



Events & Environments Signage

CASE STUDY



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Greyhound Lines, Inc invited SWBP to help the bus company rebrand their entire Dallas station with custom semipermanent wayfinding signage to organize and optimize flow of passengers.

The main objective was to improve traffic flows and allow Greyhound to test drive the change before full implementation. We developed prototypes for new wayfinding signage in both rigid cards and flexible banner materials to help Greyhound identify the best comprehensive solution from ticketing to boarding. SWBP's digital workflows and cost-effective short run capabilities give companies a flexible way to trial solutions before larger regional rollouts.