



Commercial Signage



- The 4' diameter refreshment identification sign of cutout aluminum over Sintra® is easy to see from across the expansive convention center floor (top).
- The convention center's Grand Gallery is identified with distinctive stainless steel lettering and identifying signs of cutout aluminum over Sintra.

The ultra-modern DeVos Place Convention Center was on track to open in the burgeoning Grand Rapids metropolitan area just after the first of the year, when unforeseeable circumstances near deadline put Jarob in the midst of the enormous project. There was literally no time to spare as our experts worked in partnership with the architect, construction manager and designer to engineer the designs for functionality. The result? A complete interior and exterior signage package delivered and installed on time and on budget.



- The museum quality of the DeVos Place signage is exemplified in details such as the etched glass donor plaques inside the main entrance.
- Custom channel letters bring unique identity to the convention center while the granite/limestone pylons with etched glass give recognition to major donors.



- The DeVos Place Convention Center features many etched glass and screen printed glass elements, such as the floor plan (left) screen printed on the moveable pylon sign as well as the restroom identifiers (above).
- The interior also has a large amount of custom metal work throughout, including cutout aluminum and stainless steel lettering (right).