



Coca-Cola

Coca-Cola has been a legacy presence in North Carolina since 1906, with three generations of the Rand family guiding its growth and stewardship. By 2024, the company had outgrown its long-standing mid-century facility in Durham and embarked on the development of a new 170,000-square-foot operation in Apex. This modern campus represents a new chapter for a brand deeply rooted in the region.

As part of this major transition, Coca-Cola engaged ASI to design, fabricate, and install a comprehensive brand experience throughout the new facility. The goal was to honor more than a century of history while capturing the energy and innovation embodied in the next generation of the company. From architectural features to operational zones, every signage element was approached with a sensitivity to the brand's heritage and a commitment to elevating the visitor and employee experience.





SignStudies: Corporate

Service Offerings

Design-Build
Wayfinding
Fabrication
Installation

Product Applications

3D Form
Channel Letters
Environmental Graphics
Post and Panel Signs
Custom Signage

Solution Partners

Hager-Smith Architects
Jenifer Thoem

About the Solution

ASI worked closely with the project partners to create a cohesive signage program that blends storytelling with design. The centerpiece of the project was a 22-ft Coca-Cola brand wall. ASI designed this wall in its entirety, collaborating with artist Jenifer Thoem for ceramic cap details, each stamped with a Coca-Cola logo. The result is a stunning immersive brand experience that engages visitors immediately upon entering the lobby.

Through a collaborative Design-Build process, ASI coordinated directly with the architect and artist to translate historical themes, family legacy, and iconic Coca-Cola brand language into a modern, cohesive signage program. The result is a polished and immersive facility experience that celebrates the company's origins while supporting its continued growth in a new, future-ready home.

