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## GRAPHIC SOLUTIONS COMPLETES DESIGN OF NEW GATEWAY SIGN FOR DOWNTOWN CHULA VISTA

CHULA VISTA, CALIFORNIA, SEPTEMBER 2003 - Graphic Solutions, a full-service graphic design firm specializing in branding and wayfinding for both private and public projects, has completed design and construction administration for a new overhead "gateway" sign for Chula Vista's Third Avenue, the City's original commercial main street. Chula Vista Mayor Stephen Padilla throws the switch to officially light up the sign at the Dedication Ceremony and Street Party September 5th.

Graphic Solutions' brand for the downtown district will be used in both print and electronic marketing applications, as well as the new landmark sign, which incorporates gold-leaf finishes and glowing illumination.

"Our historic-looking 'brand' will really help create a sense of place," reported Jack Blakely, Executive Director of the Downtown Business Association. "It fits in nicely with our existing streetlights and other furnishing. This sign has strong presence - both day and night!"

Graphic Solutions worked in close coordination with the City's Community Development staff including project manager Xavier Del Valle.

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

