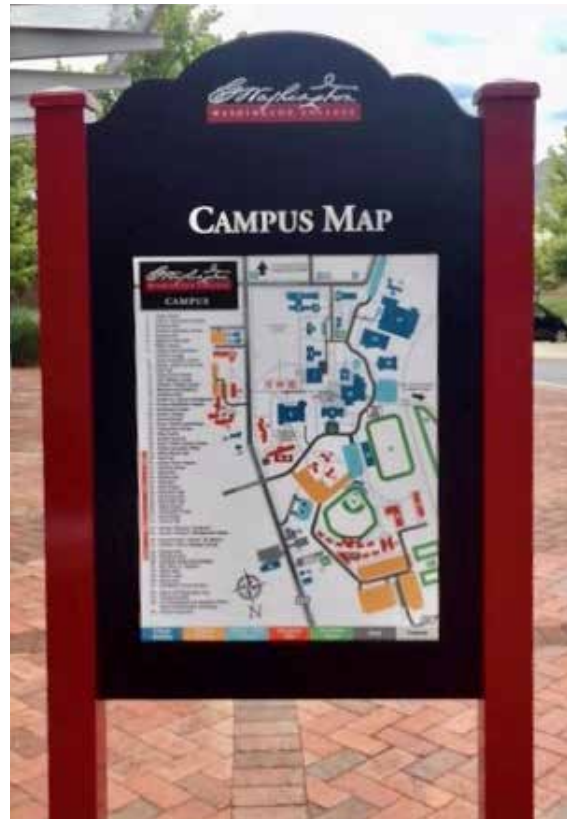
- | ACADEMIA                     | ATHLETICA                  | ALUMNI                      |
|------------------------------|----------------------------|-----------------------------|
| 737 Burgandy                 | 776 Forest Green           | 758 Navy                    |
| 723 Putty                    | 708 Soft White             | 150 Silver                  |
| 219 Mustard                  | 704 Black                  | 254 Powder Blue             |
| 317 Coal                     | 104 Brushed Natural        | 312 Bamboo                  |
| 423 Putty Paper              | Soft White Paper           | 403 Cool Grey Paper         |
| 101 Satin                    | 101 Satin                  | 101 Satin                   |
| Pattern - N.2<br>219 Mustard | Pattern - L.1<br>704 Black | Pattern - O.4<br>150 Silver |
| Crest                        | Bulldog                    | A Swoosh                    |

# EXTERIOR SIGNAGE

**YOU ONLY HAVE ONE CHANCE TO MAKE A POSITIVE FIRST IMPRESSION.** The student experience begins upon arrival on campus, and an effective exterior signage program is critical to ensuring that experience is positive. Through thoughtful design, precision planning, and quality craftsmanship, your 2/90 exterior signage program will effectively communicate your branding and messaging to your visitors.

For many students, navigating a campus environment, finding a parking space, locating the correct entrance, wayfinding to class, and then retracing these steps back to a vehicle can be confusing and stressful. For this reason, 2/90 implements exterior signage programs with the entire student experience in mind. Signage design, nomenclature, and coordination between interior and exterior signage programs is critical for a positive, holistic, student experience.

2/90 exterior signage is fabricated using engineered signage system componentry, state of the art paint technology and quality craftsmanship, providing excellent durability in all climates and environments. 2/90 will incorporate branding, building identification, parking lot identification, vehicular and pedestrian wayfinding, traffic control and regulatory messaging requirements into a comprehensive exterior signage program that will serve your campus for years to come.



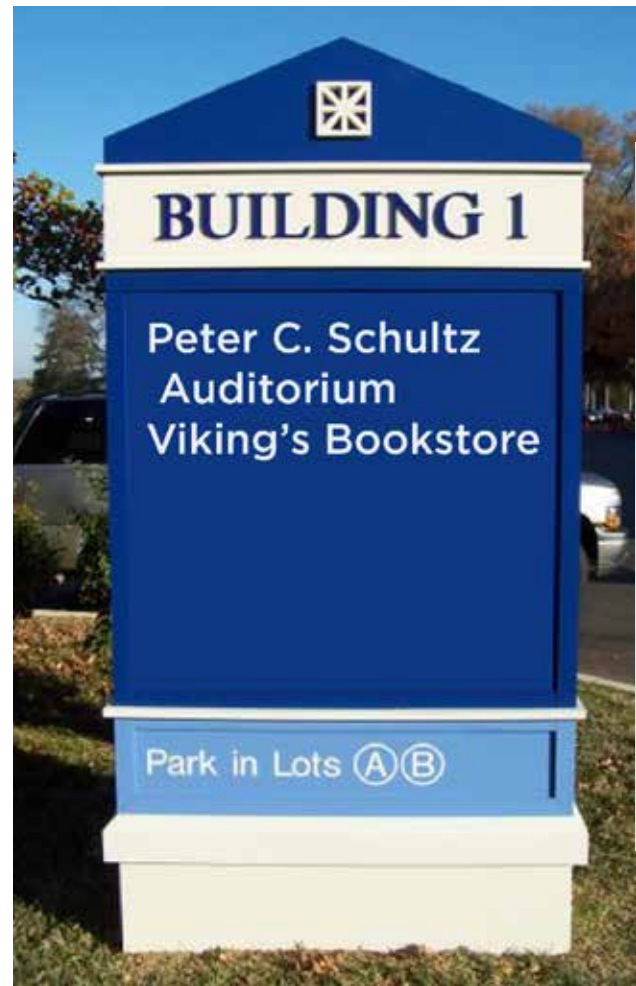
**POST AND PANEL**



**DIMENSIONAL LETTERS**



**WALL MOUNT**



**IDENTIFICATION**

# INSTALLATION

**PROTECT YOUR INVESTMENT.** 2/90's factory-certified installation experts ensure that your signage investment is executed perfectly. Installation teams work nationally and have extensive experience in active education environments. By engaging proven installation methods for minimal facility disruption, be assured that your signage is installed with the utmost care and respect for your students and staff. Experience matters. 2/90 has it all covered with OSHA 30 certification, ICRA requirements, and ceiling permits.

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# MAINTENANCE

**SMARTCARE+ MAKES A DIFFERENCE.** SmartCare+ Maintenance Service is a thorough and efficient approach to signage maintenance. Using innovative tools such as our proprietary iPad app, 2/90 provides personal, on-site reviews of your signage program to help you maintain your investment.

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# WE'RE HERE FOR YOU.

**TURNKEY WAYFINDING SOLUTIONS.** For more than 40 years, 2/90 has been providing solution-based architectural signage for our valued clients. We are the partner-of-choice to prestigious education, healthcare, corporate, and institutional facilities.

2/90 proudly offers comprehensive design and planning services, high-quality interior and exterior signage systems, full-service installation, and maintenance services, to implement effective wayfinding programs in the built environment.

## SATISFIED EDUCATION CLIENTS.

### PARTIAL CLIENT LIST

Alpine School District	Naval War College
Central Michigan University	New York University
Chicago Public Schools	Penn State University
College of Southern Nevada	Point Park University
Columbia University	Princeton University
East Lansing Public Schools	Roosevelt University
FBI Academy	Rutgers
Federica Academy	San Juan School District
Friendship Academy	State University of New York
Grand Rapids Public Schools	Syracuse University
Grand Valley State University	The Westminster Schools
Harper College	University of South Alabama
John Hopkins University	University of Southern California
Miami University	Washington College



### WE'VE GOT ANSWERS™!

Contact 2/90 at 800.777.4310 or email [info@290signs.com](mailto:info@290signs.com). 2/90 will evaluate your current wayfinding program and offer solutions that create a positive experience for students, staff, and visitors. Schedule an appointment today!

