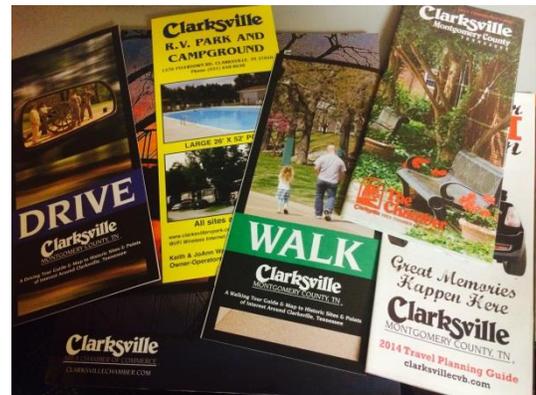


ACTION 3A Branding & Signage Plan

Branding is one of the most important aspects of any product or business one wishes to promote. And an effective brand strategy gives one a major edge in increasingly competitive markets”. One of the number one rules for branding to be truly successful is that there needs to be consistency. One example is Clarksville Tennessee who for years has been very consistent with their branding in all they do.

Clarksville was consistent on EVERYTHING!



Industrial Park, Entrance Sign, Beautification Signs, Tourism signs, brochures, website, maps, ads etc. used the same consistent logo

BRANDING THROUGH SIGNAGE

Cadiz-Trigg County has begun branding themselves through signage recently installed welcoming visitors to their community. Branding a product is very important especially in communities where there are numerous messages and a multitude of signs. The foundation of the brand should now become one's logo. Signs, websites, brochures, etc. should all incorporate the logo thus communicating one's brand. .



Three of the signs in Cadiz showcase consistent branding through the use of uniform font, color, and design.

Continuing with this theme, a suggested logo was developed to assist the community in developing a consistent brand. *Conceptual ideas are provided below.*



DIRECTIONAL SIGNAGE FOR CADIZ/TRIGG COUNTY

Cadiz has much to offer within its community but visitors and even residents can drive through the county, never realizing they have missed so much. This type of signage will not only provide directions to each of the sites. It will also create a greater awareness of all the area has to offer.



RECOMMENDATION:
A directional signage plan based on the themed branding (above) needs to be developed.

Conceptual ideas for the signs are provided to the left and below. A complete directional sign plan is available in an Addendum to this document.



DIRECTIONAL SIGNAGE EXAMPLES

Below are examples of tourism directional signage found in other communities. .



MESSAGE SIGN

- Another suggestion that came out of the listening sessions was a need for an LED Message Sign letting people know of upcoming events, attractions and happenings.

ACTION TAKEN: A new sign has been installed in front of the Tourism Information Center just off I-24 which is quite visible to all and features upcoming events and happenings.

- This sign is very eye-catching and strategically located just past the first stoplight off of I-24 and in close proximity to both a gas station and McDonald’s, two popular stops to travelers.
- It also very clearly states “Visitor Information” whereas the previous sign said “Commerce Center” which a visitor might not think was a place to find tourist information.



Two concerns:

1. The logo, color scheme and font are not consistent with the logo (left) used in the Welcome Signs.
2. The website was not included.

The conceptual sign (right) might be a consideration if the upper portion of the sign should ever need to be replaced. See Sign Plan at end of this section for another option.



RECOMMENDATION: A sign (similar to the one on the left) should be placed at the entrance drive to the visitor center.

BILLBOARD



The billboard on I-24 has gone through changes over the past few years.

Below is a suggestion for the next change that would be more consistent with the proposed signage plan.



See Sign Plan in APPENDIX D for additional ideas and examples.