



# Signage Design Concepts

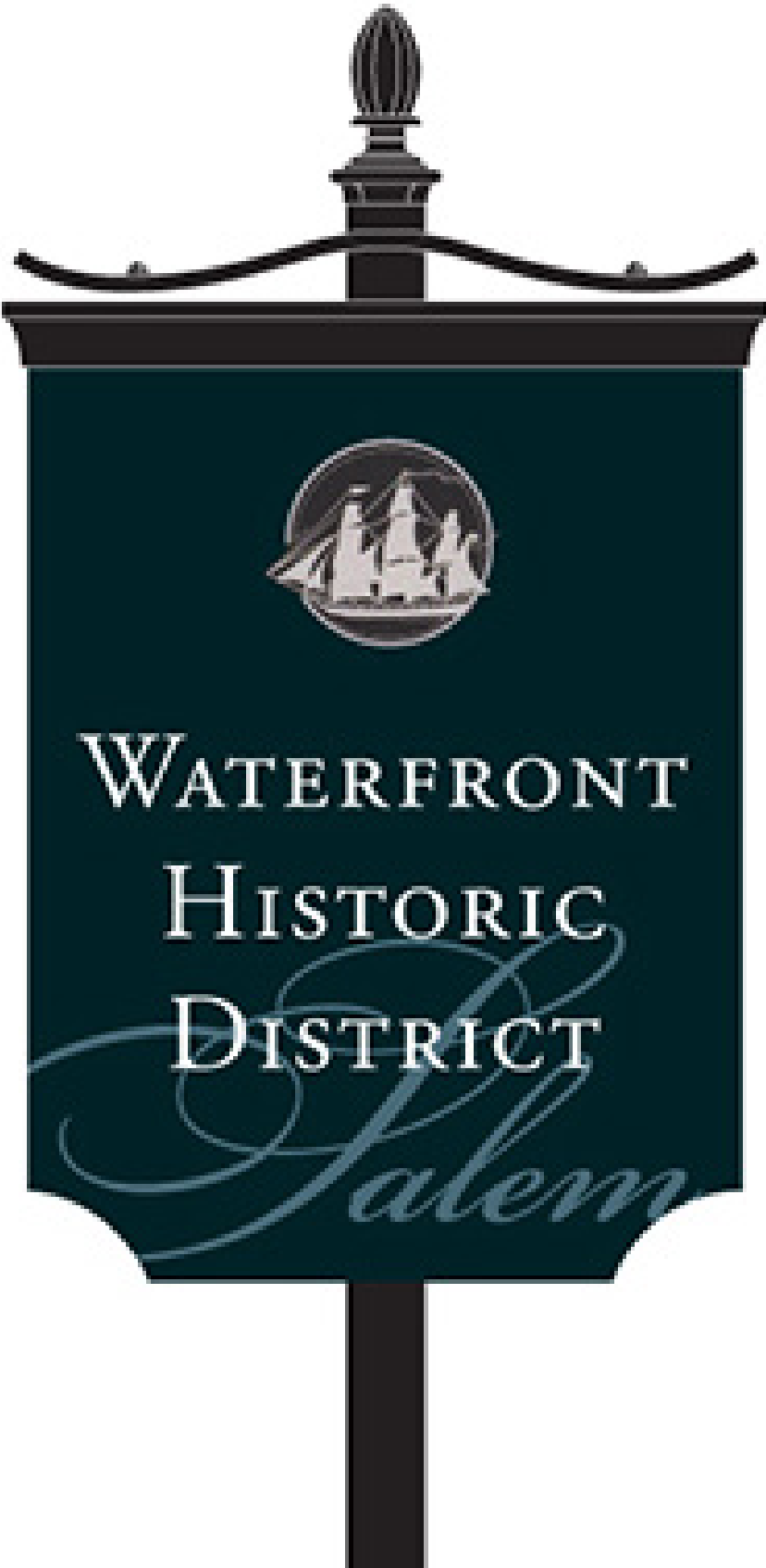


# Concept A





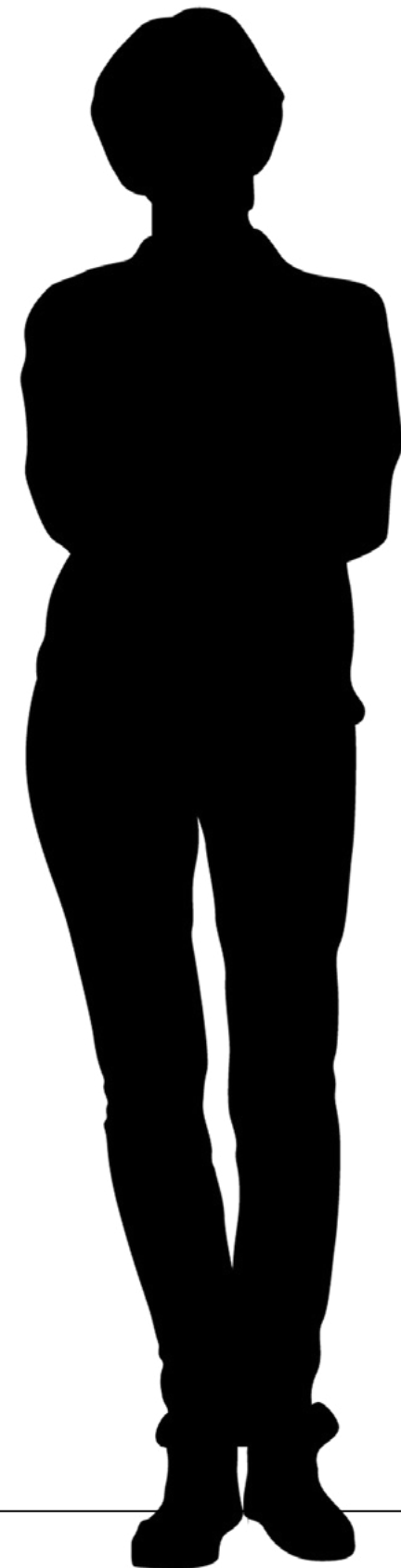
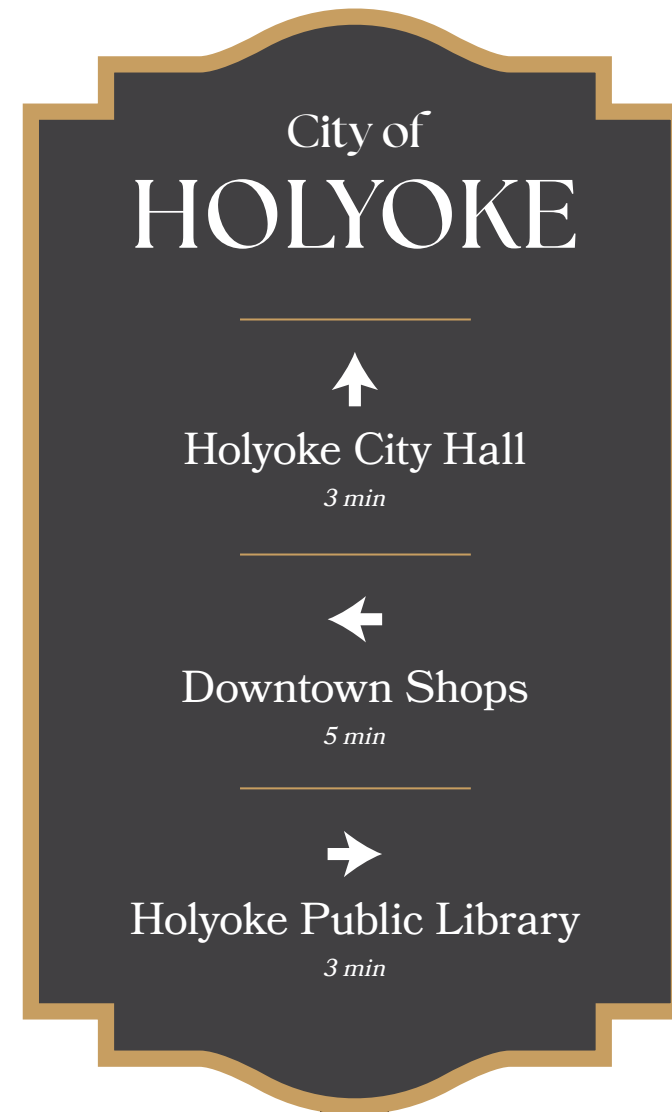
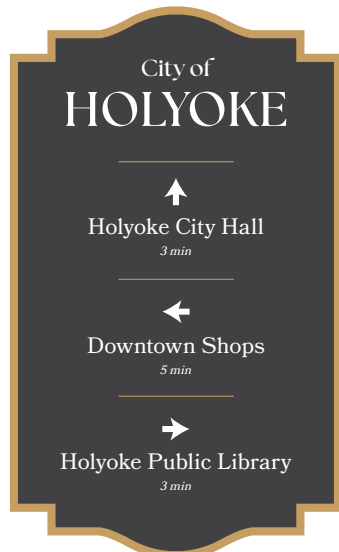
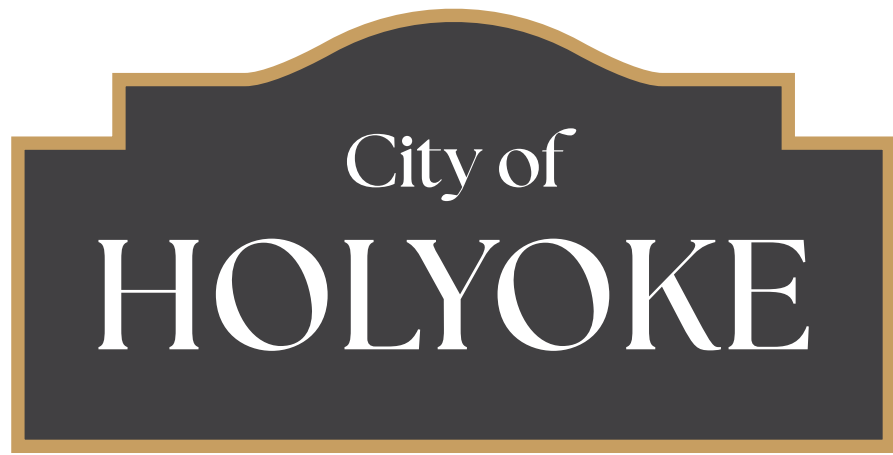
# Concept A: Inspiration







# Concept A

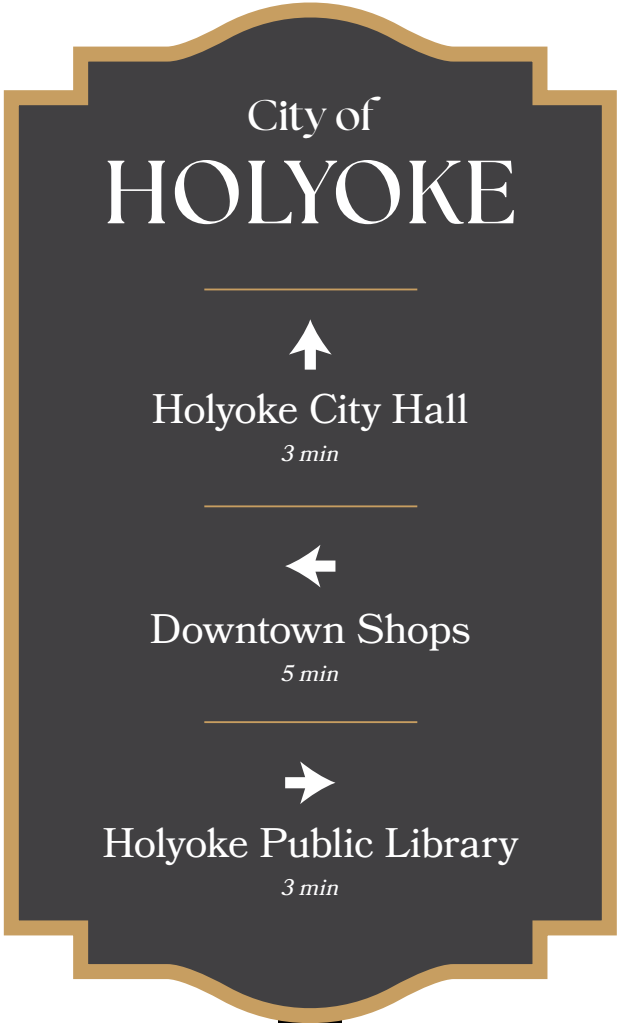




# Concept A: Discussion

## Concept A feels traditional and historic.

- Generally, does this sign reflect the character of Holyoke to you?
- Do you like the idea of referencing classic, New England-style, historic signage?
- Do you like a mostly dark sign with only a small gold color detail?
- Do you like the traditional typeface and arrow style?
- Do you think this design feels right for Holyoke now?  
For Holyoke in 5-10 years?





# Concept B





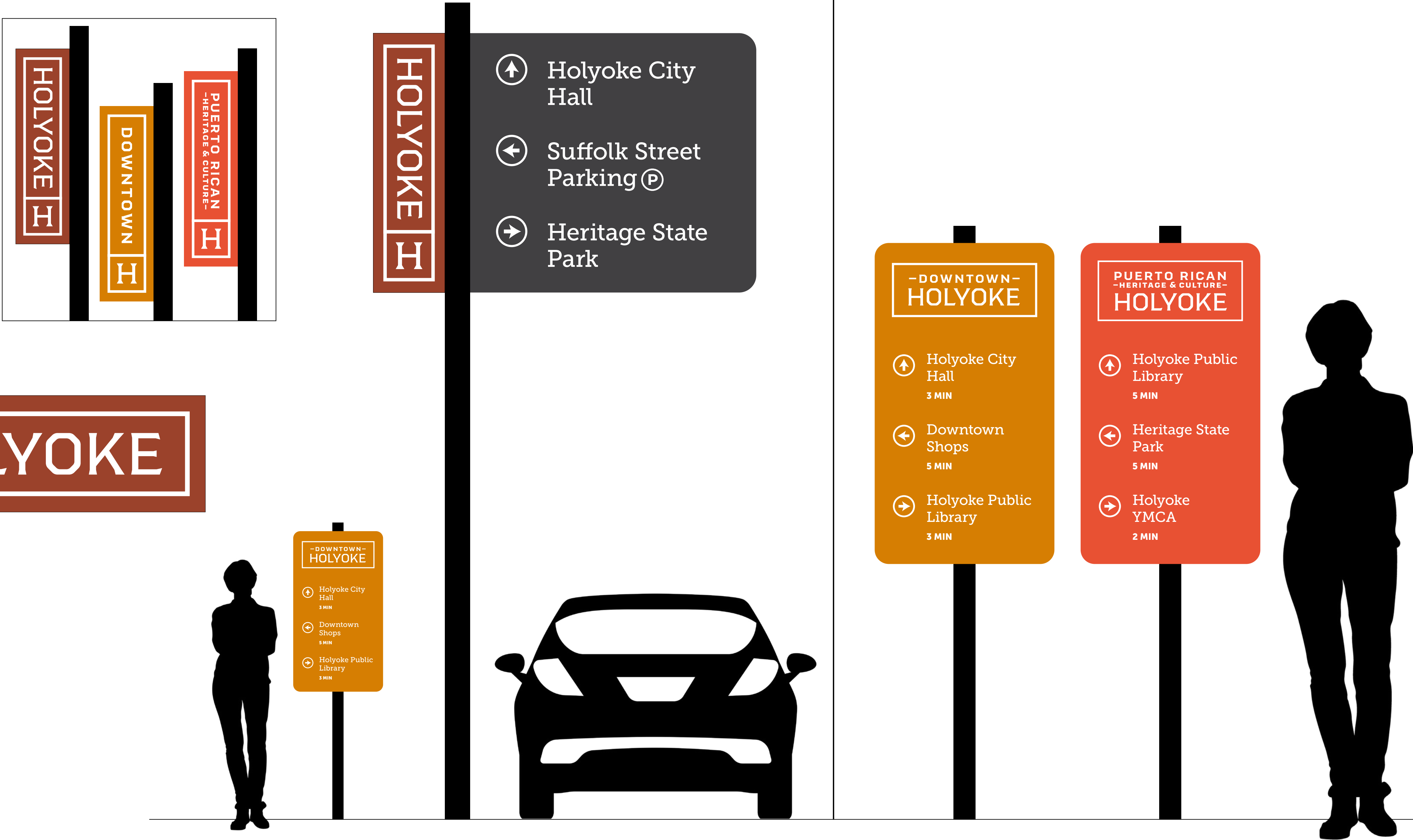
# Concept B: Inspiration







# Concept B







# Concept B: Discussion

Concept B references authentic mill building lettering & visuals.

- Generally, does this sign reflect the character of Holyoke to you?
- Do you like the approach of calling out areas/districts through color change and logo/name change?
- Do you like the pedestrian signs being a different color than the vehicle signs?
- Do you like the typeface and arrow style used?
- Do you think this design feels right for Holyoke now?  
For Holyoke in 5-10 years?



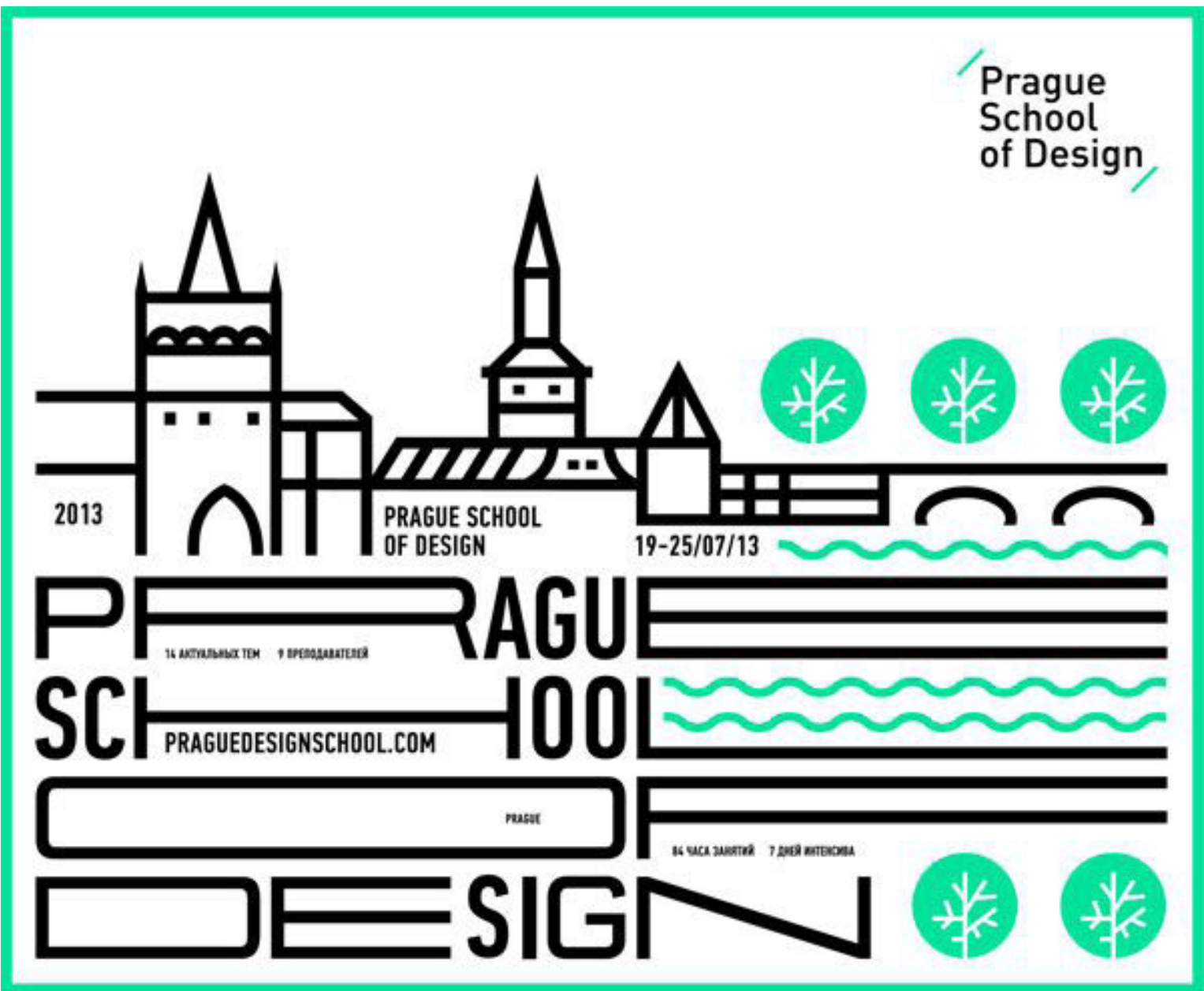
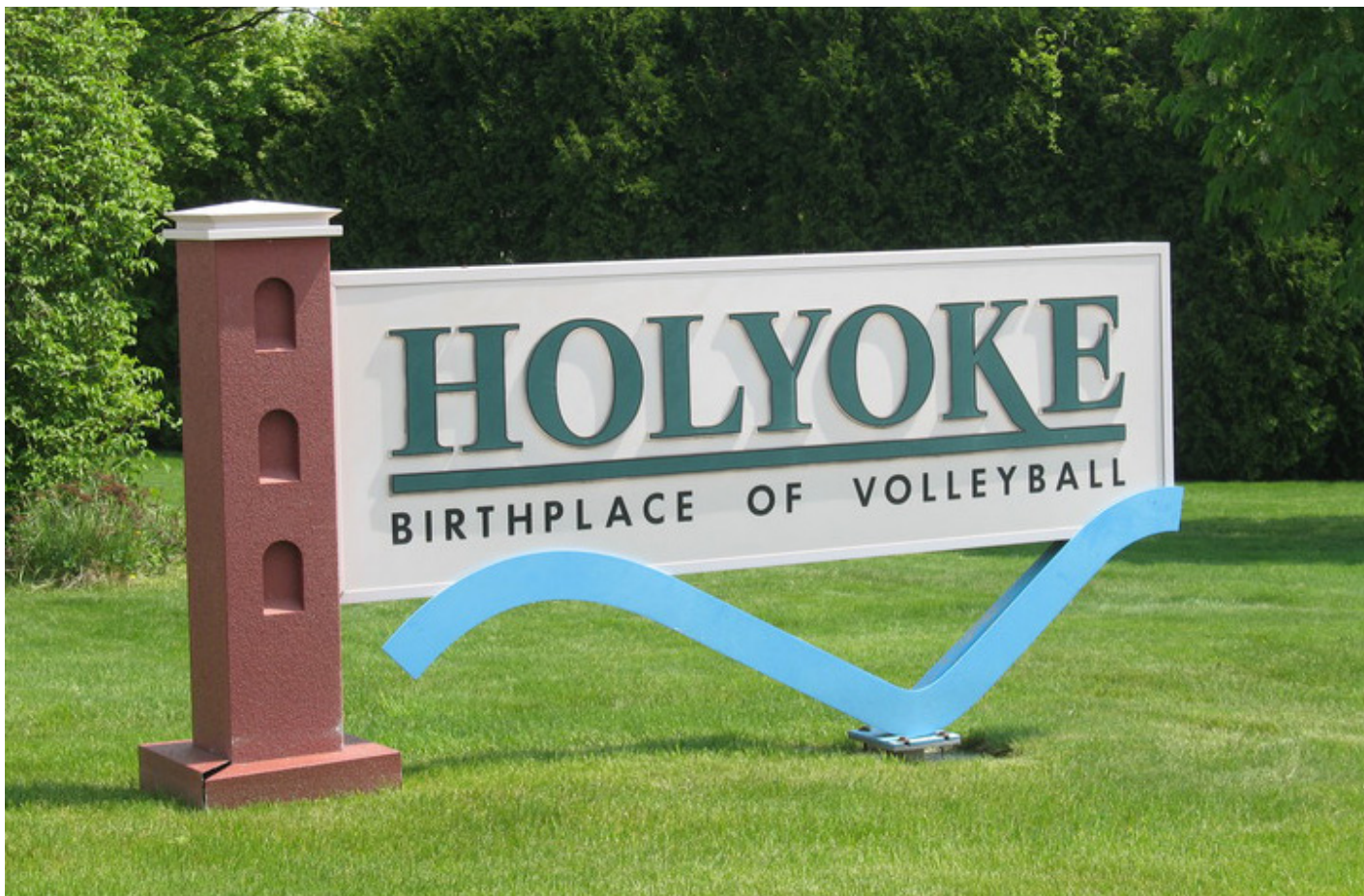


# Concept C





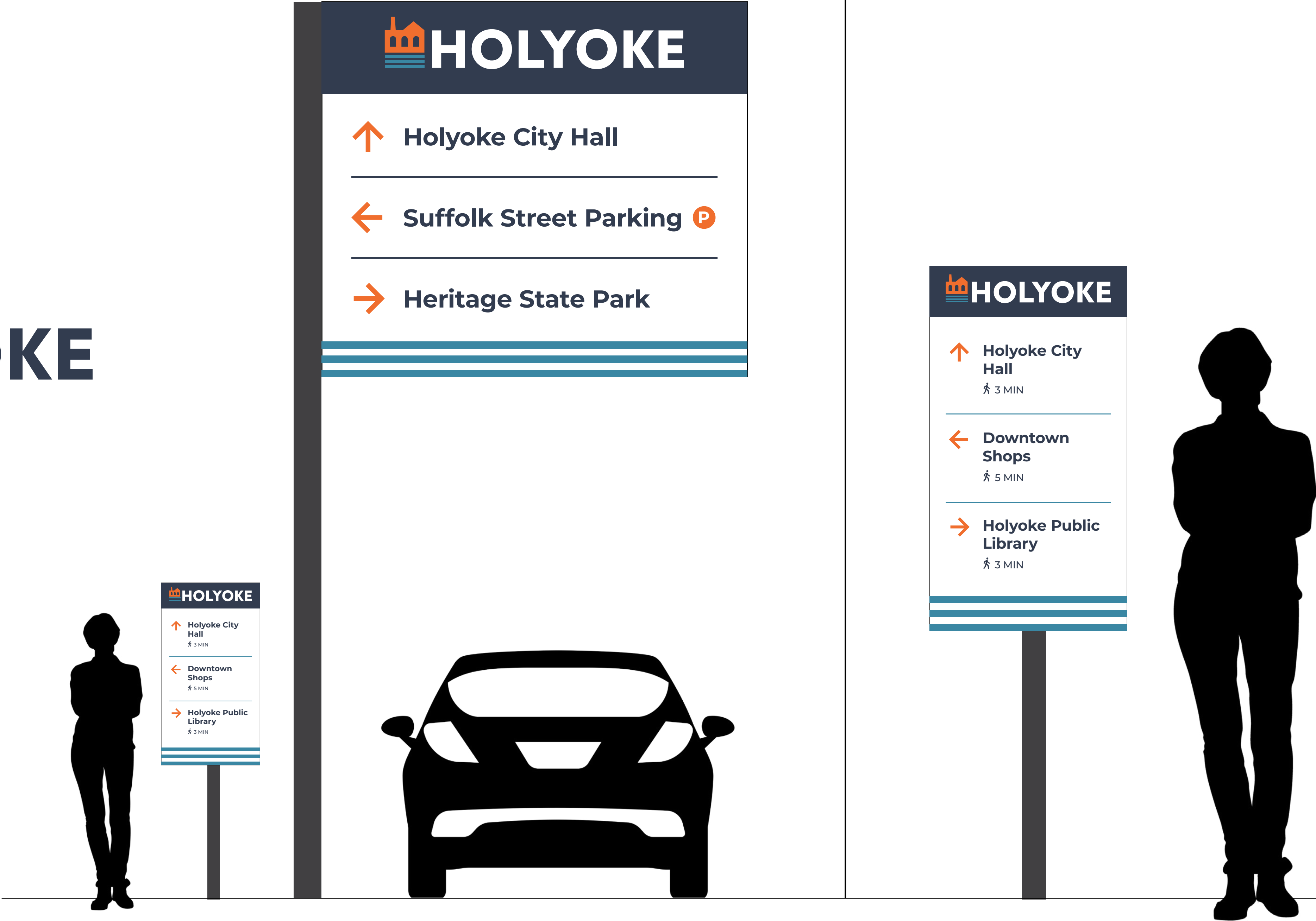
# Concept C: Inspiration







# Concept C







# Concept C: Discussion

Concept C aims to modernize Holyoke's current signage while still referencing industry and canals.

- Generally, does this sign reflect the character of Holyoke to you?
- Does this icon find the right balance between historic and modern?
- Do you like the color palette used?
- Do you like the straightforward typeface and arrow style?
- Do you think this design feels right for Holyoke now?  
For Holyoke in 5-10 years?





# Concept D





# Concept D: Inspiration

EXPLORE HOLYOKE

[SUBMIT A CALENDAR EVENT](#) [SUBMIT A BUSINESS LISTING](#) [TRANSLATE](#) [STAY CONNECTED](#)

[Home](#) [Explore the City](#) [What's Happening](#) [St. Pat's 2025](#) [The City's 150th](#)

Attention Holyoke Business Owners! Want to reach more people with your events? [Submit them to Explore Holyoke!](#) Share your business happenings on our website and social media channels to connect with a wider audience and make your event a community highlight. Let's work together to showcase all that Holyoke has to offer!

### Holyoke encourages visitors to delve into the city's rich offerings in tourism, arts, culture, and entertainment

Concerts, shopping, dining, the beauty of nature, hidden treasures, and art exhibitions are only the initial attractions when you dive into Explore Holyoke. Immerse yourself in the city's history and become a part of its promising future.

[Explore The City >](#)

Countdown to Holyoke's St. Patrick's Day Festivities!

Explore Holyoke's Diverse Lunch Scene

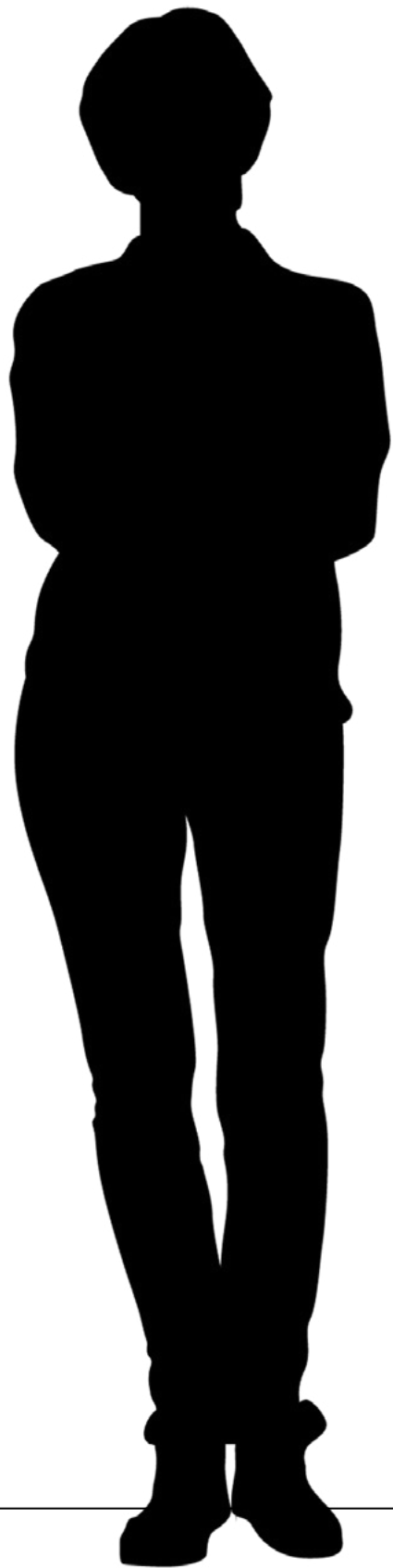
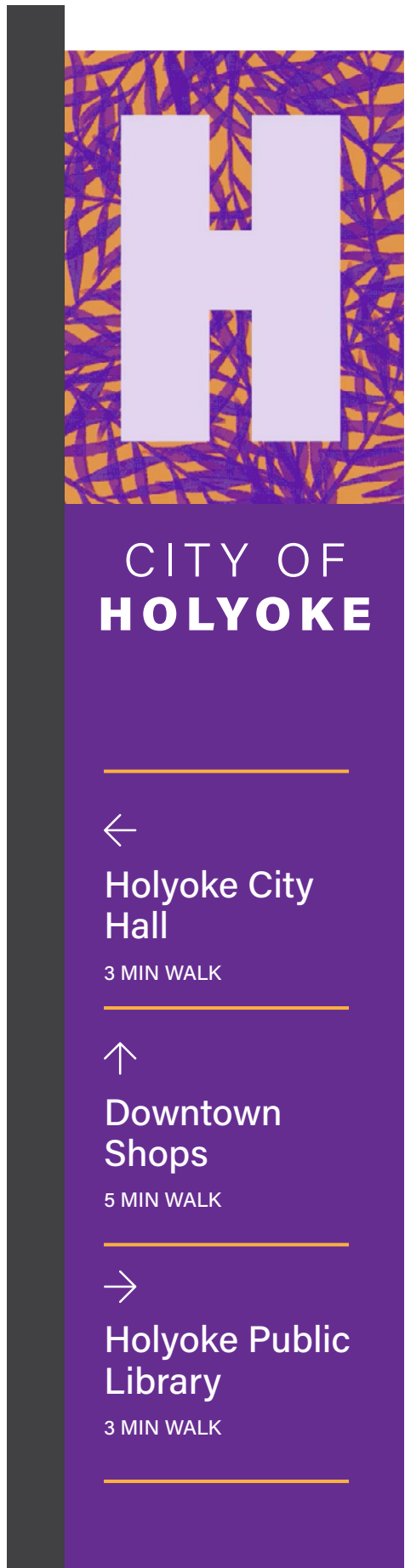
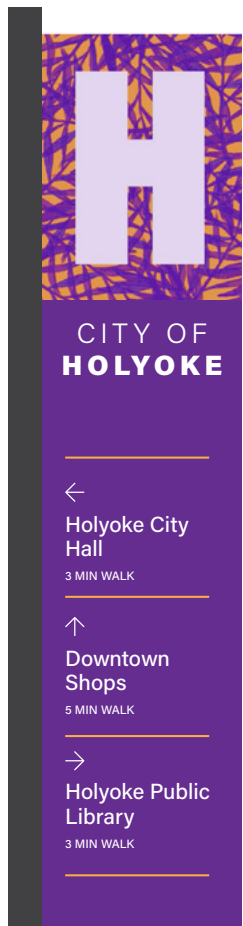
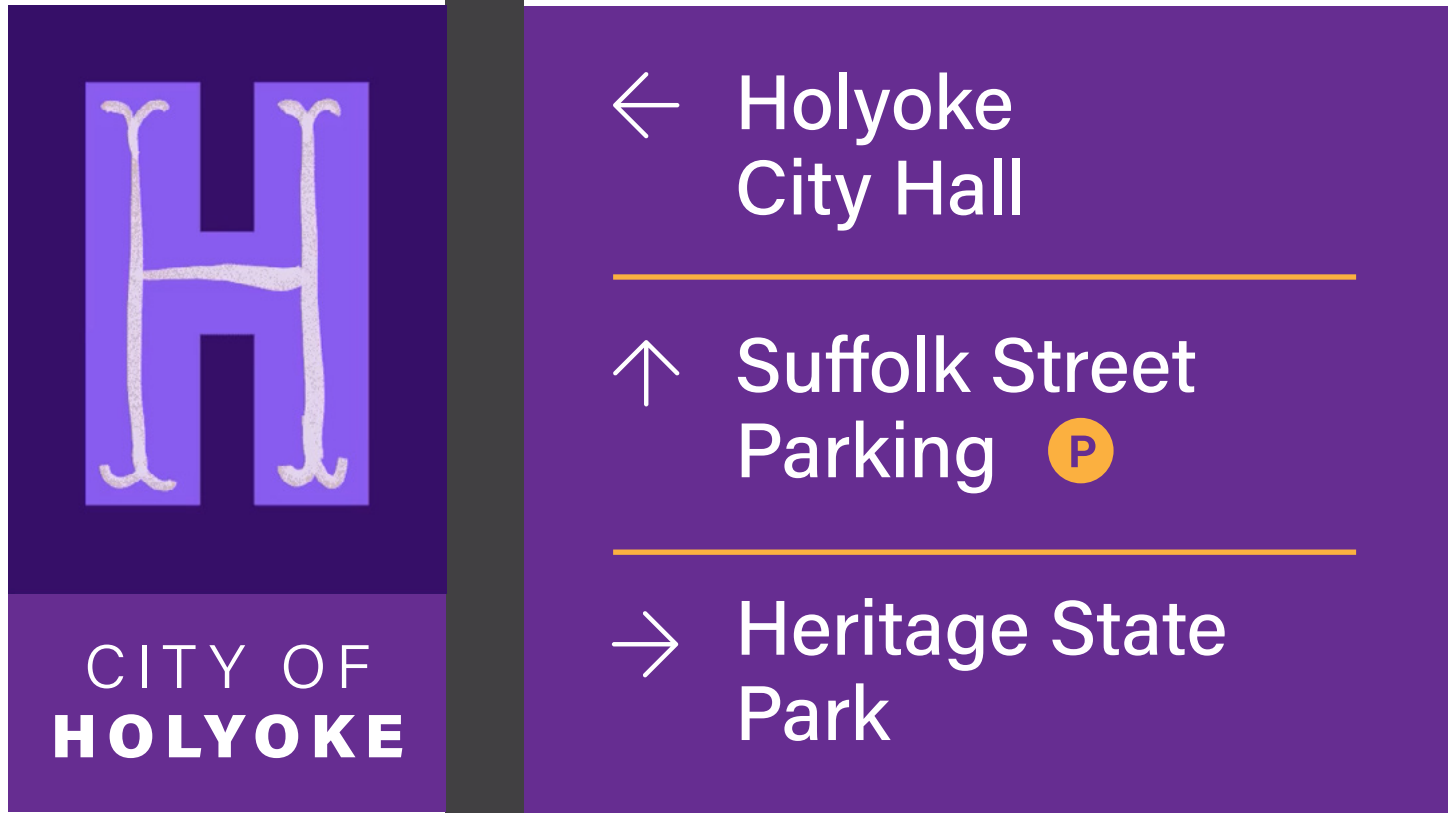
Pizza in the Paper City







# Concept D



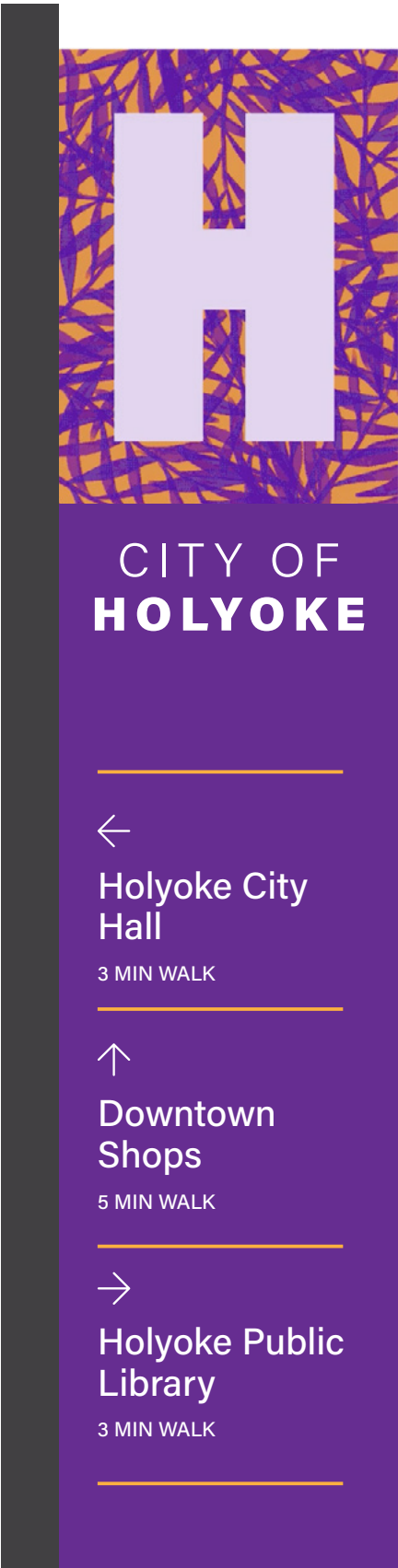
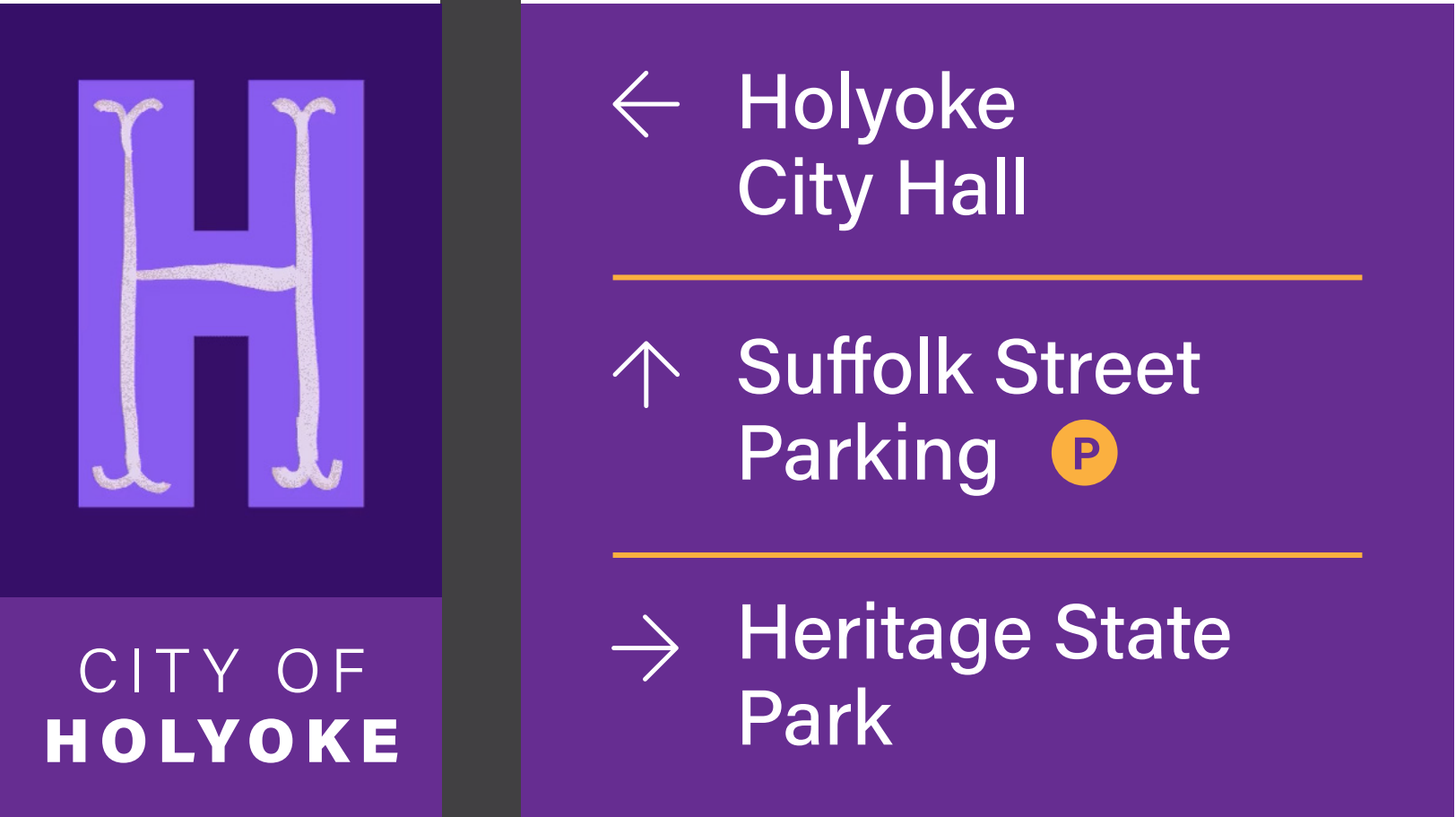




# Concept D: Discussion

Concept D feels contemporary, artful and a bit unexpected.

- Generally, does this sign reflect the character of Holyoke to you?
- Do you like the idea of using different "H" artwork on different signs?
- Do you like the color palette used?
- Do you like the straightforward typeface and arrow style?
- Do you think this design feels right for Holyoke now?  
For Holyoke in 5-10 years?





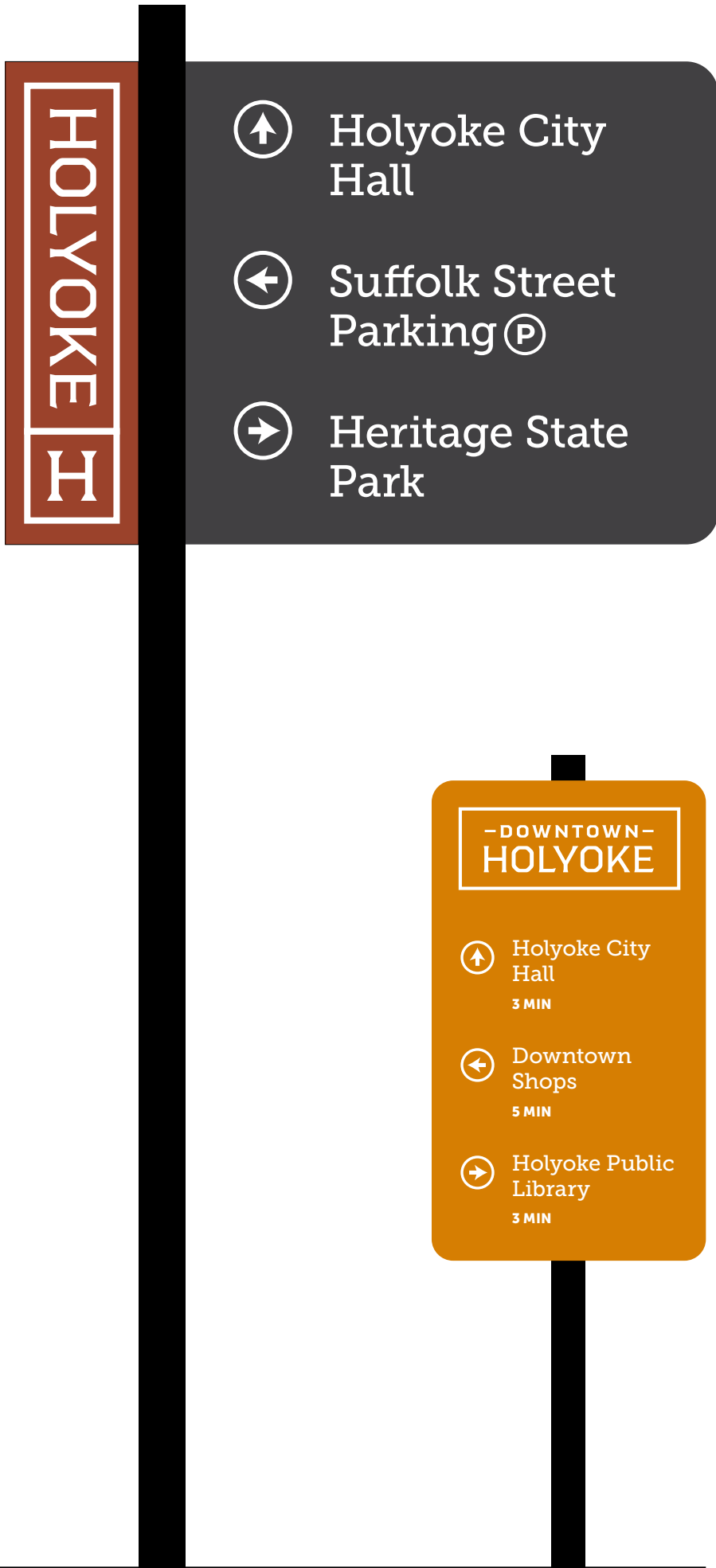
# Comparison



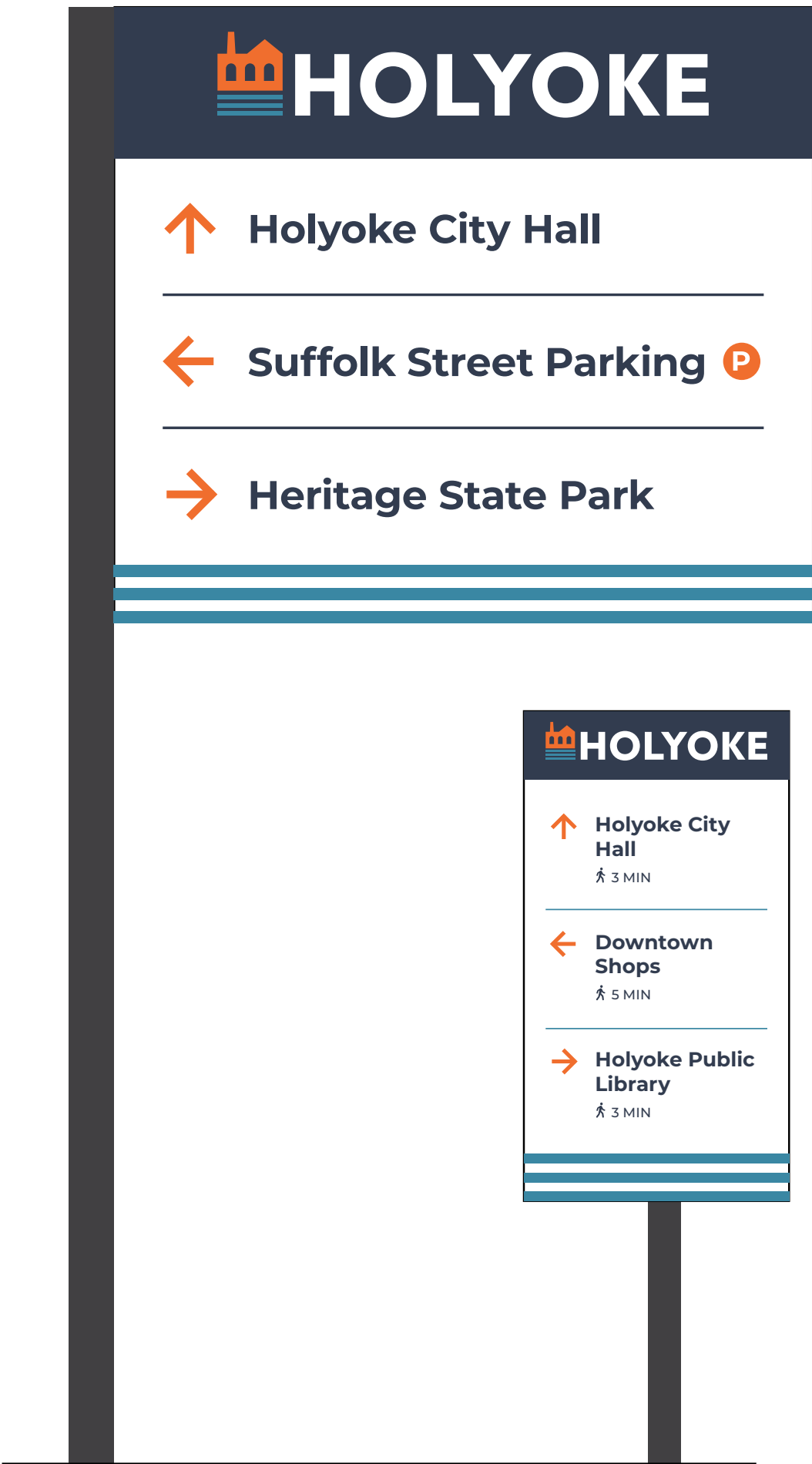
# Let's Discuss



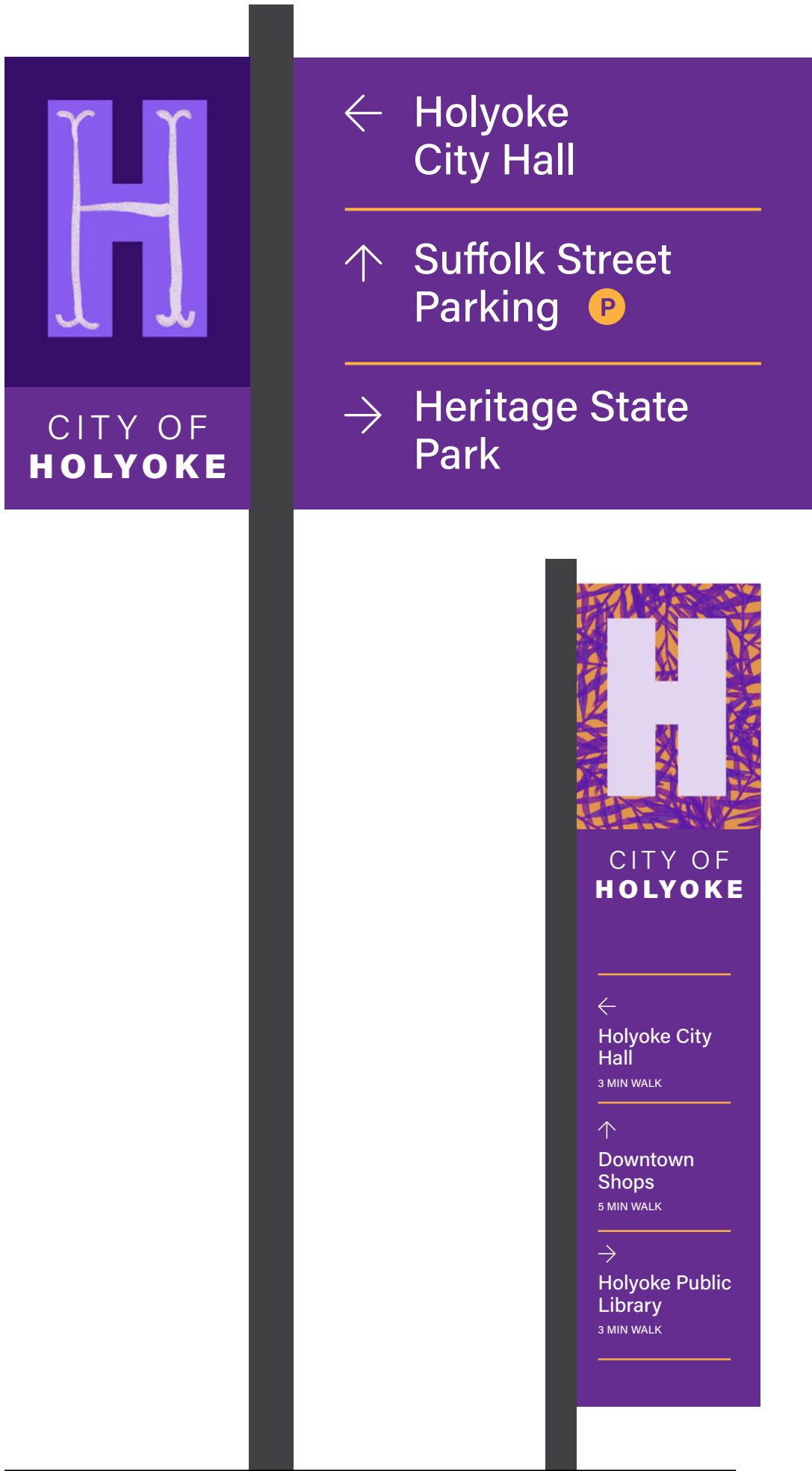
CONCEPT A



CONCEPT B



CONCEPT C



CONCEPT D