

Identity/Branding

To the right are the existing signs present on the north and south boundaries of Scranton, as well as the banner style along Main Street. In an effort to make Scranton more visible from Highways 25 and 30, cohesive signage is proposed at each location to draw in more visitors.

Below are several options for entry signage with scale references to show their various heights. They all hold the water tower as a central theme and some use the slogan "Towering Above The Rest." The use of different materials such as Corten steel, concrete, aluminum, and back-lighting makes each one stand out.

Existing Signage



Existing South Entry Sign



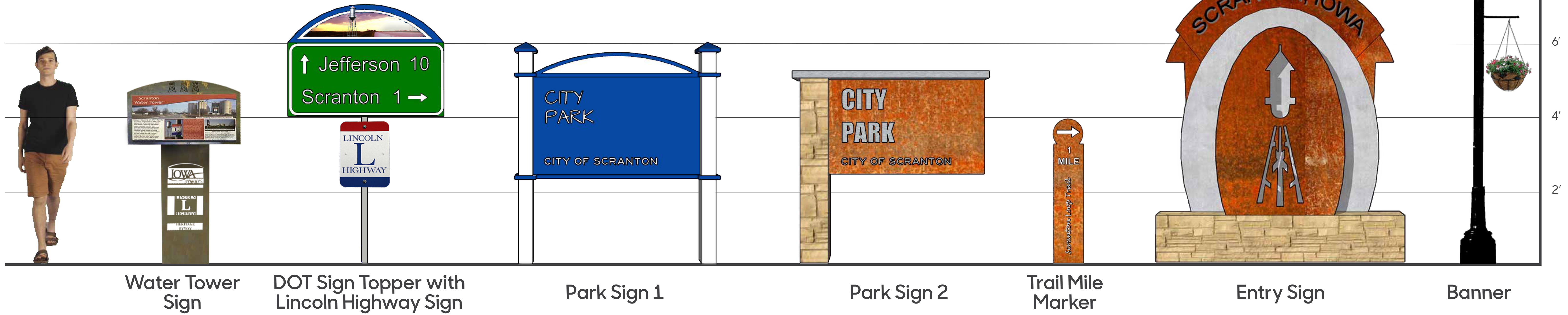
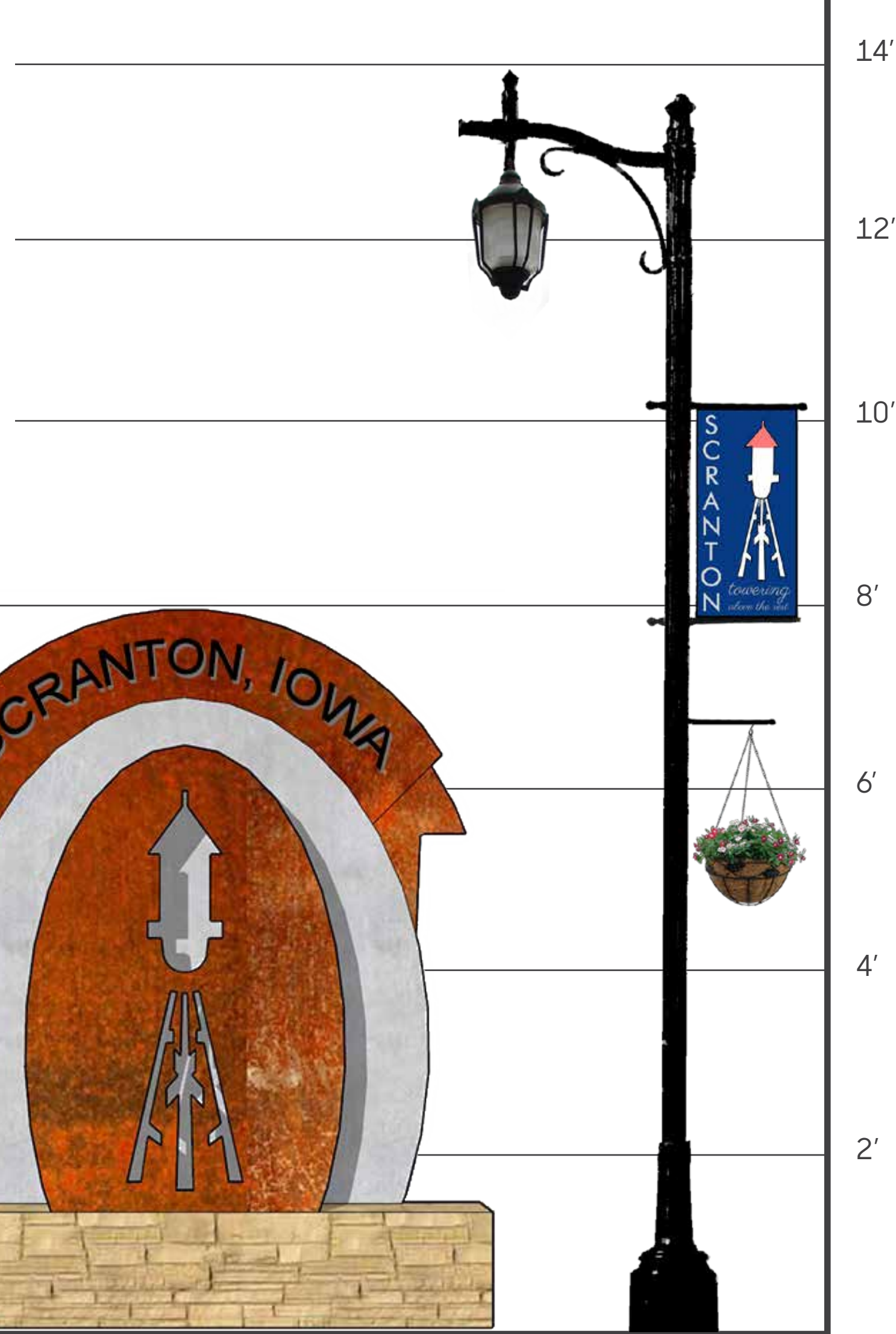
Existing Banner

Color/Material Palette

	R: 35 G: 64 B: 143		
	R: 179 G: 181 B: 184		
	R: 255 G: 91 B: 108		



Existing North Entry Sign



Scranton Signage Typologies

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