



## Fieldwork Dallas

Fieldwork is a market research company and an industry leader. Since 1980, Fieldwork has set the standard for qualitative market research after having built one of the first viewing facilities in the United States. Today, Fieldwork is composed of 15 facilities across the nation alongside an international team.

One of the 15 national Fieldwork locations, Fieldwork Dallas, underwent updates in order to prepare for a management meeting in early 2020. The new updates give the facility a casual yet chic ambiance with state-of-the-art amenities.

Fieldwork Dallas consists of six conference rooms and various observation rooms. These spaces can accommodate a multitude of market research methodologies and set-ups, including a large room that holds up to fifty people.



**Service Offerings**

- Consultation
- Design
- Installation

**Product Applications**

- Acrylic Door Signs
- Acrylic Logo Panels
- Standoffs
- Dimensional Letters

**About the Solution**

As an existing client of ASI with Brand Standards outlined, ASI was able to utilize specifications listed in Fieldwork’s brand manual. ASI began the design process for approval by Fieldwork with a focus on one overall theme - identification.

The signage program consists of both room and brand identification. In the lobby, dimensional letters and a logo are mounted directly to the wall. In other areas, brand identification is displayed on a clear acrylic panel and applied to the wall using standoffs. Clear acrylic has a modern look that is continued throughout the space in the Room ID signage.

Fieldworks’ signage package is elegant, minimalistic and functional - perfect for a company that serves to provide clear, straightforward insights into market trends for their own clients.

