

IMPLEMENTING A COMPREHENSIVE SIGN PACKAGE

Coast Sign is proud to be a longstanding preferred vendor for AT&T



HOW:

Coast Sign worked closely with AT&T's design firm to create a new sign family for its corporate rebrand initiative. This project resulted in converting the existing vacuum formed globe to a new multi-piece logo.

One of the main deliverables was to determine the new sign color, which required a great amount of due diligence. It was essential to conduct various stages of prototyping to strategically and efficiently produce products that met customer expectations. Our team sampled upwards of 60 variations of the AT&T blue to determine the final specifications. Our business development, engineering, and project management team collaborated closely to produce the final prototypes, which were an innovative upgrade to the client's original signage.

After successful improvements, Coast Sign continues to work hand-in-hand with AT&T's team - creating cutting-edge signage solutions such as solar pylons, channel letters, entrance door vinyls, and more.

Coast Sign played an instrumental role in AT&T's signage rollout and received a top recommendation from the client. It was noted that among 20 years of industry experience, our project management team far surpassed their expectations. Out of all vendors that participated in the multi-site rollout, Coast Sign remains one of the few incumbent preferred vendors continuing to successfully manufacture, install and service signage at over 500 AT&T locations nationwide.