



Thumbtack

Building a full suite of signage to help reveal a top-secret re-branding project, in person—and in record time.

Thumbtack connects millions of people with local skilled professionals. See how signage played a meaningful role in transitioning into a new space and brand.



THE CHALLENGE

Create signage to help brand multiple spaces in time for a public reveal of their new image.

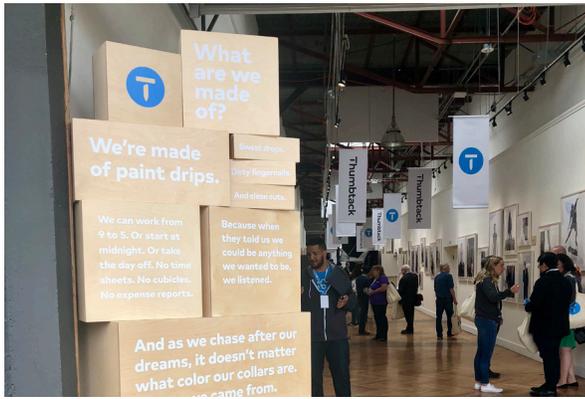
The ~500 person organization moved into their new 80,000 sq ft headquarters in San Francisco, and needed signage to make their new space—and satellite office in Salt Lake City—feel like home. The biggest challenge? Getting it all done in time (and under wraps) for Self Made, a celebration of the new Thumbtack brand.

THE SOLUTION

Signage that adapts to specific needs and is easily extendable for company growth.

By putting our two teams together, we figured out everything from how to create an office signage system that can easily extend as they grow, to how to turning a ATM machine cover-up at the event venue into a permanent art piece for their breakout room.



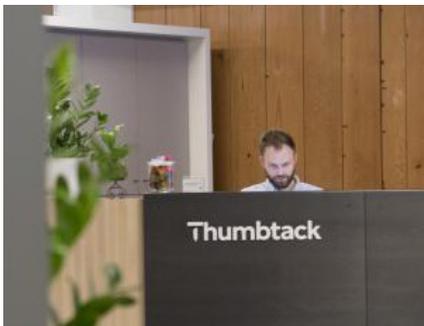


THE RESULTS

Signage that invites employees and members to make a meaningful, in-person connection with their new brand.

Though the Thumbtack team works in a digital space, their passion lies in facilitating transactions in the real world. By revealing the new brand in tactile ways, they were able to make a positive splash at their event—and beyond.

*“Thanks for producing high quality work, being punctual and professional with the install, and for just being fun folks to be around. The **compliments are flowing around the office**—it’s amazing how the space is transformed already.”* —Andrew Wendling, Design Lead at Thumbtack



BACKGROUND

Client: Thumbtack
Location: San Francisco, CA
Size: 80,000 sq ft
Type: Office



SCOPE OF WORK

Consultation
3D renderings and drawings
Sign fabrication
Full installation



PROJECT TYPES

Logo signage
Room and wayfinding signs
Event signs
Wall art and art placards

PROJECT DETAILS tinkeringmonkey.com/case-studies/thumbtack



TINKERING MONKEY

Let's build something great together.

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

hello@tinkeringmonkey.com