

## Driving a First-Class Impression with Signage

**WeDo custom graphics.** The general manager of a motorsports and racing facility was looking for 50 acrylic prints for inside the shop and needed an exterior monument sign refurbished, as well as parking lot signs, printed and installed in a very short timeframe and tight budget. The president of the company was planning to visit the shop along with other visitors and the pressure was on to get this project done to everyone's expectations. The project involved coordination across different production and installation processes.

### Show-Stopping Signs and Displays

To refurbish the exterior monument sign, we removed and replaced several damaged components, installed a new acrylic facing and repainted the frame giving it a fresh and updated appearance. By replacing damaged parts and repainting, we ensured the sign's longevity and resistance to weathering.

For the interior acrylic print signs, we installed them as standoff displays featuring the company logo, employees and other branding elements. These signs provided a professional and visually appealing way to communicate information and reinforce brand identity. We also produced large 96" x 48" acrylic signs in the foyer and on another wall, creating impactful visual focal points, enhancing the environment and communicating key brand messages.

The results of this project were overwhelmingly positive. Employees were thrilled to see the photos of themselves on the walls, with many expressing their gratitude and sharing the images with their families. Visitors were equally impressed, commenting on the high quality of the prints and the dynamic wall wrap image of a motorsport vehicle.

The updated signage and refreshed exterior monument sign contributed to a more modern and professional brand image. Clear and visually appealing signage enhanced communication within the facility. The president was pleased, and furthermore, the project has fostered a sense of pride and camaraderie among employees, contributing to a more positive and engaging workplace environment.

**Get the visibility your business deserves. Interior and exterior signs are a marketing must-have. We can help with every stage of your signage needs. Learn more at [pip.com](https://pip.com).**