

3 Reasons Your Agency Should Be Incorporating Community Logos in Your Street Name Signs



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Reasons

1

Identity / Branding

- Corporate
- City

2

Improved Wayfinding

3

Because Today You Can

Why is Corporate Branding Valuable?

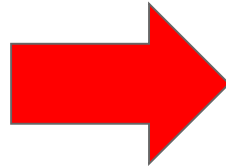
- Customer Recognition
- Competitive Edge in Markets
- Customer Loyalty and Shared Values
- Enhanced Credibility and Ease of Purchase



City Branding / Identity

Corporate Branding

- Customer Recognition
- Competitive Edge in Markets
- Customer Loyalty and Shared Values
- Enhanced Credibility and Ease of Purchase



City Branding/Identity

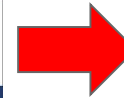
- Citizen and Tourist Recognition
- Competitive Edge in Markets
- Citizen Loyalty and Shared Values
- Enhanced Credibility and Ease of Purchase

Importance of Logos for City Identity

City branding should not be perceived simply as branding or marketing, it is the art of creating image of a city in peoples' mind so that they are attracted towards it; the unique character of the city is what makes it different from the rest of the world.

The easiest and most visible way to build your city's brand is by upgrading your street signs.

Adding your city logo will make an impact on the people that visit and live within your city.



Improved Signage Leads to Better Wayfinding

- Better delineate between adjacent towns
- Identify specific neighborhoods to aid tourism



Improved Signage Leads to Better Wayfinding



5 Years Ago

Single Color

All cut from EC Film

Multiple Colors

Step 1 - Street Name Cut from EC Film

Step 2 - **Option 1**

Logo Cut from EC Film

Option 2

Logo Screen Printed

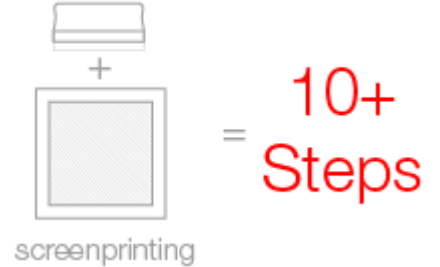
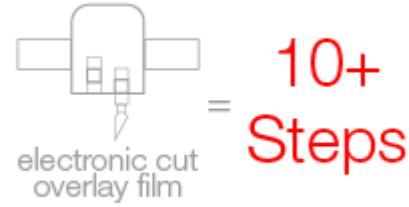
Background

Option 3

Logo Digitally Printed on Opaque or

Logo Digitally Printed on Clear Vinyl and Applied to Reflective

Logo Applied to Background



Today - Because You Can

- Digital means no extra cost
- Do it yourself, or specify it on signs from your supplier
- Easily import and print custom images created by designers - not locked into simple colors limited to computer cut films
- If you can think it, you can print it with ease
- Be sure you have a system warranted by the manufacturer including custom colors for 10 years - a faded logo is a black eye
- We can help you with competitive specifications to help you get what you want, when you want it, and at a competitive price

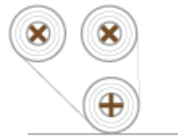
5 Steps



Design



Print



Apply Protective Overlay



Cut Out Signs



Apply to Substrate

