



## FACT SHEET

### OVERVIEW:

Founded in 1998 by Shad Bruce, Detail Design and Fabrication (DD&F) is a full-service design and fabrication studio specializing in innovative signage and environments. From its Phoenix, Arizona headquarters, DD&F serves a variety of clientele, from independently-owned businesses and franchises to fortune 500 corporations. DD&F is the official sign and graphic partner of the Arizona Diamondbacks Major League Baseball team.

### CAPABILITIES:

With a staff of talented designers and state-of-the-art design programs, print and fabrication equipment, DD&F utilizes a wide variety of tools, techniques and materials (metal, wood, foam, plastic, di-bond, print, etc.) to deliver highly customized projects.

Specialties include highly customized signage, interactive exhibits, kiosks, trade show booths, and all aspects of 3D components for interior or exterior environments, such as retail centers, sales offices and sports facilities.

### SERVICES:

- Site surveys and strategic placement recommendations
- Full service conceptual renderings using state-of-art software
- Precision fabrication utilizing computer-aided design (CAD) technology
- Value engineering to complete projects within budget parameters
- Printing and installation of large format graphics and signage
- Hand-finishing and sculpting

### PROJECTS:

PAST AND PRESENT

*Arizona Diamondbacks* – Rebranding of Chase Field, creation of The Sandlot interactive playground (miniature Chase Field), ongoing sponsorship signage updates  
*Bondurant School of High Performance Driving* – Branding new fleet of GM vehicles  
*Baer Brakes* – Product packaging and trade show exhibit  
*Phoenix International Raceway* – Revamp of all signage, kiosks and sponsorship areas for the entire facility (concept, production and phased installation)  
*Phoenix Children's Museum* – Interactive, transportation-themed exhibit for visitors  
*Muhammad Ali Parkinson Center* – Custom entrance, interior, donor recognition areas

### LOCATION:

4635 South 33rd Street, Phoenix, Arizona 85040

### URL:

[www.ddandf.com](http://www.ddandf.com)

### OWNER:

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