
GRAPHIC SOLUTIONS COMPLETES DESIGN OF CONGREGATION BETH ISRAEL SIGNAGE

SAN DIEGO, CALIFORNIA, NOVEMBER 2001 - Graphic Solutions, a full-service graphic design firm specializing in branding and wayfinding for both private and public projects, has completed design of a comprehensive signage and graphics program for the recently dedicated Congregation Beth Israel on Towne Center Drive.

"Graphic Solutions developed extensive donor recognition and wayfinding signage to fit into our beautiful new facility," stated Stuart Simmons, the Congregation's Executive Director. Typestyles, materials and bronze colors were all selected to subtly compliment the new campus, which includes a sanctuary, chapel, social hall, school, library, offices, outdoor courtyards and gardens. The whole complex, with its striking domes and block walls, reminds the visitor of an old-world settlement.

Graphic Solutions worked in coordination with project architects Austin Veum Robbins Parshalle and artist Laurie Gross of Santa Barbara. Fabrication and installation were handled by Fabrication Arts.

Other Graphic Solutions donor recognition projects include: the San Diego Padres new PETCO Park, San Diego Rotary, Helen Woodward Animal Center, California State University San Marcos, Polinsky Children's Center and the Old Globe Theatre.

