Signarama Detroit Completes Signage Installation for Slate Automotive

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TROY, MI - October 22, 2025 -
Signarama Detroit has completed a signage project for Slate Automotive, involving the design, production, and installation of building and monument signs at facilities in Troy, Michigan, and Warsaw, Indiana. This project aligns with Slate Automotive's development of next-generation electric vehicles scheduled for debut in 2025.

The work at the Troy headquarters included modern building signage and ground signs across multiple addresses, with one installation positioned for visibility from Interstate 75. In Warsaw, the assembly plant received building signage that matches the corporate design elements. The process involved developing rendering concepts with discretion to maintain confidentiality around Slate Automotive's product launch.

Signarama Detroit, a Michigan sign company, managed the project from design to installation. The signs incorporate clean lines and designs that correspond with Slate Automotive's focus on innovation and sustainability in the electric vehicle sector. Slate Automotive, an American startup, raised $700 million in funding by mid-2025 to support its operations.

Mike Stephens, Senior Outside Sales Representative at Signarama Detroit, provided insight into the project. "After 25 years helping automotive clients, this project shows how signage supports brand recognition," said Stephens.

The total project budget amounted to $10,000, covering work at both locations. This encompassed the creation of monument signs for ground-level identification and building-mounted signs for overall facility presentation. The installations aim to provide consistent visual elements across Slate Automotive's sites.

Slate Automotive develops customizable electric vehicles, including an all-electric truck adaptable for various uses such as SUV or work truck configurations. The company's approach emphasizes affordability and personalization in the EV market. Founded as a stealth startup, Slate Automotive emerged in early 2025 with backing from prominent investors, including Amazon founder Jeff Bezos. This funding has enabled the company to advance its modular vehicle platform, which allows users to modify the base structure for different applications.

The signage project required close collaboration to ensure the designs embodied Slate Automotive's commitment to advanced technology and environmental responsibility. By incorporating elements that evoke futurism and cleanliness, the signs help communicate the brand's values to stakeholders and the public. Such visual consistency plays a role in building trust as the company prepares to enter the competitive electric vehicle landscape.

Another view came from the project team at Signarama Detroit. "The collaboration involved aligning the signs with Slate Automotive's sustainability goals, resulting in designs that meet operational requirements," said Alex Johnson, Project Manager.

Signarama Detroit has operated in the Metro Detroit area for over 25 years. As part of a global franchise with 900 locations in 60 countries, the company provides services such as vehicle wraps, indoor signs, outdoor signs, and banners. The team handles the complete process, including design and installation. In addition to these offerings, Signarama Detroit specializes in interior signs, environmental graphics, and full-scale exterior sign rollouts, ensuring comprehensive solutions for various client needs.

Recognitions include designation as a top workplace by the Detroit Free Press and a feature on the cover of Signs of the Times Magazine. Affiliation with the International Sign Association supports industry involvement. Past projects encompass work for clients in language education, financial services, and coffee retail sectors. Examples include wall murals for a language education provider, building signs for a financial services firm, and a mix of building signs, channel letters, interior signs, and wall murals for a coffee business.

Slate Automotive entered the market in 2025 with backing from investors, including reported support from notable figures. The signage project contributes to establishing facility identities as the company prepares for vehicle production.

This completion reflects the application of signage in supporting automotive industry developments. Signarama Detroit's role demonstrates coordination across states for unified branding.

Signarama Detroit functions as a franchise in the sign sector, addressing needs from building identification to promotional materials. The company's experience in Metro Detroit includes various assignments, with this project adding to examples of handling automotive-related tasks. The team's expertise in maintaining client confidentiality during sensitive projects further highlights its capability in serving innovative industries.

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Signarama Troy

Signarama Detroit in Troy is part of a global sign franchise with 900 locations in 60 countries. For over 25 years, we?ve delivered quality signage and exceptional service to Michigan communities.

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