



Expanding Community Brand

Signage and lighting provide many benefits within a community from aesthetic treatments and safety to way-finding. For local residents these elements showcase community pride and sense of place. For tourists, the information on these elements can serve as landmarks and help them navigate the community.

The signage and streetscape elements package developed for Graettinger integrates the community's existing logo while using locally available materials. Incorporating these elements throughout the community will designate walking routes and identify civic destinations within Graettinger.



Family of Signage

Design Team
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