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## GRAPHIC SOLUTIONS COMPLETES DESIGN OF DOWNEY SIGN PROGRAM

DOWNEY, CALIFORNIA, MARCH 2003 - Graphic Solutions, a full-service graphic design firm specializing in branding and wayfinding for both private and public projects, has completed concept designs and construction documents for new directional, rules and parking facility signs for downtown Downey, CA.

Solutions include bold, classic typestyles and colors, which relate to the City's established themes, distinctive shapes to catch the eye and visual symbols to reinforce the messages. Materials were selected with consideration for initial cost, as well as long term maintenance and replicability.

Graphic Solutions worked in close coordination with the City's Business Development Manager, William Davis, who remarked on the signs' "functionality and beauty."

Other Graphic Solutions' branding and wayfinding projects include Anaheim, Chula Vista, Half Moon Bay, Laguna Niguel, Oceanside and Carson, CA; Scottsdale, AZ, Grapevine, TX, and Henderson, NV.

