

FIRM PROFILE

CORBIN DESIGN

People get lost. We fix that.



Jeffrey Corbin established Corbin Design in Traverse City, Michigan in 1976. Since its formation, the firm has earned a reputation as a national leader in wayfinding and environmental graphic design. The firm employs 20 people, including 14 designers. In 2002, Corbin Design became an employee-owned company, giving its employees an increased stake in the success of the firm and its clients.

The firm has completed hundreds of projects across the nation in the design of wayfinding and signage systems, and the development of corporate identities, promotional materials, interactive media and websites. Our clients include over 40 cities and towns, over 65 medical centers, 25 colleges and universities, 10 resorts and entertainment venues, corporate campuses and facilities, and retail outlets. Through this experience, the firm has pioneered new concepts for wayfinding in the built environment and on the Web.

The firm is highly automated, and its staff is adept at using the latest in equipment and techniques for electronic design and production.

Corbin Design has won numerous awards for its work, including an SEGD Jury Award for the "Downtown LA Walks" wayfinding program in Los Angeles; an SEGD Merit Award for the "Direction Downtown" wayfinding program in Indianapolis; VM&SD's Store of the Year designation for the REI Flagship Store in Seattle; and Identity magazine Awards of Honor for the design of healthcare facility wayfinding systems.

The firm's work has been published in magazines including Architectural Record, Communication Arts, Design Management Journal, Graphic Design:USA, HOW Magazine, Identity, American City & County, Nation's Cities Weekly, Step-By-Step Graphics and VM&SD.

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