



Refreshing an Icon Above Nashville

Federal Heath brings AT&T's updated brand identity to the city's iconic "Batman Building."

Project Overview

In 2026, AT&T implemented a nationwide brand standards update that included the iconic signage atop Nashville's AT&T Building—widely recognized as the city's "Batman Building."

Rather than replacing the existing globe with another flex-face cabinet, the updated design called for a more dimensional appearance. Individual illuminated cabinets were created for each blue element of the AT&T globe, adding visual depth and delivering a more contemporary presentation. The AT&T channel letters beneath the globe were also changed from mixed case to the brand's current all-capital configuration.

Project Highlights

- Updated iconic 617-foot-tall Nashville landmark
- Created a dimensionally illuminated globe using individual cabinet construction
- New illuminated channel letters
- Refurbished and reused the existing structural backers
- Minimized unnecessary structural modifications
- Performed complex, high-elevation installation requiring specialized expertise
- Completed the project ahead of an accelerated, high-profile deadline

Engineering the Solution

A key project objective was to preserve and reuse as much of the existing infrastructure as practical. The original structural backers, installed during the building's 2006 branding conversion, were carefully inspected, refurbished, repainted, and incorporated into the new installation.

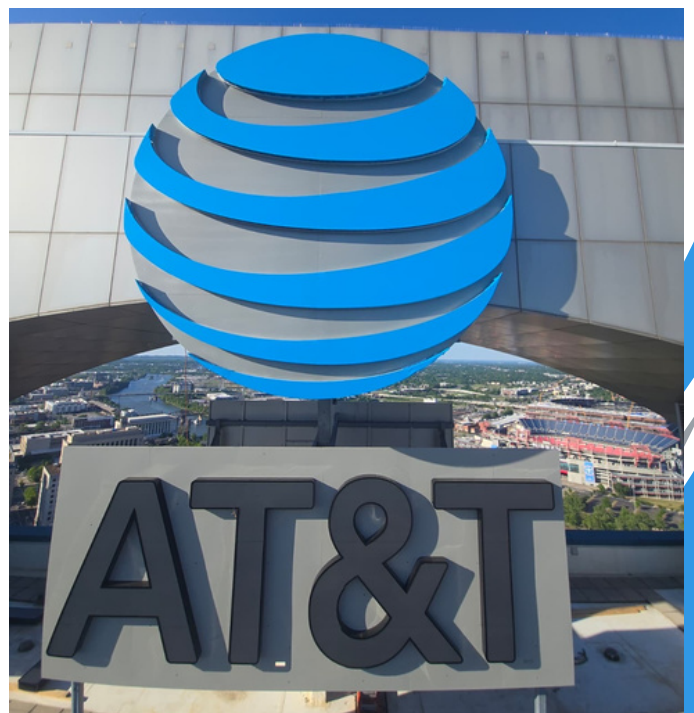
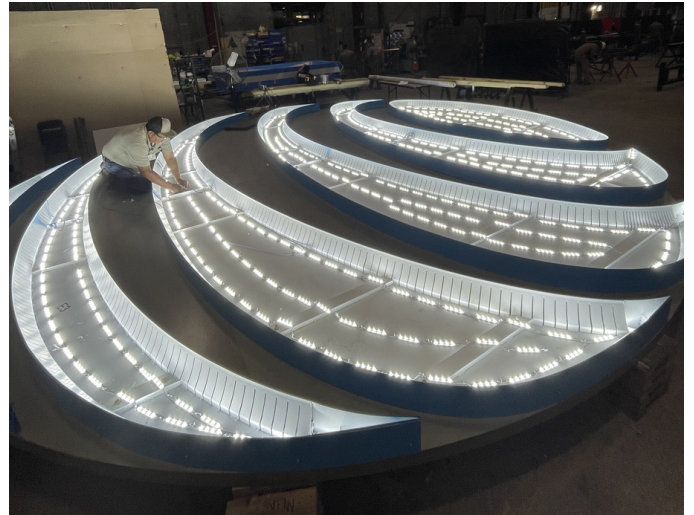
The individual globe elements and illuminated channel letters were then engineered to integrate with the existing support structure. This approach minimized unnecessary structural modifications while maintaining the integrity of the original installation.

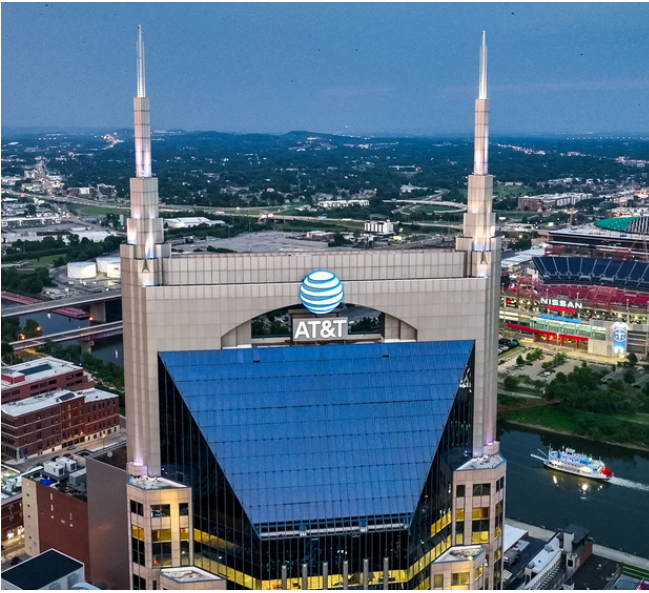
Manufacturing and Installation

At approximately 617 feet above street level, the AT&T Building presented significant engineering, logistical, and installation challenges. Every phase—from design and manufacturing through transportation and field installation—required extensive planning and close coordination.

Key Project Requirements Included

- Detailed engineering and structural analysis
- Specialized manufacturing methods
- Comprehensive logistics planning
- Highly trained technicians experienced in high-elevation installations
- Precise coordination among engineering, manufacturing, and field operations
- Rigorous safety protocols throughout the installation





Delivering on a High-Profile Timeline

AT&T required completion before major events that would bring significant national and international attention to downtown Nashville, including CMA Fest and activities surrounding the 2026 FIFA World Cup. Meeting this aggressive schedule ensured that the refreshed corporate identity was in place before thousands of visitors arrived.

Continuing a Long-Term Partnership

Federal Heath originally manufactured and installed the building's AT&T signage during the BellSouth-to-AT&T transition in 2006. Nearly two decades later, Federal Heath was selected once again to manufacture and install the updated signage as part of AT&T's ongoing 2026 brand refresh.

The project demonstrates the value of a long-term customer relationship built on technical expertise, quality manufacturing, and dependable execution.



The management and crew were excellent. Project completed ahead of schedule with a very small punch list. I would highly recommend Federal Heath for any sign job, but especially one as complicated and difficult as this one.

**Tom Bowman, Construction Manager
JR Bowman Construction -
Project General Contractor**