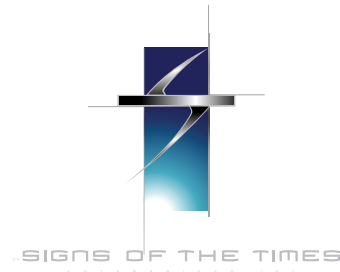


Signs of the Times Self Promotion



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environmental graphic designers & fabricators

signsofthetimes.ca

Beyond the Sign!



DESIGN AND LAYOUT by CLAIR HAWKINS

SIGNS OF THE TIMES

EXCERPTS FROM 'WAYFINDING', DESIGNING AND IMPLEMENTING GRAPHIC NAVIGATIONAL SYSTEMS by CRAIG M. BERGER



Refining Craft, Creativity, and Sophisticated Technology.

Signs of the Times is a full service design and manufacturing facility that specializes in all facets of the visual communications industry. Fusing old-world technique with state-of-the-art technologies, we produce unique, quality products that can be found throughout the global marketplace.

Our peers in the International Sign Association, and the industry's largest publication, ST Media, have presented us with 15 international awards to date. In 2004 alone, we reveled the receipt of 4 awards, placing second only to Disney's 5.

From individual signs to entire wayfinding systems, our team consults, designs, manages,

manufactures and installs all types of signage for any size of project. Herein is a collection of work from our gallery where we invite you to look, read... and enjoy!

Dan Hansen
President

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For many years, wayfinding design was separated into a variety of disciplines.

Planners designed the cities, landscape and urban designers did the building approaches, architects planned the buildings, interior designers addressed the interiors, and environmental graphic designers created the signs. These groups rarely worked together to meet the needs of their user.

The team at Signs of the Times understand that in order to achieve excellence

in signage and wayfinding design, the exploration and full integration of the architecture, the landscape, interiors and graphics is mandatory.

Especially true is the need for understanding the wayfinding environment for the disabled, wherein special consideration must be given to sound, touch, dimension and placement of signage in order for it to be effective.

Wayfinding: The Art of Helping People Find Their Way.





The character and effectiveness of any sign is a result of the language used to present identity, directional, and interpretive messages. Words used in signage, can be from one or more languages in a wide variety of typefaces and images can range from elaborate, such as illustrations and photography, to simple, such as colour coding and symbols.

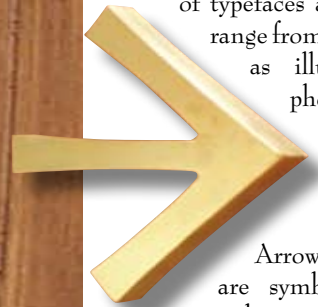
Arrows, for example, are symbols that have gained universal status and they are understood

throughout the wayfinding vocabulary.

Letters and numbers are also symbols that can be used to represent places and spaces.

At Signs of the Times, we believe that simplicity is the key to great design, and symbols are the essence of simplicity. They are the shorthand of visual graphics and not only have specific meaning but can contribute simplicity, clarity, and personality to a single sign or an entire wayfinding system. They are an integral part of any environmental graphic

design project and have a history that predates the written word.





A map in the physical world is very different from a map on the printed page. You cannot carry it with you, manipulate it, or orient it to the direction you want, nor study it for lengths of time. The design limitations on the environmental map require much more sophisticated

design skills, especially if integrating with the print environment. Mapping systems have been designed for cities, universities, corporations, hospitals, and transit, with a core philosophy regarding mapping - the right map

designed specifically to fit the context of the environment at hand. Signs of the Times designs and manufactures concise mapping solutions for all environmental applications.





Real estate development is big business and marketing big development projects goes way beyond just planting a 'for sale' sign in the ground.

In today's marketplace it's also a highly competitive business and the rock bottom line of any big real estate development, bar none, is unit sales.



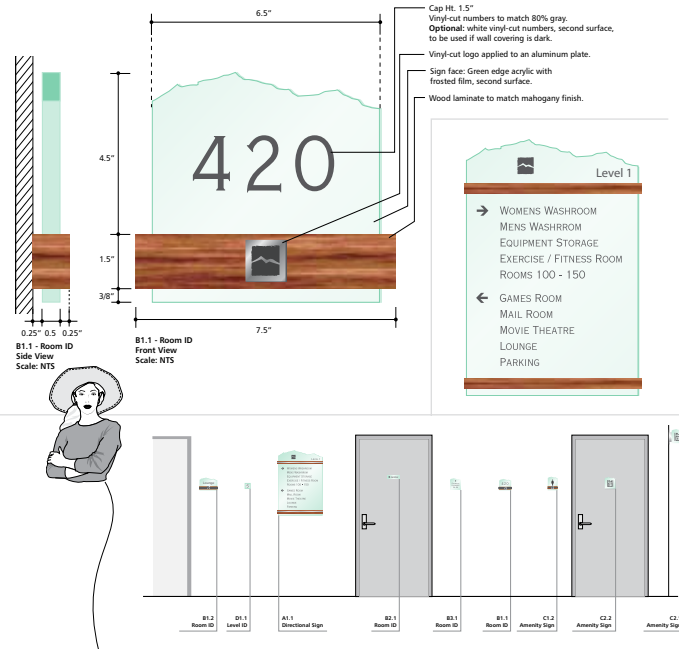
At Signs of the Times we take pride of ownership in all our development related projects because we know that providing our clients with a competitive edge in environmental graphic design and products can often mean faster sales & sold out results for projects of all sizes.

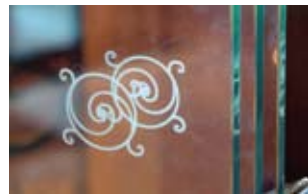




Nothing says 'welcome home' like a Signs of the Times sign.

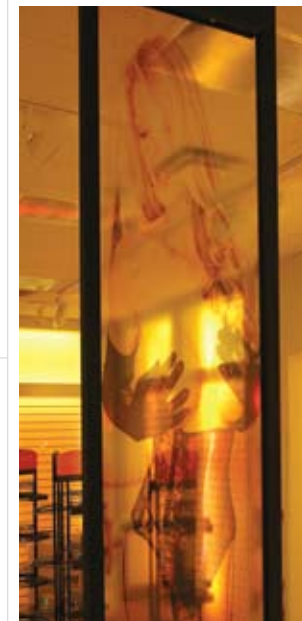
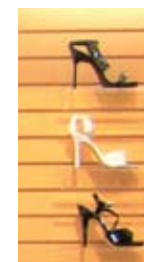
From super luxurious single family gated home and golf communities to posh international condominium tower projects, our signs not only make the architects and developers look good, they also add value to the individual property owner's real estate investment.





The Hotel Grand Pacific on Victoria's inner harbour is one of the city's crowning jewels. It caters to both vacation and business minded travellers alike, of every nationality, and from all around the world. Upon arrival, guests of the hotel are greeted in a truly Grand Pacific style. A style which incorporates the rich, natural beauty of British Columbia and a style that's found not only in our art and our architecture, but in our way of life as well. It's all around us!

Since 2001, the HGP has commissioned our company to create a series of decorative interior signs and displays that portray the hotels' Pacific style and grandeur. With their brand in mind and the entire 'west coast' at our finger tips, we set out to design and craft what is now commonly referred to as the 'Grand's Masterpiece' and the essence of art in signage, incorporating all natural hardwoods, finishes and flavours of the sea.



Susan James upped the ante when it decided to simultaneously transform both its Victoria and Kelowna locations as signature retail stores.

Signs of the Times worked with Susan James to create an entirely new brand for the company, custom designing and fabricating everything from logo to lipstick displays. Full colour digital translucent imagery, inset LED luminescence wall panels,, machined slat walls, freestanding displays, all shimmer in their new citrus and pewter European flavoured colour scheme.

These boutiques simply say SJ...

Schneider Electric

The ever-changing corporate environment can be a challenge for any environmental graphic designer, simply because no two corporations, nor their goals, their needs, or how they are perceived are alike.

In many instances the design of the corporations' reception signage can also be a designers' most rewarding challenge as the parameters governing the sign may have already been set out by a graphics standards identity manual, thus restricting certain aspects of its design and materials used to create it. More times



than not, however, it is an opportunity for the designer to exercise his or her out-of-the-box design skills.

Our primary goal in such cases is to become immersed in the culture of our client and in consideration of brand recognition, the architectural surroundings, and how the company is perceived, a license may be born to transform the corporate brand into a colourful, and sophisticated form of foyer fine art.





Opulent elegance... that's how we refer to our award winning Three Point Properties and Dealership project.

The task? To design and manufacture a sign and display package for the showrooms and executive offices of our city's only Mercedes Benz and Smart Car dealership.

The result? A gleaming new series of signage and high octane wall art that's taken our client's brand to a whole new level. In fact it's been getting so much attention it may have inspired a tune-up of affiliate dealerships across Canada.





Welcome to the land of mixed retail. A candy-coated world of colour and competition where sight, sound, fashion, flavours of the day, and the almighty 'S' word rule supreme. Where concrete and steel blend into

an environmentally controlled oasis of thousands of different products and brand names all vying for the buyer's attention.

This is the land where the retailer's sign, his calling card, his brand, and his 'first' impression, sets his business and product apart from other retailers.



Our company understands the mixed retail world and develop creative, cost effective wayfinding solutions for projects of all sizes. We also understand the world of the independent retailer within the mixed retail world and that's what sets 'us' apart from other environmental graphic design companies.



This exhibition is organized by the American Federation of Arts and The British Museum

ALBC MUSEUM July 10 - 0

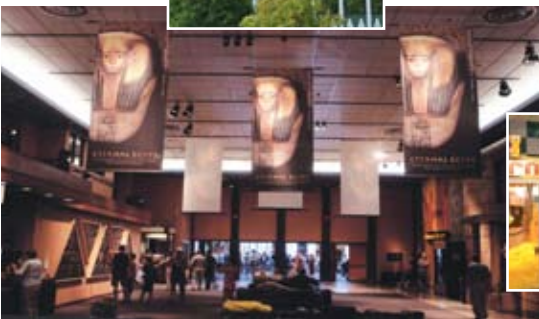
ETERNAL EGYPT

MASTERWORKS OF ANCIENT ART FROM THE BRITISH MUSEUM



The Royal British Columbia Museum in Victoria is world renowned. It is an everchanging environment of exhibits and displays where branding and image building are an integral part of its success.

Over the past twenty years Signs of the Times has been working steadily with



the museum on an array of visual graphics projects ranging from the IMAX concession menu and point-of-sale signage inside, to super colossal all weather banners outside, and the quality of our work stands testament to thousands of visitors annually.



museumpiece



The British Columbia Ferry Corporation, based in Victoria, operates one of the largest passenger and commercial ferry service in the world transporting millions of vehicles, passengers and goods between Vancouver Island, the Gulf Islands and mainland British Columbia each year.

With modernization on the move, it's a constantly changing world at BC Ferries



and upgrades to vessels and terminals alike are ongoing. From the company's 're-brand' in 2002 to the province's 2010 Olympic games promotions, our company has been on board, on schedule and on budget with BCFC providing it with signage, displays, super graphics and a multitude of miscellaneous graphics.



From the board room to the loading docks, BC Ferries relies on us for innovative graphic solutions and high quality products.



Health care facilities are part of the fabric of every community, and like any other business, it has two bottom lines. One is customer satisfaction and the other is revenue.

Often, major financial donors will be recognized through naming opportunities of buildings, public spaces, and various rooms. It is important to consider how this recognition will be incorporated into the overall wayfinding program, and how it may be used as identifiers or landmarks.

Here are just a few examples of the recognition pieces we have crafted over the years. The design, selection of materials, and attention to detail in each of these commemorative works is not only a reflection of the donor's generosity to the health care facility, but also a reflection of the quality of the environment and the quality of health care they represent.





Educational facilities today are living, breathing, and ever-expanding institutions. They are complicated environments with high traffic and accessibility issues. A sign system in this environment must support the full gamut of user situations, from infrequent visits by out-of-towners, to large groups



attending a sporting event, to prospective students visiting the campus for the first time. These factors create the need for a navigational system with a clear hierarchy of messages that are integrated into the campus and community environment.

Our company understands this process and has worked in collaboration with numerous educational facilities over the years. From the Greater Victoria

School District to the Universities of Victoria, Royal Roads and Saint Michaels, we deliver top grade, quality signage solutions and service time after time after time.





One of the fastest growing industries in the world today is the construction of the mega yacht and with a steady rise in billionaires on the planet today the demand for such luxury is on the move. In fact the number of mega yachts on order for this year alone almost equals the tally of billionaires, 1000.



Since 1989, Signs of the Times has offered an old world 'hand-brushed' service in hull lettering to craft of all sizes. With step ladder, brushes and mall stick in juggle, we've battled the elements to paint names on the sea.



Today, however, the sable bristled brushes and soup cans full of paint have given way to newer technologies and the mega

yacht world is becoming one of our finest niches. With our 3D routing capabilities, precious metal leafing processes, all weather UV resistant vinyls and low energy LED luminescence we're doing a lot more than simply painting names on the sea.





If it moves... Wrap it!

Now there's a Signs of the Times motto that gets a lot of attention and it's the best advice we have when it comes to outdoor advertising, for there is absolutely nothing more cost effective and attention grabbing than wrapping your company's

vehicle, or fleet of vehicles, with a superlative custom graphics package. Dollar for dollar this medium delivers more results than any other form of advertising.



We design, print and apply custom wraps for every make of vehicle and our 104" digital printer is the finest in western Canada.



vehiclewrap



Portable, permanent, static, animated, interior, exterior, illuminated, non-illuminated, freestanding and suspended are all terms we use to describe the vast range of display products and accessories we provide our clients for their open house, point of sale or trade show function. We represent hundreds of display products and systems, and if you're looking for something you just can't get off-the-shelf, we'll build it to your precise specifications!



Signs of the Times... designers and manufacturers of attention grabbing, show stopping displays.

