



Designing signage inspired by the great outdoors.

Slack HQ is the ultimate workspace, with varied landscapes that keep employees focused as they work. See how we helped them create signage that blends seamlessly into each environment.



THE CHALLENGE

Create signage inspired by the Pacific Crest Trail.

Slack's San Francisco HQ is inspired by their CEO's love for hiking and nature. Each of the ten floors is assigned a geographical theme—desert, mountains, forest—all which are found along the Pacific Crest Trail. Our challenge? Design and build a signage system that visually integrates into each terrain, providing focus and guidance along the way.

THE SOLUTION

Signage that blends seamlessly into various terrains, providing guideposts and moments of delight along the path.

Much akin to Slack values, each sign was tailored for specific needs, and built to the highest standards possible. The main lobby sign exemplifies the “basecamp” theme on the ground floor and hints towards the experience to come, while interior signage subtly guides employees through the building.





THE RESULTS

Signage that encourages curiosity, exploration, and storytelling.

Visitors were greeted with a lobby sign that piqued curiosity and encouraged exploration. Department signage made teams proud of their contribution and space within the office. We even worked with their team to create meaningful signage that touched on the company origins for the CEO and the founding team—establishing their legacy and giving them stories to tell.

“Some testimonial to come.” –First Last Name

BACKGROUND

Client: Slack Technologies
Location: San Francisco, CA
Size: 300,000 sq ft
Type: Office
Date: Feb 2019–ongoing

PROJECT TYPES

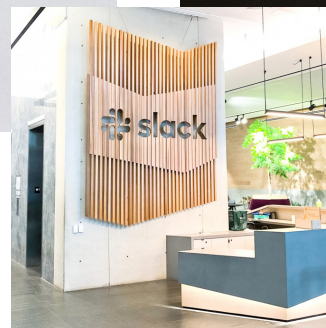
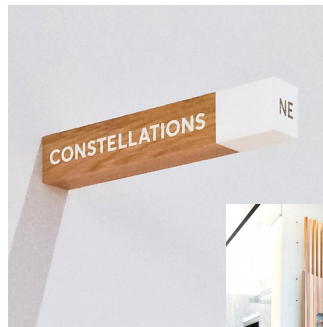
Lobby sign
Exterior sign
Room signs
Wayfinding signs
Department signage

SERVICES PROVIDED

Concept and design
3D renderings
Technical drawings
Consultation
Sign fabrication
Full installation

PROJECT DETAILS

tinkeringmonkey.com/case-studies/slack



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Let's build something great together.

Curious about how our services can add value to your project? Reach out to us.

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