
GRAPHIC SOLUTIONS COMPLETES TEHACHAPI BRANDING & SIGN PROGRAM

TEHACHAPI, CALIFORNIA, JULY 2005 - Graphic Solutions, a full-service graphic design firm specializing in branding and wayfinding, has completed planning and design of new identity and comprehensive sign program for Historic Downtown Tehachapi. The bold, new iconography is inspired by the city's famous "Tehachapi Loop", a marvel of engineering allowing freight trains to make the steep grade transition between California's central valley and the high desert.

The Main Street Committee, a program of the National Trust for Historic Preservation, and local train historians worked with Graphic Solutions to ensure historical accuracy, including the Santa Fe Railway's "Black Widow" locomotive. Sign poles, bases and finials were inspired by old railroad signals and hardware. "Graphic Solutions successfully met the challenge of communicating a new brand for our downtown that is not only crisp, contemporary and welcoming, but historically accurate at the same time", stated David James, Community Development Director.

A focal point is the Railroad Park water tower displaying the new brand. Other applications include gateway monuments, wayfinding signage, and a pedestrian-oriented map listing public as well as private destinations. Materials were chosen for a combination of visibility, durability and flexibility; and include porcelain enamel and automotive paint finishes to ensure long color life and reflective vinyl for high impact graphics that can be modified economically.

Graphic Solutions worked in close coordination with city staff including Marcia Smith and Greg Garrett, and the Tehachapi Main Street Association including manager Ron James.

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.



