

## ITC Holdings Corp. COMPLEX NEEDS TO A COMPLETE SOLUTION



A thorough and purposeful signage plan is crucial when image and wayfinding are key concerns. Case in point: ITC Holdings Corp., the nation's first independent electric transmission company serving the electrical needs of more than 13 million people in five Midwest states. When it came time to create a new signage system for ITC's 80-acre headquarters campus in Novi, Michigan, the company relied on SignGraphix and its team of architectural signage professionals.

SignGraphix worked closely with ITC to develop a comprehensive signage plan for the 180,000-square-foot main building and parking deck. Designs focused on ITC's carefully nurtured brand identity while maintaining compliance with municipal regulations. Master planning for future campus growth was an important consideration. The result: a complete signage solution, expertly designed and implemented.



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"SignGraphix understands our signage needs and they do what it takes to get the job done right. Their attention to detail is exceptional."

**Ray Smith**

FACILITIES MANAGER, ITC HOLDINGS CORP.

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