

TOP

Total Men's  
PRIMARY CARE

## Total Men's Primary Care AUSTIN, TX

### SIGNS CASE STUDY

Total Men's  
PRIMARY CARE

**Owner**

Total Men's Primary Care

**Contract Type**

Signs

**Signs Contractor**

FSG Signs

### Total Men's Primary Care - "Reinvented Primary Care for Men"

#### Challenge

Total Men's Primary Care is described as "technology-enabled healthcare focused on men's unique healthcare needs." Early on, the owner recognized the importance of easily recognizable signage. The partnership with FSG Signs began when the owner toured our manufacturing facility in Austin, TX and invited us to bid on their signage.

#### Solution

The talented art team at FSG Signs worked diligently through many design iterations from the simple logo to the final impactful signage solution.

Total Men's signage has all the elements that are hallmarks of a great sign - an easily readable font with channel letters in vibrant colors of black, blue and white. The channel letters utilize internal LED illumination with both solid and perforated face vinyl. A reverse halo option has also been applied at some sites.

The signs designed, fabricated and installed by FSG Signs play a significant role in the branding for each Total Men's Health location. In fact, it is so important, establishing the ability to install their signage is one of the deciding factors before Total Men's determine a new location site. The FSG signs team works hand in hand with the Total Men's team and their realtors to ensure approvals for their installation can be obtained before a location site is finalized.

Total Men's Primary Care has quickly grown to 30+ locations across Texas. The value that is provided by our art and estimating team, to our dependable project management and skilled fabrication & installation teams, have earned their continued business.

