



Speed Meets Scale: A Comprehensive Signage Rollout for PNC Bank

PNC Bank is one of the largest financial institutions in the United States, offering a wide range of banking services including retail banking, corporate and institutional banking, and asset management. Headquartered in Pittsburgh, Pennsylvania, PNC operates an extensive network of branches and ATMs across the country.

Federal Heath was engaged to deliver a comprehensive signage package for a PNC Bank branch, encompassing both interior and exterior elements, within an accelerated 6-week turnaround.

This timeline required rapid mobilization, proactive communication, and tight coordination across teams.

Early in the process, our team secured a critical permit waiver from the PNC project manager to keep the schedule on track.

From there, our project leaders worked diligently to ensure production and installation milestones were met despite the compressed timeline.





Scope of Work

Federal Heath delivered a full-spectrum signage solution, including:

- Exterior signage (channel letters, monument signs, and pylon signage)
- Interior graphics and ADA signage
- Wall plaques
- Window graphics and clings (including “Coming Soon” and “Now Open” signage)



This project represented a highly comprehensive branding implementation across both interior and exterior environments.

While the overall project duration extended slightly due to typical branch-related variables, Federal Heath successfully delivered on the most critical milestones. Building signage was installed on time, while the monument sign was completed separately as part of a phased execution. Clear, consistent communication between Federal Heath and the PNC project manager ensured alignment and a smooth installation process throughout.



Results

- Project completed successfully and on-time for key deliverables
- Aggressive 6-week production and installation timeframe

The client expressed strong satisfaction with both execution and product quality, stating - *“Your signs are so much more substantial than others.”*

Through responsiveness, teamwork, and quality craftsmanship, Federal Heath demonstrated its ability to deliver under pressure while maintaining high standards—reinforcing our value as a trusted signage partner.