



## COLORFUL NEW SIGNS SPROUTING IN BELL GARDENS

Bell Gardens, CA – February 2007. The City of Bell Gardens is dressing up its entries and calling attention to its amenities creating an appealing environment for residents and visitors with a dramatic new program of public signs including city entry monuments, wayfinding and directional signs, district entry gateways, and facility identification signs.

The unique brand developed by Graphic Solutions suggests both a floral bouquet and a Spanish fan which are representative of the City's history and culture. The brand is incorporated into sign designs, which feature a strong color palette and sustainable materials for durability and easy maintenance.

The City's Community Development and Planning staff coordinated with Graphic Solutions for design and Fluoresco for fabrication.

Graphic Solutions is an award-winning environmental graphics firm founded in 1970; specializing in branding, gateways, and wayfinding programs for cities and downtowns.