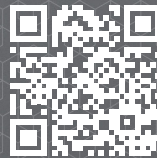


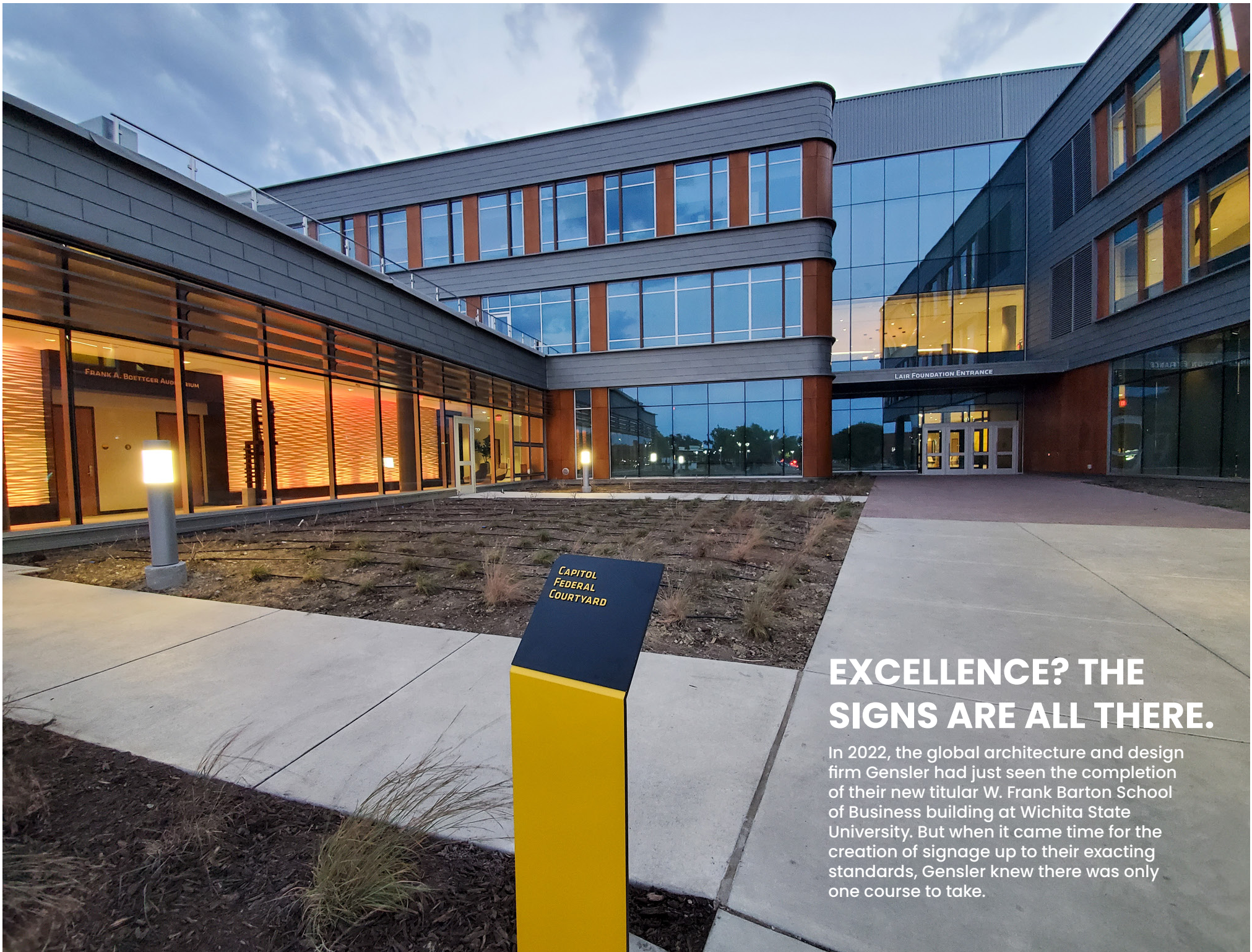


WICHITA STATE UNIVERSITY | WICHITA, KS | SIGNAGE



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CAPITOL
FEDERAL
COURTYARD

EXCELLENCE? THE SIGNS ARE ALL THERE.

In 2022, the global architecture and design firm Gensler had just seen the completion of their new titular W. Frank Barton School of Business building at Wichita State University. But when it came time for the creation of signage up to their exacting standards, Gensler knew there was only one course to take.



WICHITA STATE UNIVERSITY ENVIRONMENTAL SIGNAGE

CHALLENGE

Size. Shape. Style. Scope. Dimension.
Function. Material. Fabrication.
Installation.

The WSU signage project that Gensler entrusted to 2020 Exhibits encompassed a vast spectrum of variables.

Fortunately, our award-winning teams never shy away from a challenge. But let's start at the beginning. First, we conducted 2020 Exhibits' signature 360° research. Our design teams studied Wichita State University's new School of Business inside and out. The new building in relation to surrounding architecture and green spaces, interior nuances, and lighting—each of these elements was scrutinized. Too, we poured

over hundreds of construction, rendering, strategy, branding, and university requirements documents, all of which helped guide our work. With respect to WSU's requirements, a complete ADA signage package comprised a subset of our larger project.

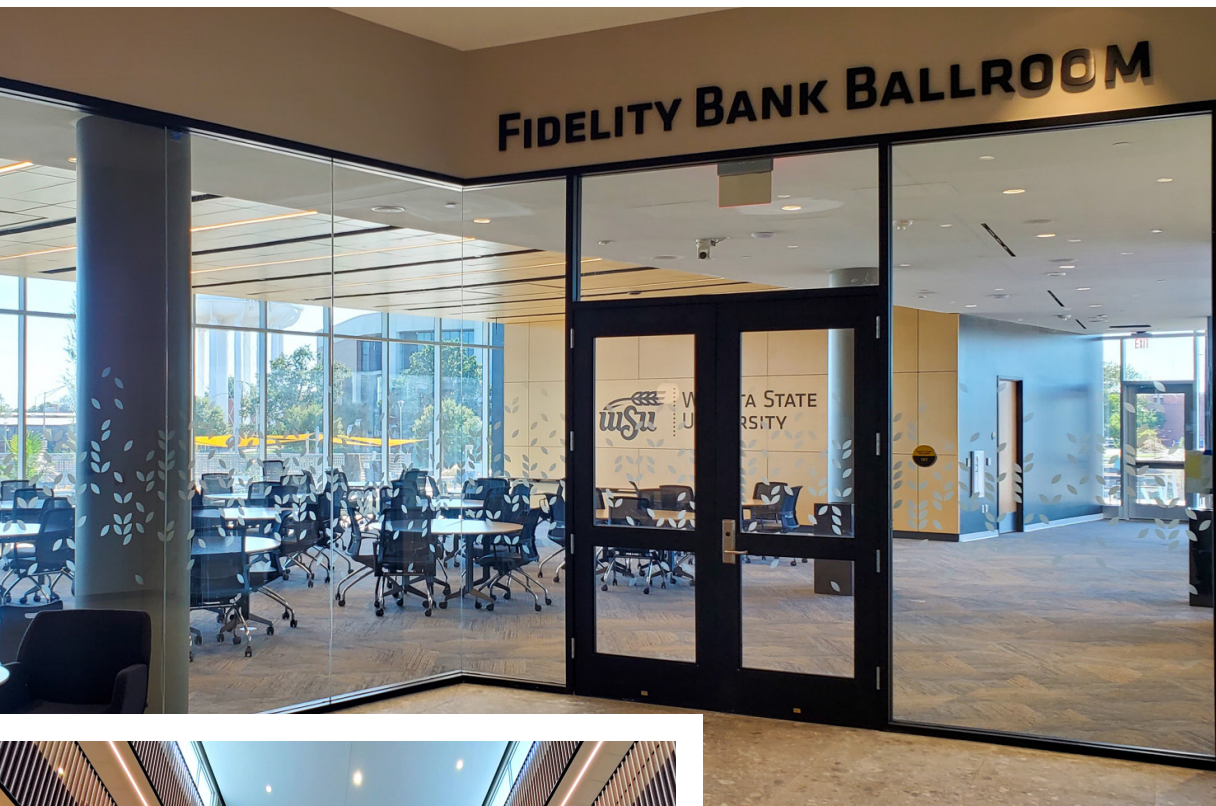
After numerous collaborative sessions, 2020 Exhibits' overriding goal was to deliver a masterful array of signage that would creatively

yet cohesively reflect the building's modern design and school brand at the same time.

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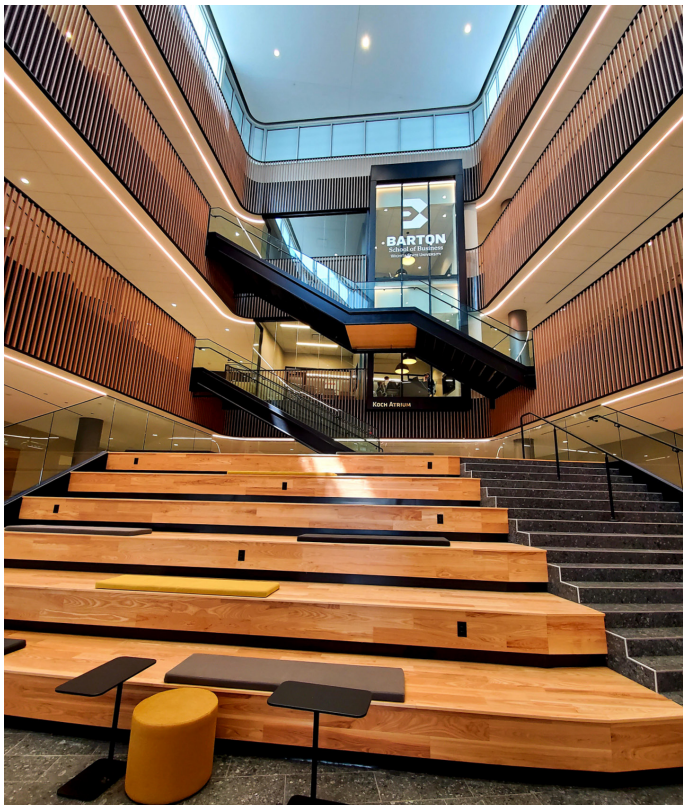




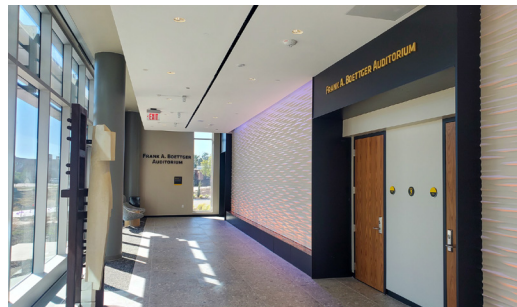
MAKE AN ENTRANCE WITH
**PROMINENT
 ROOM SIGNS**

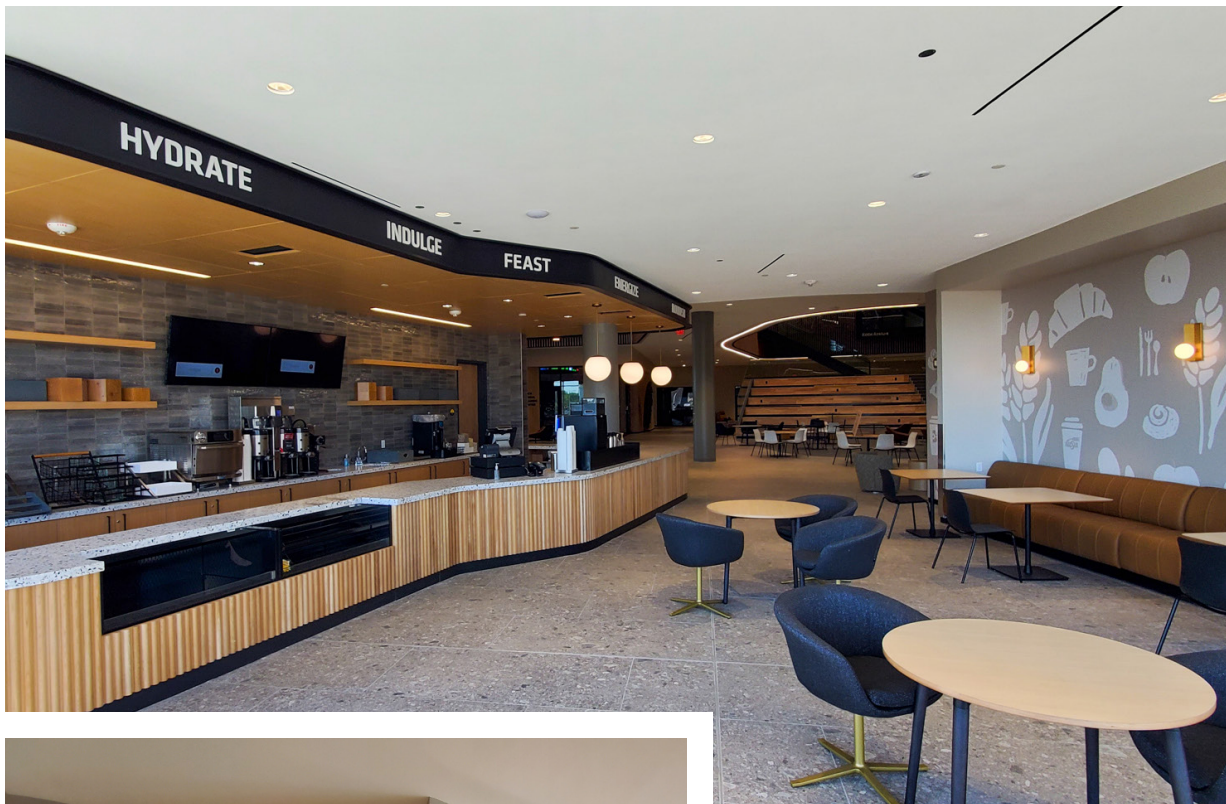
WE OPENED THE DOOR TO
 IMAGINATION AND NUANCED STYLE.

An eclectic yet sophisticated collage of three-dimensional letters in relief on flexibrass aluminum plaques composed a striking Vision Wall. Our fabrication team artfully assembled brushed brass capital letters for the FRANK A. BOETTGER AUDITORIUM, KOCH ATRIUM, and the smart, contemporary CARGILL CAFÉ.



Our expert designers and fabricators chose distinctive, clean typography of different materials, hues, and dimensionality to add individual nuances to each designated space, from the ballroom to the auditorium.





BOLD GRAPHICS TO **SEND THE MESSAGE**

WE ALWAYS BRING OUR 'A' GAME. HOW 2020 EXHIBITS HELPS MAKE IT HAPPEN.

We didn't earn an outstanding reputation among many of the world's biggest brands by not doing our homework. 2020 Exhibits comes prepared to help your business shine every time. Our award-winning signage team plays an essential role in our success. They blend function, exceptional design, quality fabrication, and seamless installation into inspiring, eye-catching work.

Our signage clients include many multi-family, residential, and corporate campuses and communities nationwide. If you're looking for excellence, the signs are all here.



LEAD THE WAY WITH **DIMENSIONAL LETTERING**