



National Branding Executes Signage Installation for Acrisure in Miami Supporting Nationwide Brand Rollouts

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National Branding has completed on-site signage installation for Acrisure in Miami, advancing consistent brand presentation as part of the client's broader multi-location strategy. The project involved deploying signage that delivers impact, visibility, and uniformity at key touchpoints within the Miami-area facility. This effort aligns with Acrisure's expansion across the United States, where the company maintains a significant network of offices serving clients nationwide.

Acrisure, a financial technology and insurance firm headquartered in Grand Rapids, Michigan, serves one out of every 19 businesses in the United States and operates hundreds of locations across the country. The Miami installation forms part of coordinated efforts to strengthen brand recognition in its Southeast Region, which encompasses multiple states including Florida. National Branding managed the project from planning through final execution, ensuring the signage met the client's specifications for both exterior and interior applications.

The company's approach to nationwide brand rollouts encompasses full-service capabilities in design,

fabrication, permitting, installation, and ongoing project management. National Branding handles complex programs involving numerous sites while maintaining strict adherence to brand standards. Its custom BrandBoss platform provides clients with 24/7 access to project details, supporting transparency and efficient coordination when managing over 2,000 active projects daily across the United States.

In the Miami project, the team focused on delivering signage that integrates seamlessly with the local environment while upholding national consistency. This included elements suited to commercial office settings, such as illuminated channel letters for visibility and interior graphics for environmental enhancement. Such installations contribute to professional brand presence in high-traffic corporate locations.

Bob Chapa, CEO and President of National Branding, stated, "On-site execution in locations like Miami requires precise coordination to achieve the level of consistency demanded in nationwide brand rollouts. Our team's direct involvement ensures every detail aligns with the client's overall branding objectives."

Matthew R. Godwin, Chief Operating Officer of National Branding, added, "Effective project management through platforms like BrandBoss enables real-time oversight during nationwide brand rollouts. This level of visibility helps maintain timelines and standards across dispersed locations."

With more than 25 years of experience in sign manufacturing, installation, and project management, National Branding draws on its Midwestern roots in Troy, Michigan. The company's foundation in Detroit's manufacturing heritage emphasizes reliability and attention to detail in every project. Its leadership team brings over 150 combined years of industry expertise, supporting capabilities in handling diverse signage types including monument signs, pylon signs, and environmental graphics.

National Branding's full-service model allows clients to work with a single partner for all aspects of a rollout, reducing complexity when expanding or refreshing physical locations. This approach has proven effective for organizations in sectors such as financial services, where uniform branding across regional and national offices supports operational identity. The Acrisure Miami project exemplifies how targeted installations contribute to larger efforts in maintaining brand coherence.

The company also supports other industries with similar needs, including healthcare, retail, and automotive. In each case, the focus remains on delivering signage solutions that perform in real-world conditions while meeting regulatory and aesthetic requirements. Quality materials selected for durability ensure long-term performance with minimal maintenance.

National Branding has earned recognition in the signage industry, including a feature on the television program *World's Greatest* that highlighted its project management innovations. Participation in industry discussions on economic factors affecting signage further underscores its role in supporting national clients

amid changing conditions.

As organizations like Acrisure continue to refine their physical footprints through regional and national expansion, signage serves as a tangible element of brand strategy. Clear and consistent installations help communicate identity to clients, employees, and visitors. National Branding's work in Miami contributes to this goal within the context of Acrisure's established nationwide presence.

The company remains committed to refining its processes to address the demands of multi-site programs. Integration of digital tools with on-site expertise supports efficient delivery, whether projects involve a single facility or extensive networks spanning the country. This methodology has enabled National Branding to serve as a resource for brands seeking reliable execution in competitive markets.

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