

# SIGNS FOR CITY BUILDINGS & FACILITIES



Marketing &  
Communications

# CURRENT SIGNS

- INCONSISTENT FORM
- INCONSISTENT FORMAT
- INCONSISTENT FONT
- HARD TO SEE



# INCONSISTENT FORM

ON BUILDINGS



Marketing &  
Communications

# INCONSISTENT FORM

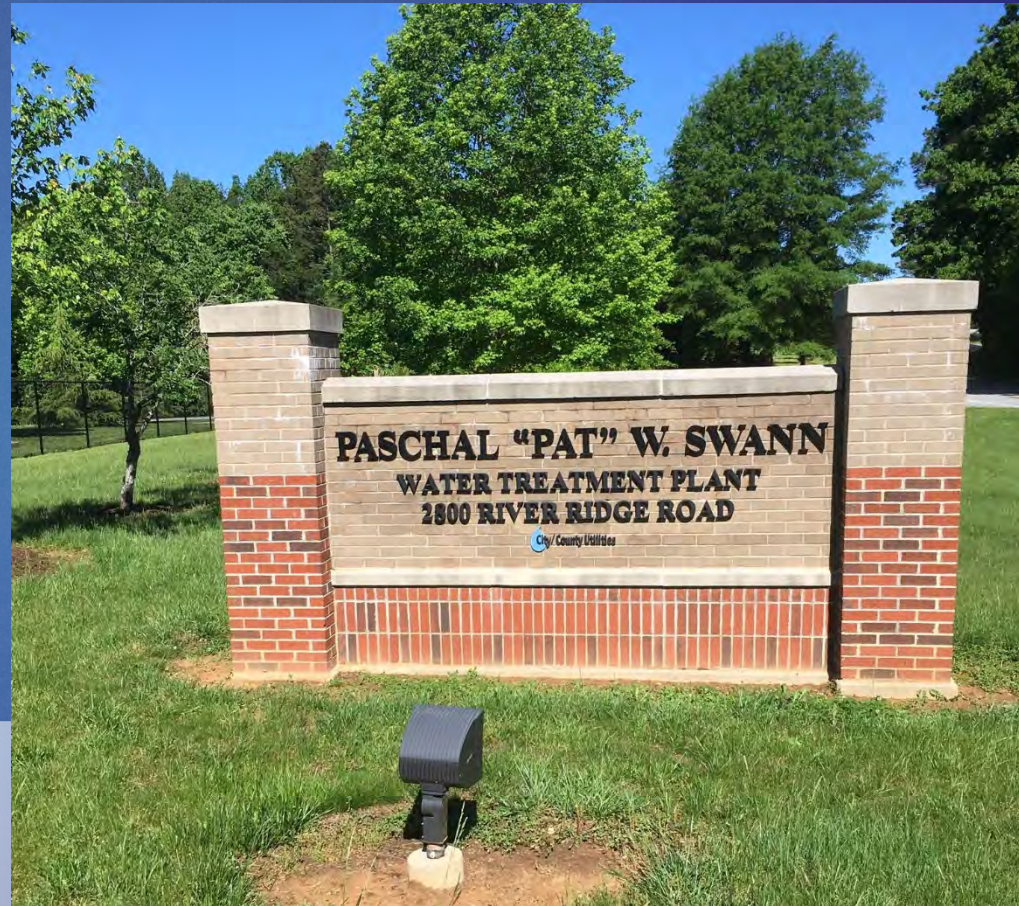
## ON BUILDINGS



Marketing &  
Communications

# INCONSISTENT FORM

AT STREET



Marketing &  
Communications

# INCONSISTENT FORM

AT STREET



Marketing &  
Communications

# INCONSISTENT FORM

PART OF  
LANDSCAPE



Marketing &  
Communications

# INCONSISTENT FORM

PART OF  
LANDSCAPE



Marketing &  
Communications



# INCONSISTENT FORM

NO SIGN



Marketing &  
Communications

# INCONSISTENT FORMAT

DARK LETTERING  
ON WHITE



Marketing &  
Communications

# INCONSISTENT FORMAT

SILVER LETTERING  
ON BRICK



Marketing &  
Communications

# INCONSISTENT FORMAT

GOLD LETTERING  
ON DARK PANEL  
OVER BRICK



Marketing &  
Communications

# INCONSISTENT FORMAT

WHITE LETTERING  
ON GREEN PANEL  
BETWEEN BRICK



Marketing &  
Communications

# INCONSISTENT FONTS

TIMES NEW  
ROMAN



Marketing &  
Communications

# INCONSISTENT FONTS

ARIAL



Marketing &  
Communications

# INCONSISTENT FONTS

UNKNOWN



Marketing &  
Communications



# HARD TO SEE

COLORS BLEND  
INTO  
BACKGROUND



Marketing &  
Communications

# HARD TO SEE

COLORS BLEND  
INTO  
BACKGROUND



Marketing &  
Communications

# HARD TO SEE

LETTERING ON  
BRICK WITH NO  
BACKGROUND



Marketing &  
Communications

# HARD TO SEE

LETTERING ON  
BRICK WITH NO  
BACKGROUND



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# OPPORTUNITIES

- SIGN CONSISTENCY
- BRANDING
- VISIBILITY
- BETTER IMPART OUR PRESENCE



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# EXAMPLES



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# EXAMPLES



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# POTENTIAL CONCEPTS



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Communications



# POTENTIAL CONCEPTS

BLUE  
WITH WHITE



Marketing &  
Communications



6' TWO-SIDED MONUMENT SIGN



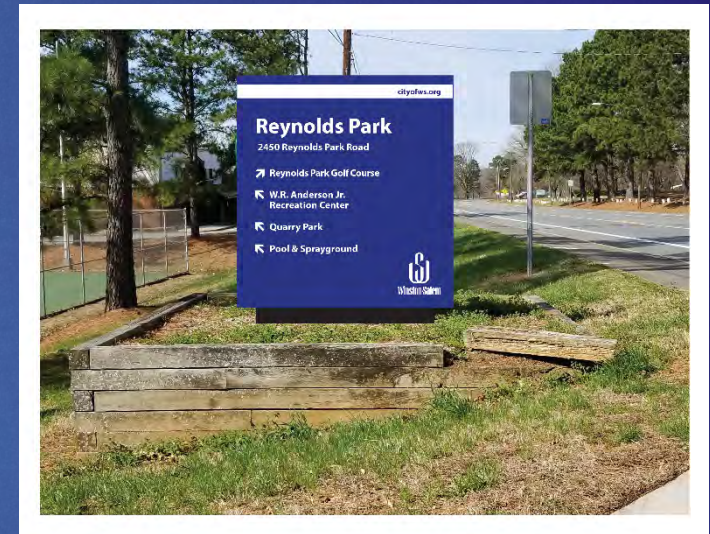
SINGLE FACE SIGN



3' TWO-SIDED MONUMENT SIGN

# POTENTIAL CONCEPTS

BLUE  
WITH WHITE



Marketing &  
Communications

# POTENTIAL CONCEPTS

BLUE  
WITH  
ORANGE



Marketing &  
Communications



6' TWO-SIDED MONUMENT SIGN



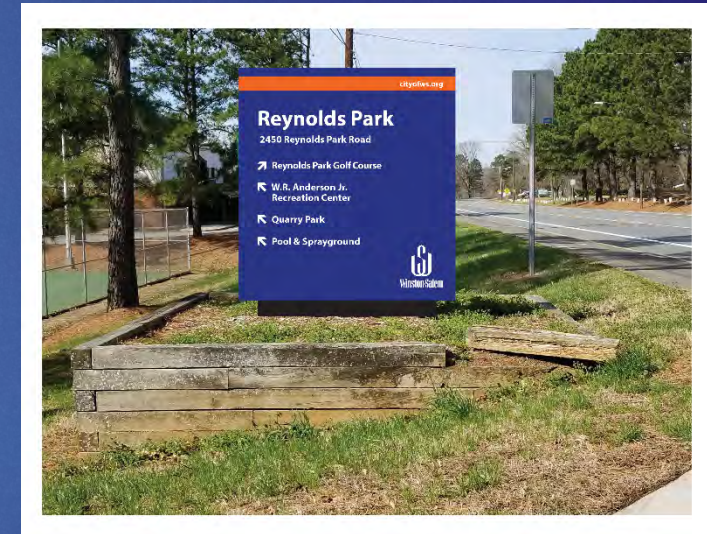
SINGLE FACE SIGN



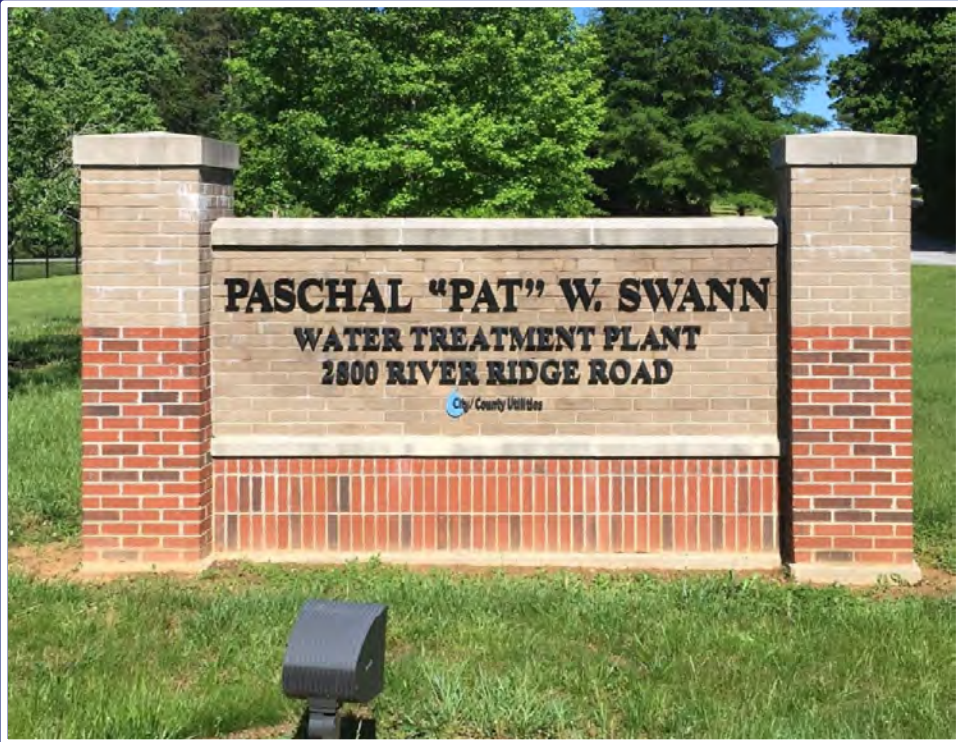
3' TWO-SIDED MONUMENT SIGN

# POTENTIAL CONCEPTS

BLUE  
WITH  
ORANGE



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QUESTIONS?



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