

IDENTITY GROUP

Let's Build Something Great Together



IDENTITY GROUP

Your environment is a statement about you.

An elegantly designed space demonstrates to your employees how much you value them, speaks volumes of your brand equity, enhances your user experience, and promotes engagement with your customers. We are the artisans and passionate individuals who help you tell that story through custom signage, designs, and wayfinding in your space. We believe in positive impressions, happy customers, and bringing to life the environment you've always wanted.

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05

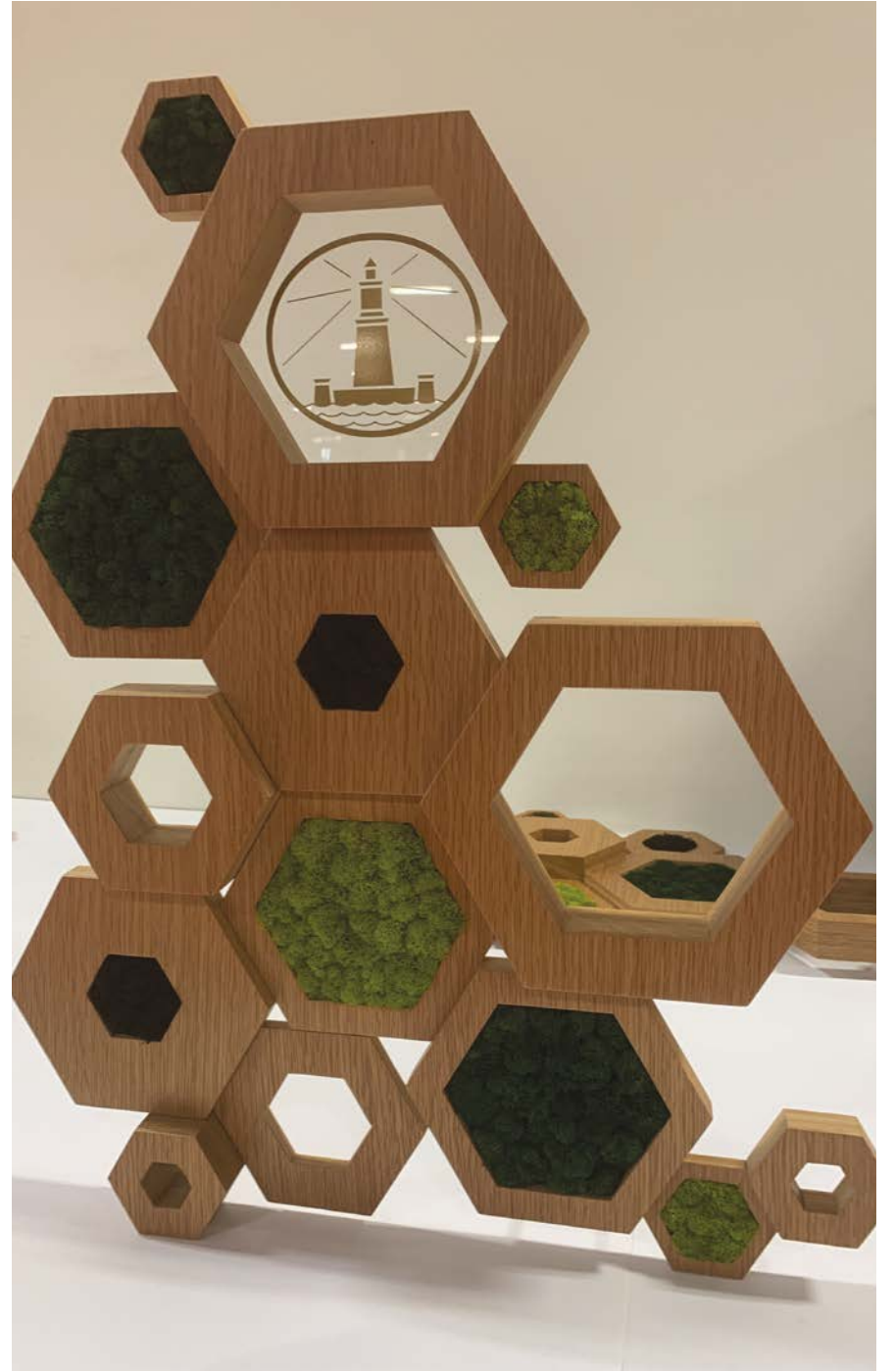
Commercial and Office

Provide your audience a space that inspires, promotes wellness and productivity. Whether it's as simple as informing your customers of your company vision, mission and values or it's rebranding after a strategic merger, we are the specialists to lead this effort. Elegant designs and enhancing the aesthetics through signage and décor creates an experience to remember.











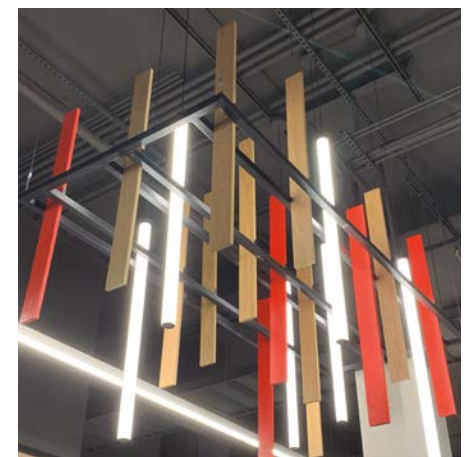


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Grocery and Retail

Whether your need is one sign or a complete signage program for multiple locations, Identity Group is the complete source for wall, hanging, counter, case, fixture, floor, and window signs.

Promote special offers, discounts, and new products. Creating a visually stimulating shopping environment with signage helps to create an enjoyable and memorable shopping experience that customers will want to repeat.



Garden



Lettuce

High standards.
Low prices.

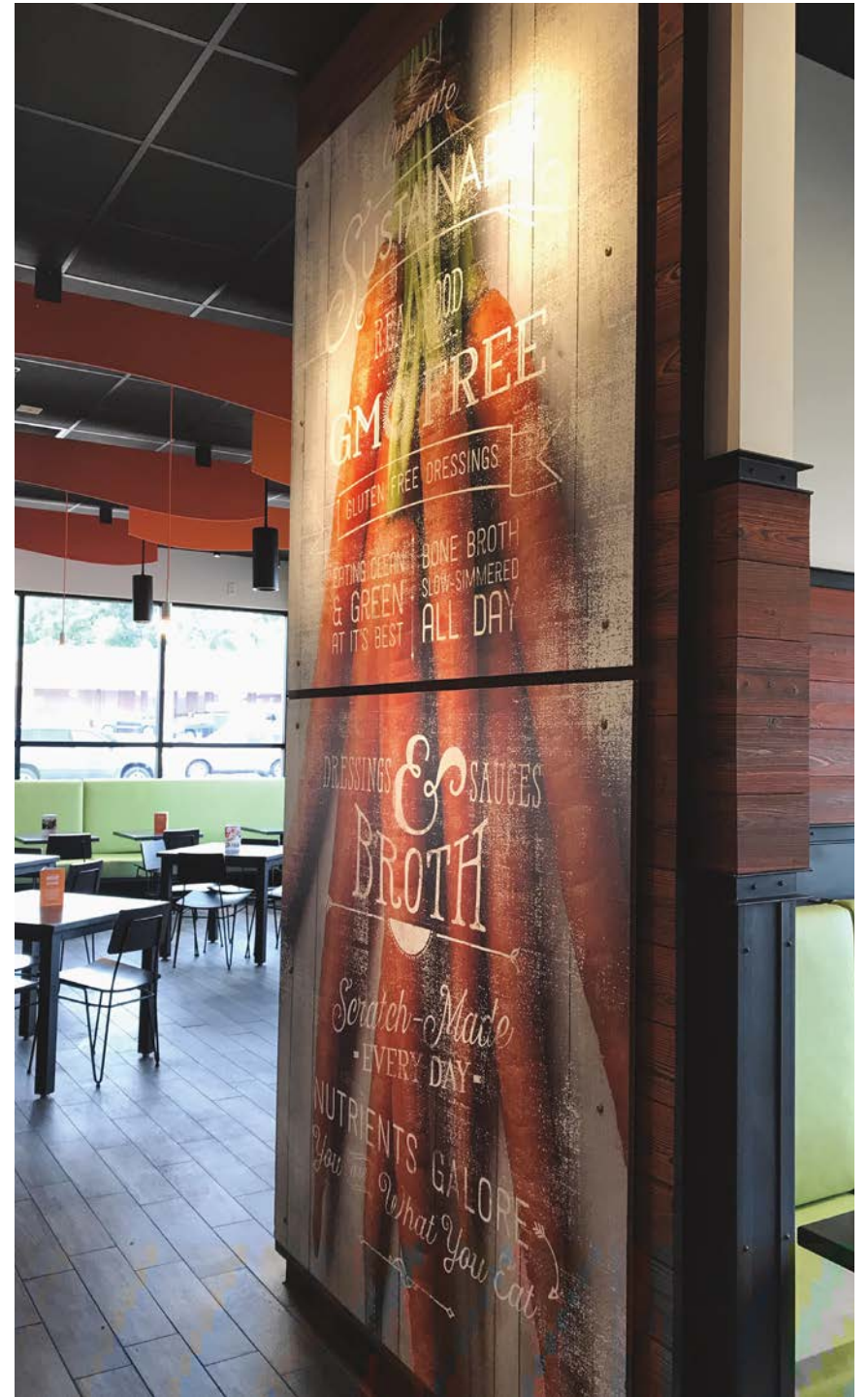
Fresh, quality peaches, always at the right price.



Bagged
salads

High standards





The KITCHEN at Riverwalk

Artisan
FLATBREADS



FLATBREAD PIZZAS

ORDER HERE

SMOK

SALADWORKS

Salads

WINDICHES

ORDER HERE



BEER & WINE
must be paid for at
the eatery register.



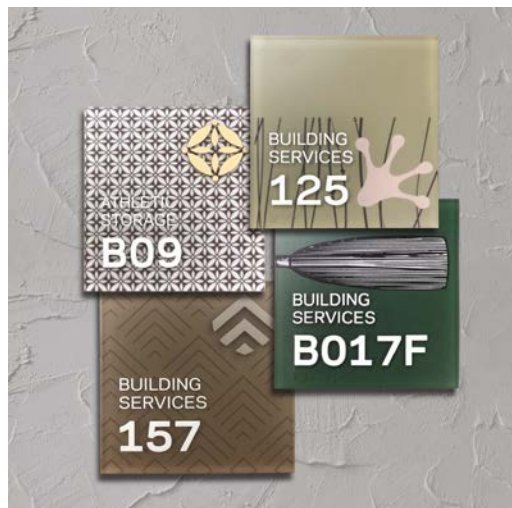
13.49



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Stadiums

Stadium wayfinding signage and environmental design play a crucial role in enhancing the overall experience of fans and visitors. These elements not only provide clear directions and information, but also create a visually appealing and immersive environment. With effective wayfinding, visitors can easily navigate through the complex layout of a stadium, reducing confusion and frustration.



ITE LEVEL
CS201-243
CLASSIC SUITES

4, 301-326

7-33

LS101-122
LEGACY SUITES

Globe
Life
Field

Globe
Life
Field

KARBACH SKY PORCH SECTIONS 201-244, 301-326
UPPER CONCOURSE



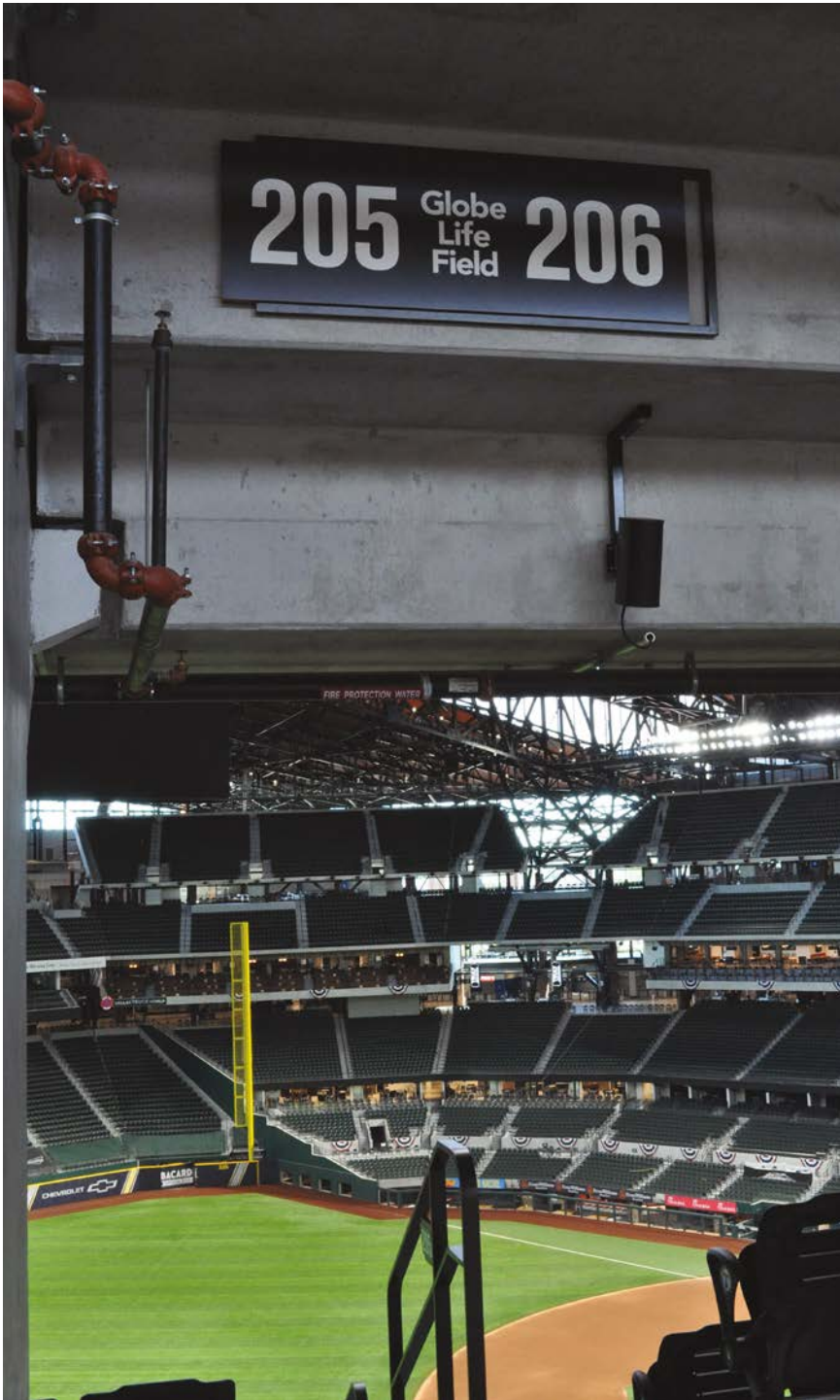
SB1-4
SKY BOX

PS201-202, 205-208
PARTY SUITES

CS201-243
CLASSIC SUITE



TT1-2
TEXAS TERRACE





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Hotel & Resort Signage

Your need may be replacing only a few room signs or the entire rollout of a new, branded program for multiple locations. Identity Group is your single source for delivering outstanding results on all projects and at any scale. We have served the hospitality industry for over 40 years, helping guests enjoy their experience and truly focus on the reason they chose your location over another. Through custom interior and exterior signage or providing a quality brand standard, we offer a 5-star experience you and your guests will appreciate.



meu lotus



Apollo

Artemis





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Healthcare

Medical campuses and healthcare facilities can be some of the most challenging areas to navigate for both employees and patrons. Utilizing our unique signage systems, directionals, and ADA expertise, we are masters in this area. Depend on Identity Group to consult with you about your space and lead you to a solution within your budget without sacrificing the quality experience you desire.







Education

Effective signage is crucial for schools as it plays a significant role in promoting a safe and organized learning environment. It not only serves as a visual aid for students, teachers, and staff, but it also helps visitors navigate the school premises easily. Signage can provide important information such as room numbers, directions to different areas of the school, emergency procedures, and rules and regulations. It also helps to promote school events and activities, creating a sense of community and school spirit. Additionally, clear and visible signage can also contribute to the overall aesthetics of the school, making it a more welcoming and professional environment. Overall, effective signage is an essential tool for schools to effectively communicate information, promote safety, and enhance the overall school experience for all stakeholders.

All of Your Education Sign Needs in One Place.

- Wayfinding
- Orientation
- Regulatory
- Life Safety
- Informational
- Donor/Recognition
- Directories
- Safety Signs







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IDENTITY GROUP x **ADVENT**

Digital Wayfinding & Augmented Reality

Identity Group has introduced a new service that uses advanced technology to enhance navigation and storytelling in commercial spaces. Through a partnership with a trusted software company, this patented technology transforms traditional signage and decor into interactive experiences. By utilizing IGX and IGX+ augmented reality and digital navigation, clients can effectively communicate their brand and history to their audience in a more engaging way. This innovative service allows for an immersive and user-friendly experience through the use of mobile devices. It also offers digital wayfinding options to make navigation stress-free. With the ability to bring physical environments to life through video and messaging, this service elevates brand value and creates a memorable experience for guests.



Digital Capabilities

- Digital Wayfinding
- Augmented Reality Functionality
- Location-Based Push Notifications
- Third-Party Data System Integration
- User Profile Customization
- Saleable Data-Mining From User Base

Don't stop at signs. Make your entire environment communicate through high quality visual décor elements from Identity Group. Our goal is to bridge the gap between communication and the built environment with products designed to direct, identify, inform, and captivate guests as they navigate their interior spaces.



CONTACT
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