



**Continental
Office**



Case Study

Amerisure

Amerisure wanted to incorporate a backlit display in an area of their headquarters building highly visible to associates and visitors alike. The display wall sits in a cavity of recessed wood panels and needed something to diffuse the backlighting from the LED panels. We were brought in as a trusted branding firm to figure out the best construction and fabrication solution.

Results:

We leaned into other disciplines, working collaboratively with an architecture firm and a general contractor, to develop a viable solution. We placed a thin layer of film over glass to properly diffuse the light. With layers consisting of LED lighting, glass, a thin layer of diffusing film, more glass, vinyl graphics, and dimensional acrylics on top, we created something truly unique.

