



Fredrikson

Dynamic Solutions for Modern Firm



Fredrikson

Fredrikson is a highly regarded law firm headquartered in Minneapolis, Minnesota, with over 70 years of providing business-centered legal solutions to clients across industries. The firm's commitment to excellence and adaptability has been a cornerstone of its growth, leading to multiple office locations and a reputation for fostering strong client relationships. Situated in a bustling downtown area, Fredrikson's facilities are designed to reflect the city's dynamic and progressive energy.

Fredrikson underwent a multi-office renovation to enhance collaboration, embrace modern technology, and support the evolving demands of remote and hybrid work. During this renovation process, Fredrikson selected ASI with the intent to not only modernize their visual identity but also to create a workplace environment designed for the future of legal practice.





Service Offerings

- Design-Build
- Digital Services
- Installation

Product Applications

- Dimensional Letters
- ASI ID Screens
- ASI Pacific Interior
- Custom Signage

About the Solution

ASI developed a comprehensive signage solution for Fredrikson, featuring branded signage and digital ID Screens, merging modern aesthetics with functional innovation.

The integration of digital signage facilitated the firm's transition to a hybrid work model, enabling lawyers and staff to reserve office workspaces as needed. This flexible approach allowed Fredrikson to adapt seamlessly to evolving workspace demands. To ensure inclusivity, ASI designed custom frame enclosures with tactile elements and braille, ensuring full ADA compliance.

By aligning the firm's refreshed brand identity with a cutting-edge workspace reservation system, this project reflects Fredrikson's commitment to innovation and forward-thinking solutions.

