



Case Study: Fifth Street Towers

Owner: ING-Clarion

Designer/Architect: Visual Communications

Contractor: Graphic Specialties Inc.

Comments: The Fifth Street Towers in downtown Minneapolis is a multi-tenant, Class A office complex. ING-Clarion wanted to 'upgrade' this facilities image. After twenty years the existing system was tired, worn-out and breaking down.

ING-Clarion selected Visual Communications to design the signage system to upgrade the building image. Visual Communications designed the project to be completed in three-phases.

Phase 1: Signage for the main entry and major public areas.

Phase 2: Signage for the tenant areas with wayfinding and suite ID's

Phase 3: Exterior and Parking Signage.

GSI was picked to manufacture signage for phases one and two. After completing those efforts, GSI was invited to complete the third phase.



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