Town of The Blue Mountains Gateway and community signage

May 26, 2025



Council presentation



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Concept summary

Questions

Next steps



Project goals



Distinction from the neighbours / Reflect rural & heritage aspect / Show unique characters & personalities / Not too loud or showy / Custom illustrations / Rustic & modern / Express interesting themes / Established dates / Cost effective & easy to maintain / Taglines / Unify the communities

Effective acheivable goals

Distinction from the neighbours / Reflect rural & heritage aspect / Show unique characters & personalities / Not too loud or showy / Custom illustrations / Rustic & modern / Express interesting themes / Established dates / Cost effective & easy to maintain / Taglines / Unify the communities

Constraint

The average driver will only have about 3 to 5 seconds to view a sign, read any text, and comprehend the message.

Your gateway signs need to communicate their ideas extremely quickly. The place for nuanced stories is elsewhere.



Recommendation

unique are best.

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Your logo, its colours and typography, are similar to other municipalities in the region. The gateway sign is the opportunity to differentiate yourselves from nearby municipalities—and for this, bold and



Concept one

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Concept one — Inspiration



Inspired by the biggest draw of the town — winter sports, concept one derives its influence from the corduroy pattern



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2300mm			
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Side view





Front view

Photo mockup — Spring/Summer





Welcome to The Town of **The Blue Mountains**

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Welcome to The Town of **The Blue Mountains**

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Welcome to
The Town of
The Blue Mountains

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Side view

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Village-
Part of the
Town of The Blue Mountains



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Side view



Туре А Town gateway signage

Туре В Community gateway signage

Туре С Hamlet gateway sigange

Concept two







Concept two is a reflection of the picturesque landscapes and natural features that make up the town



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Side view



Photo mockup — Spring/Summer



Welcome to The Town of The Blue Mountains





Welcome to The Town of **The Blue Mountains**

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Welcome to The Town of **The Blue Mountains**

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Side view



Туре А Town gateway signage

Туре В Community gateway signage

Туре С Hamlet gateway signage



Concept summary





Concept one



Concept two



Questions

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Do you have any questions for us?

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Next steps

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Next steps

Council selects a concept

Develop the chosen concept

Apply selected concept to park and trail signs

Design development

Thank you!

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