



CASE STUDY

Crafting Success: Contemporary Indoor Signage for an Aviation Company

CLIENT: AERSALE

In today's competitive business landscape, making a memorable first impression is crucial for attracting clients and creating a lasting brand identity. When it comes to aviation companies, this principle holds even truer. These companies operate in a niche sector, where **precision, innovation, and excellence** are the norm.

So, how does one stand out in such an environment? The answer lies in crafting a unique indoor sign that not only reflects the essence of the business but also captivates the imagination of those who see it.

In this case study, we delve into the remarkable journey of creating a modern indoor sign for an aviation company, shaped like a plane turbine, showcasing how innovative signage can leave an enduring mark.

Introduction: The making of a modern aviation sign

In the realm of aviation, visual aesthetics often take a backseat to functionality and performance. However, creating an indoor sign that marries functionality with aesthetics can significantly impact a company's branding efforts. Our sign shop was approached by an aviation industry leader, AerSale, to design and produce a distinctive indoor sign for their new location. The challenge? To craft a sign that encapsulated the essence of aviation while maintaining a modern, sleek appeal and being produced on time for an important client function at their new location.

Understanding the Client's Vision

The first step in this ambitious project was to understand the client's vision and core values. Our team conducted comprehensive research to grasp the essence of the aviation company. The key takeaways were quality, innovation, and teamwork.

An Aviation Sign Design Concept

With a clear understanding of the client's vision, our design team set to work. They brainstormed ideas, sketched concepts, and eventually came up with the idea. Creating a sign in the shape of a plane turbine was set to be an exciting challenge. This concept embodied quality and innovation while representing the core of aviation engineering.



Sign Material Selection

Selecting the right materials was crucial to ensure the sign's durability and visual appeal. After extensive brainstorming, we opted for a combination of:

1

Face and Base

Aluminum channel letters with a white acrylic base and a vinyl printed face for engine.

2

Lighting and Backing

A thick edge lit halo and white LEDs all mounted on a cut PVC board with French cleats and transformers.

All allowing us to achieve a modern, high-tech look while ensuring the sign's longevity.

The Sign Manufacturing Process

The sign's production was a meticulous process that required precision at every step. CNC machining was used to create the intricate details, while laser cutting and etching techniques were employed for the acrylic elements. The fusion of these techniques resulted in a sign that was not just aesthetically pleasing but also

Illumination: An LED Sign

To make the sign even more captivating, LED lighting was incorporated. The strategically placed LED lights illuminated the turbine blades, casting a soft, ambient glow giving it a real-life effect. This not only added to the sign's visual appeal but also highlighted the

Sign Installation

The installation of the sign was a critical phase of the project. Our team worked closely with the client to ensure the sign was perfectly positioned in the lobby, making it the focal point of the entire space. Attention to detail during installation was essential to achieve the desired impact.

Conclusion

In the world of aviation, where precision and innovation reign supreme, a modern indoor sign in the shape of their logo, a plane turbine, has proven to be a game-changer for our client. It embodies the values of the aviation industry while making a powerful visual statement. This case study showcases the impact of innovative signage in creating a lasting brand identity and leaving an indelible mark on clients and visitors alike. At Titans of Print, we believe that every business has a unique story to tell, and we're here to help you tell it through stunning, custom signage that sets you apart in your industry. Contact us today to explore how we can shape success for your brand.

Unveiling the Sign

The unveiling of the sign was a momentous occasion. It was a result of weeks of hard work and collaboration. As the aviation company's executives and employees gathered in the lobby, the sign was revealed, leaving everyone in awe. It was a testament to the company's dedication to excellence, precision, and innovation.

Impact

Since the installation of the sign, the aviation company has reported significant positive impact and their event was a success.

The sign is great for brand recognition, becoming synonymous with the company's commitment to excellence, enhancing brand recognition within the industry.

Visitors and clients are consistently impressed by a great sign, setting a positive tone for business interactions.

A sign can boost employee morale, fostering a sense of pride and unity among the workforces.

Your sign can become a popular backdrop for photos and social media posts, further amplifying the company's online presence.

Incorporating innovative signage into your business space can elevate your brand's identity and leave a lasting impression. If you're ready to explore creative signage solutions for your company, reach out to Titans of Print today. Our team of experts is eager to help you shape success through distinctive, custom signage that captures the essence of your brand. Contact us now and let's embark on a journey of visual excellence together.

