National Branding Announces Director of Project Management Receives 2025 Women in Signs Award

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TROY, MI - November 11, 2025 -
National Branding announced that Torey Rouillon, its director of project management, has received the 2025 Women in Signs Award from Signs of the Times magazine. This annual award recognizes women's contributions in the signage industry, where men make up approximately 80 percent of professionals. Rouillon stands among five winners selected for talent across various industry facets. The award elevates women's roles, showcases their impact, and challenges traditional perceptions in the field.

Rouillon began her career in the signage industry in 2006 at a shop in Northern Michigan. She later moved to the Metro Detroit area in 2011, starting at Signarama Troy before transitioning to National Branding. At National Branding, she leads the project management team, focusing on client success, mentorship of new talent, and involvement in national groups such as the International Sign Association. Her dedication and team spirit earned her a nomination from colleagues and CEO Bob Chapa, with the award presented at the ISA Expo.

"Receiving this award is not just a personal achievement?it?s an inspiration for other women in the industry, proving that talent and hard work can break barriers," said Torey Rouillon, director of project management at

National Branding. "It serves as a reminder that diversity drives creativity and progress, paving the way for even more female professionals to excel and lead in the signage world."

National Branding, a full service signage & branding company in Troy, MI, provides comprehensive solutions including consulting, design, fabrication, installation, project management, permits and variances, brand compliance, and lease financing. As a multi location sign and branding provider and franchise signage company, it specializes in interior signage, environmental graphics, and exterior sign rollouts, working with large national brands to build and protect their identities. Industries served include corporate identity, manufacturing facilities, restaurants, and more.

The leadership team at National Branding brings over 150 years of combined experience in the sign industry. Bob Chapa serves as CEO and president, drawing from experience in small family businesses and national sign companies. Matthew R. Godwin acts as chief operating officer, with a background in banking and process management. Corinne Skawski manages finance, bringing over 30 years of experience from previous roles in the sector. Other key members include Jim Merriman as graphics and engraving manager, Don Baldino as production manager, and Brian Halama as fabrication department manager.

"This recognition of Torey Rouillon underscores the expertise and commitment within our team," said Bob Chapa, CEO of National Branding. "Her leadership contributes to our ability to deliver comprehensive signage solutions that meet client needs across the United States and Canada."

National Branding has integrated advanced tools, including artificial intelligence, to enhance efficiency in project management and design. The company developed software for tracking order status and providing insights into rebrand health. Staff members use AI for client communication, scheduling, content creation, and photo enhancement. This adoption aligns with industry trends where AI supports creative design and data handling.

The company roots trace back to multiple small family-owned sign companies, embodying an entrepreneurial spirit and Midwestern work ethic. With a focus on process improvement and technological solutions, National Branding serves as brand ambassadors for major companies in various industries. The mission involves strategic national growth through partnerships with growth-oriented clients, delivering engaging and cost-effective signage.

National Branding continues to emphasize brand compliance and full-service support, from initial consulting to final installation. The team handles permits, variances, and lease financing to facilitate smooth project execution. Clients benefit from the BrandBoss app, which offers transparency in project tracking.

Recent client feedback highlights the company's responsiveness, as seen in a review from Jet's Pizza noting

quick solutions during challenging times. National Branding also addresses specific scenarios such as mergers and acquisitions signage, ensuring consistent branding during transitions.

The award to Rouillon reflects National Branding's role in fostering innovation and diversity in the signage sector. The company remains committed to mentorship and professional development, supporting new talent in the field.

National Branding operates from its base in Troy, MI, serving clients nationwide. The firm has been featured on the cover of Signs of the Times Magazine, underscoring its industry standing. With a vision centered on embracing change, National Branding positions itself to adapt to evolving industry demands.

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National Branding

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