



Benny's Car Wash

Benny's Car Wash developed a new corporate headquarters to support its growing organization and create a workplace that better reflects the company's established brand and culture. The modern office brings together individual workspaces, meeting rooms, and collaborative areas within an environment designed to support both day-to-day operations and continued growth.

Working alongside interior design partner, CDI Solutions, ASI was engaged to fabricate and install a comprehensive package of interior signage and environmental graphics. The objective was to carry Benny's recognizable personality throughout the workplace, while providing functional identification and privacy solutions that feel fully integrated with the interior design.

The completed program creates a cohesive workplace that balances function with personality, reinforcing the Benny's brand while creating an engaging environment for the people behind it.





SignStudies: Corporate

About the Solution

Service Offerings

- Consultation
- Design-Build
- Wayfinding
- Fabrication
- Installation

Product Applications

- ASI Venus Signage
- LTV Vinyl Graphics
- Custom Acrylic Signs

ASI delivered a coordinated program of room identification signage, dimensional elements, wall graphics, and privacy vinyl throughout the headquarters. Venus signage and custom acrylic elements provide clear identification and a polished visual language, while LTV vinyl applications extend the brand into meeting rooms, corridors, and shared spaces.

Large-scale wall wraps, incorporating photography and storytelling elements, add another layer to the environment, celebrating Benny's history, people, and workplace culture. These branded moments transform otherwise functional surfaces into visual features, while a prominent lobby identity installation establishes the experience from the moment employees and visitors enter the space.

