



MARRIOTT ASHLAND AVENUE

Chicago, Illinois

SIGNAGE CASE STUDY

When the Marriott at Ashland Avenue in Chicago needed to have their sign rebuilt to meet the latest Marriott branding standards, they leveraged their relationship with Avendra and FSG to get the job done.



CHALLENGE

Public facing exterior signage is one of the most important components for any business. For the Marriott at Ashland Avenue, their signage was dated and inefficient. They needed to refresh their signage to reflect the latest in Marriott branding standards and also wanted to take advantage of more efficient LED back lighting.

SOLUTION

FSG was able to design, fabricate, and manage the installation of new channel letter signage on the building and a new monument sign down by the street. Using the latest in LED technology, the new signage not only looks better, but also costs less to operate. To make the deal even sweeter, the property was able to take advantage of FSG's relationship with Avendra and count this project towards their Avendra spend!

RESULT

In the end, the results were a well built, more efficient sign. This new sign will not only last longer for the customer, but also cost less to operate thanks to LED technology and Avendra!

Owner
Marriott

Contract Type
Signage

Contract Amount
\$21,000.00

Signs Contractor
FSG

