



# Signage Systems & Specifications



Building Signage Systems  
To Your Specifications



## CSI Section 10410-10440





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## Company Overview

**Name:** Graphic Specialties Incorporated

**Location:** 3110 Washington Avenue North, Suite 200, Minneapolis, MN 55411

**Phone:** 612.522.5287

**Nat'l:** 1.800.486.4605

**Fax:** 612.287.0952

**Website:** [www.signsbygisi.com](http://www.signsbygisi.com)

**Year Founded:** 1976

**Number of Employees:** Approximately 15

**Facility Size:** 10,000 Square Feet

**Nature of Business:** Custom Signage, Graphics and Décor Manufacturing for a variety of facilities

**In-House Capabilities:** Fabrication (Manual and CNC), Vinyl Lettering, Screen-Printing, ADA Engraving, Spray Finishing, Product Assembly, Installation.

**Additional Capabilities:** Design and Consultation, Research and Development, Project Management

**Customer Geographical Base:** National

**Annual Gross Sales:** \$1.2 – 2.6 Million

**Summary:** Graphic Specialties prides itself on being a full-service manufacturer and installer of signage and graphics to its clients.

Since its very beginning the company has focused on obtaining and expanding its manufacturing processes in order to enhance its value in the signage industry. The company continues to raise its standard of professionalism in the industry and strives to meet or exceed its client's expectations.

# Company Overview

TELEPHONE



ELEVATOR

INFO

SECOND

In Case Of Fire  
Random Act Of Service



# GSI Signage Systems

For over 25 years GSI has worked with architects, general contractors, signage consultants, interior designers, space planners, property managers, and property owners to meet their unique signage needs.

When you partner with GSI, you will experience a company that produces signage across a large spectrum of technologies and media. Our experienced staff prides itself on a can-do attitude, and loves a challenge. GSI is high touch, and partners with you from idea stage to installation.

With every project we'll bring over 130 years of sign manufacturing expertise to help solve your issues. Each project is manufactured to your exacting specifications.

GSI has long standing relationships with its customers, an aspect that we think speaks for itself. Plus, we offer the largest choices in signage materials, processes, colors, sizes, and shapes—all the while making sure each project receives high-quality, personalized service, which is on time, and on budget.

## GSI MANUFACTURES:

- INTERIOR ARCHITECTURAL SIGNAGE SYSTEMS
- INTERIOR CUSTOM-DESIGNED RETAIL SIGNAGE
- EXTERIOR SIGNAGE

Whatever process, material, color, shape, or size required—GSI can help you create that distinctive look.

### PROCESSES:

Vinyl Graphics  
Screen-Printed Graphics  
Engraved Graphics  
Photopolymer Graphics  
Large Format Digital Graphics  
Custom Cut Images  
Typesetting  
Key-Lining  
Custom Color Matching  
Spray Painting  
Sand Blasting  
Laminating  
CNC Fabrication  
Installation

### MATERIALS:

Aluminum  
Steel  
Plastic  
Acrylic  
Glass  
Wood  
**COLORS:**  
Library Of Over 500  
Custom Colors  
Custom Color Matching  
Color Matching To Any  
Manufacturers'  
Specifications  
42 Stock Colors

### SHAPE:

Limited Only By Your  
Imagination

### SIZE:

You Specify



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For more information  
visit our website at  
[www.signsbygisi.com](http://www.signsbygisi.com).

# Colors

Samples shown depict standard copy and background colors used for use on GSI Sign Systems products. We have 42 stock colors and can custom color match to any manufacturer's specifications upon request. Our library consists of over 500 custom colors. Please contact our office for further information.

Colors on this chart are closest possible approximation of actual finish colors.

<b>C-2</b>		<b>WHITE</b>	<b>C-44</b>		<b>MAGENTA</b>
<b>C-4</b>		<b>PEARL GREY</b>	<b>C-46</b>		<b>TOMATO RED</b>
<b>C-6</b>		<b>MEDIUM GREY</b>	<b>C-48</b>		<b>GERANIUM</b>
<b>C-8</b>		<b>DARK GREY</b>	<b>C-50</b>		<b>CARDINAL RED</b>
<b>C-10</b>		<b>MATTE BLACK</b>	<b>C-52</b>		<b>BURGUNDY</b>
<b>C-12</b>		<b>BLACK</b>	<b>C-54</b>		<b>VIOLET</b>
<b>C-14</b>		<b>DP MAHOGANY BROWN</b>	<b>C-56</b>		<b>ROYAL PURPLE</b>
<b>C-28</b>		<b>RUSSET BROWN</b>	<b>C-70</b>		<b>PURPLE</b>
<b>C-26</b>		<b>PUTTY</b>	<b>C-68</b>		<b>NAVY</b>
<b>C-24</b>		<b>SANDSTONE</b>	<b>C-66</b>		<b>SAPPHIRE BLUE</b>
<b>C-22</b>		<b>TAN</b>	<b>C-64</b>		<b>VIVID BLUE</b>
<b>C-20</b>		<b>BEIGE</b>	<b>C-62</b>		<b>INTENSE BLUE</b>
<b>C-18</b>		<b>FAWN</b>	<b>C-60</b>		<b>OLYMPIC BLUE</b>
<b>C-16</b>		<b>VISTA YELLOW</b>	<b>C-58</b>		<b>PEACOCK BLUE</b>
<b>C-30</b>		<b>BRIGHT YELLOW</b>	<b>C-72</b>		<b>ROBIN EGG BLUE</b>
<b>C-32</b>		<b>SUNFLOWER</b>	<b>C-74</b>		<b>TEAL</b>
<b>C-34</b>		<b>IMITATION GOLD</b>	<b>C-76</b>		<b>KELLY GREEN</b>
<b>C-36</b>		<b>APRICOT</b>	<b>C-78</b>		<b>DARK GREEN</b>
<b>C-38</b>		<b>LIGHT ORANGE</b>	<b>C-80</b>		<b>FOREST GREEN</b>
<b>C-40</b>		<b>BRIGHT ORANGE</b>	<b>C-90</b>		<b>GOLD METALLIC</b>
<b>C-42</b>		<b>TERRA COTTA</b>	<b>C-95</b>		<b>SILVER METALLIC</b>



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## Project List

The following is a listing of recent building projects in which Graphic Specialties provided complete signage systems:

### Minnesota Life Building 401 Robert Street North, St. Paul, MN

**Project Description:** A thirteen-story office complex with a four level underground parking garage

**Products Provided:** Complete building signage and wayfinding system, including parking ramp graphics, and street/skyway retail tenant signage

**Project Architect:** Architectural Alliance/Larsen Design

**Owner:** Minnesota Life

### SBC Center – San Antonio Spurs Arena, San Antonio, TX

**Project Description:** A multi-use sports entertainment complex

**Products Provided:** Complete interior signage, retail signage, and interior décor products

**Project Architect:** Shea Architects

### Fifth Street Towers

**Project Description:** A multi-tenant twin office tower with parking ramp and retail concourse

**Products Provided:** Complete building signage and wayfinding system, including parking ramp directional and retail tenant signage

**Project Designer:** Visual Communications

### Broadway Ridge Office Complex

**Project Description:** A six-story multi-tenant office tower

**Products Provided:** Complete interior signage package incorporating a faux marble accent

**Owner:** Chute Companies

### St. Peter Community Center

**Project Description:** Development and implementation of comprehensive wayfinding program for entire center including the Gymnasium

**Products Provided:** Overhead directional, directory maps, ad signs for gymnasium and ADA room signs

**Owner:** City of St. Peter

### Target Center – Minnesota Timberwolves Arena, Minneapolis, MN

**Project Descriptions:** A multi-use sports entertainment complex

**Products Provided:** Concourse signage, room identification, and arena seating signage

**Project Designer:** Communication Arts, Denver, CO

**Owner:** City of Minneapolis

Other References Available Upon Request



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# Project List