

# LARGE SCALE REBRAND

## Signage Program Development



**In 2019, T-Mobile contracted Coast Sign for the nationwide rollout of its *Metro by T-Mobile* rebranding initiative.**

### HOW:

Within just three months, Coast Sign developed an enterprise-level signage program for T-Mobile's corporate rebrand. Working closely with T-Mobile's design and marketing team, a new signage suite and brand standards were created that detailed sizing, material types, and preferred illumination elements.

During the preliminary phase of the project, the T-Mobile team visited Coast HQ to review prototypes, samples, and discuss exact preferences. In conjunction, we conducted in-field research by installing the final prototype at a Metro by T-Mobile location close to its company headquarters - allowing their team to view the sign during the day and night.

Once Approved, our team developed a schedule that factored in all timing and costs associated with the program implementation plan. We also developed a strategic price positioning strategy to meet the customers budget by negotiating warranties with suppliers and outlining material cost allowances.

Since 2018, Coast Sign has been working closely with Metro by T-Mobile to tailor top of the line sign packages to upwards of 780 retail locations. We continue to support their team by providing real-time reporting of project status, on-time deliverables, and accommodating fluctuating customer needs.