



Driven by Design. Powered by Experience.

When choosing a location to launch ID Signsystems in 2005, Rochester was the most obvious choice. After surveying the options in New York City, North Carolina and Los Angeles, it was clear the demographics and market access in Rochester would benefit our company more than anywhere else.

Over 15 years later, Rochester continues to home our 42,000 square foot main office where we develop products, systems and solutions that enhance experience in the built environment.

Because of the incredible talent pool in Rochester, we are able to offer an all-in-one resource for corporate signage and environment development.

CHANGING THE FACE OF ROCHESTER

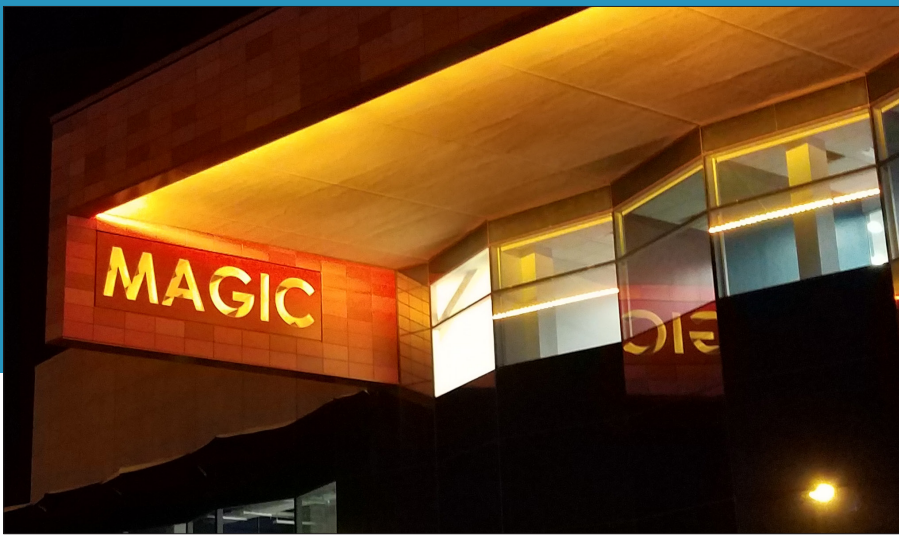
LEADERS IN ARCHITECTURAL
SIGNAGE, WAYFINDING,
ILLUMINATION & DESIGN.



Paul Dudley
President

“When asked why we chose to start our business in Rochester, I simply tell them that Rochester ticked all the boxes. Before making the decision we looked at 4 options for location. Rochester offers a great **pool of design-focused talent** including high-quality, trained technicians/engineers and sign makers. The location itself allows **easy access to significant markets** for our core competencies, I also add, having personally lived in 5 countries before arriving here, that Rochester provided us a **wonderful place to live, grow and educate** our family in a beautiful part of the world.”

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RIT's MAGIC Spell Studios

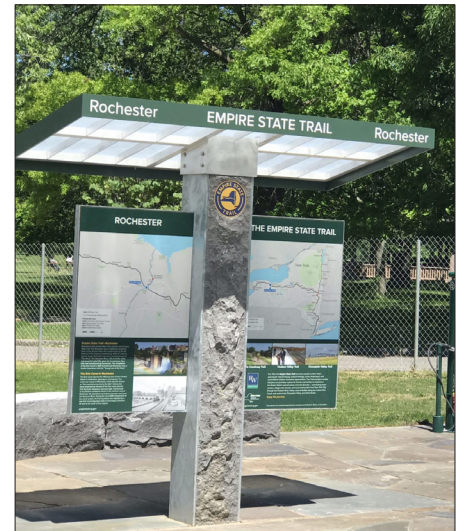
With the MAGIC's new modern building designed by SWBR, RIT was seeking a new sign with a controlled lighting system to match the dynamic activity in the building. Based on the architects renderings, IDS produced a concept for a sign defined by negative space with light drawing attention to both the sign and building.

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Empire State Trail Signage

IDS coordinated the fabrication and installation of distinctive interpretive landmarks that serve as the foundation for an ambitious 750-mile trail spanning from New York City to Canada and Buffalo.

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The Strong National Museum of Play

When the Strong National Museum of Play decided to rebrand, they turned to IDS for a solution that enhanced their position as a national museum. Through a comprehensive design development process, IDS designed and developed an LED illuminated sign solution with ground-breaking acrylic material providing a solution that captured this design brief in a creative yet timeless sign solution.

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