

New Logo and Wayfinding Family Signage



Previous Logo/Wayfinding Signage



Conceptual Enhancement

Location

- Parma Heights, Ohio

Services Provided

- Public Input & Engagement, Graphic Design, Planning, Transportation Engineering, GIS Mapping, Economic Development

Project Funding

- \$47,865 Cuyahoga County, Supplemental Grant Program

Population

- 20,053 (2018 Census)

Schedule

- Professional Services: September 2018 – February 2019

Project Team

- Beth A. Barton, Graphic Designer/Community Branding Specialist
- Lauren O. Falcone, AICP, Vice President
- Greg A. Bieszczad, PE., Vice President
- David M. Zubenko, GIS Coordinator

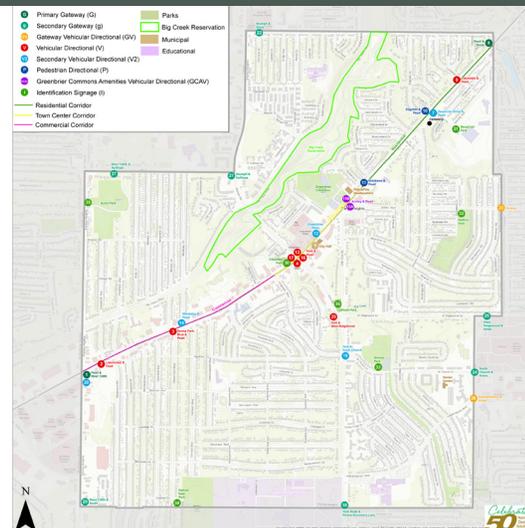
PARMA HEIGHTS BRANDING & WAYFINDING SIGNAGE MASTER PLAN

The City of Parma Heights has successfully completed its Branding & Wayfinding Signage Master Plan, as recommended by the City's Comprehensive Plan and Transportation for Livable Communities Initiative (TLCI) Pearl Road Corridor Plan. The unique amenities of the City of Parma Heights include:

- A diverse housing stock with thriving neighborhoods
- Vibrant commercial areas
- Multiple parks (including the Metroparks Big Creek Reservation)
- Greenbrier Commons, including Cassidy Theatre/Community Center
- Quality educational institutions

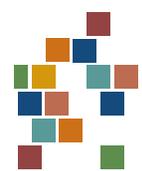
However, many residents and visitors could not draw a geographical distinction between Parma Heights and Parma and were unaware of the numerous amenities in their own back yard. The City's current logo was outdated and the City did not have a tagline to promote Parma Heights as a great place to live, work and play.

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Reference

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Parma Heights Branding & Wayfinding Signage Master Plan



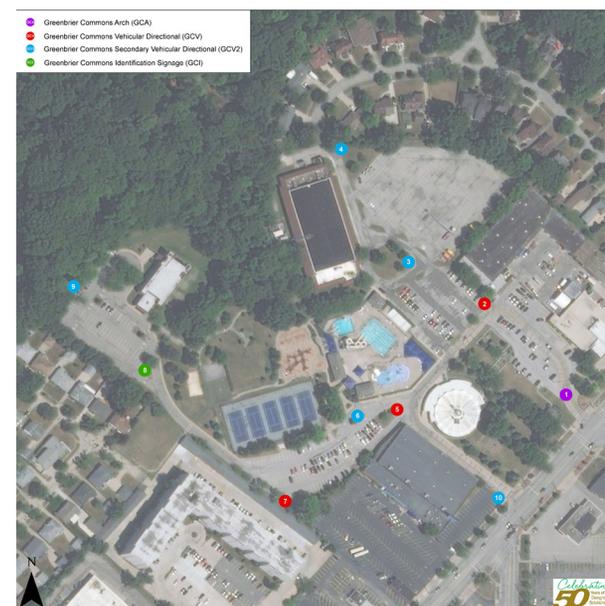
TLCI Pearl Road Corridor Plan



Steering Committee Community Themes

A five-phased process was used to complete the Branding & Wayfinding Master Plan and included: information gathering, creation of tagline/logo, development of wayfinding signage types and placement, creation of design signage elements and celebration (implementation).

PDG worked with a City-appointed Steering Committee, as well as City Staff/ Administration, to develop a unique logo and tagline, new wayfinding system, GIS mapping of signage, and design guidelines. Public input was a key component to the new brand and included the review of previous planning documents and community-wide survey results, as well as numerous committee brainstorming sessions to identify the City's unique essence. Internal staff/ administration meetings were also held to solidify the details of the new branding and wayfinding efforts. Upon completion, the new logo, tagline and wayfinding system was successfully presented to Council. The City has submitted multiple applications for funding for the wayfinding system and looks forward to seeing the wayfinding system installed in 2019–2020.



Greenbrier Commons Signage Locations

