

CORPORATE

GOVERNMENT CASE STUDY



Client:	General Services Administration	Date:	2022 - 2023
Location:	Hurff A. Saunders Federal Building, Juneau, AK	Value:	\$200,000
Scope:	Interior Wayfinding Solution		
Products:	Slide Modular Sign System, Sign Design and Planning Services, and Installation Services.		



Challenge: The General Services Administration (GSA) sought a seasoned signage contractor to revitalize and modernize the interior signage and wayfinding system at the Hurff A. Saunders Federal Building in Juneau, Alaska. This 351,000 square-foot, nine-story structure, constructed in 1962, serves as the regional headquarters for various federal agencies, including the U.S. Postal Service, Departments of Commerce, Agriculture, and Transportation, U.S. Forest Service, U.S. Fish and Wildlife Service, National Park Service, National Marine Fisheries Service, Bureau of Indian Affairs, General Services Administration, U.S. Coast Guard, National Oceanic and Atmospheric Administration, and the U.S. District Court of Alaska.

Solution: 2/90 Sign Systems was selected to implement a comprehensive wayfinding solution that honored the building's historical significance while integrating modern functionality for facility management. Through the collaborative engagement of GSA and 2/90's Design and Planning Services, they created a new signage program utilizing the innovative 2/90 SLIDE Modular Sign System. Design elements in gold, copper, and bronze were incorporated to reflect both the building's rich history and the natural resources of the Juneau area. Additionally, practical features were designed to meet GSA's long-term maintenance needs, including window inserts with paper messages that allow for easy in-house message updates. The installation process, conducted by 2/90's Installation Services, ensured a meticulous removal of outdated signage and a seamless installation of the new system, all while preserving the building's historical integrity.

HELPING PEOPLE FIND THEIR WAY. With more than four decades of experience planning, installing, and maintaining signage systems, 2/90 has a proven history of successfully managing turnkey signage projects. We have manufactured and installed comprehensive architectural communication solutions for many prestigious government facilities.

Our 2/90 interior architectural facility signage systems and advanced fabrication capabilities allow us to create high-quality signage to complement any environment. An extensive offering of colors, finishes, and countless options with insert configurations, graphic elements, and product enhancements, provide a sustainable, modular interior sign solution for our valued clients.

GOVERNMENT CORPORATE

JUNEAU FEDERAL BUILDING

