

You're in the optometrist's office, peering through the phoropter (now you know the name of the instrument they use to determine the strength of your corrective lenses!), reading the letters off the chart. The optometrist flips the lenses: "Better this," she asks, "or, [flick] better that?"

Just as the right lenses can do wonders for your vision, so can the right sign do wonders for the image of a business. This selection of before-and-after photos from the work of Gary Anderson, Bloomington Design, Bloomington, Indiana, illustrates this very well. In the captions, you'll get Gary's comments on each of these redesigns.

Welcome to Rising Sun is 8 by 22 ft. overall, with a sand-blasted, carved and gold leaf high-density urethane sign on a cedar structure.

Bloomington Veterinary Hospital, 3 by 6 ft., is a sand-blasted, carved high-density ure-

thane sign with gold leaf on a cedar structure. It is finished with acrylic paints.

Courtyard Suites is 18 by 30 in. and uses the same techniques as Bloomington Veterinary, but

There's nothing like a new sign to transform the image of a business

Before and after: 8 makeovers

by Gary Anderson

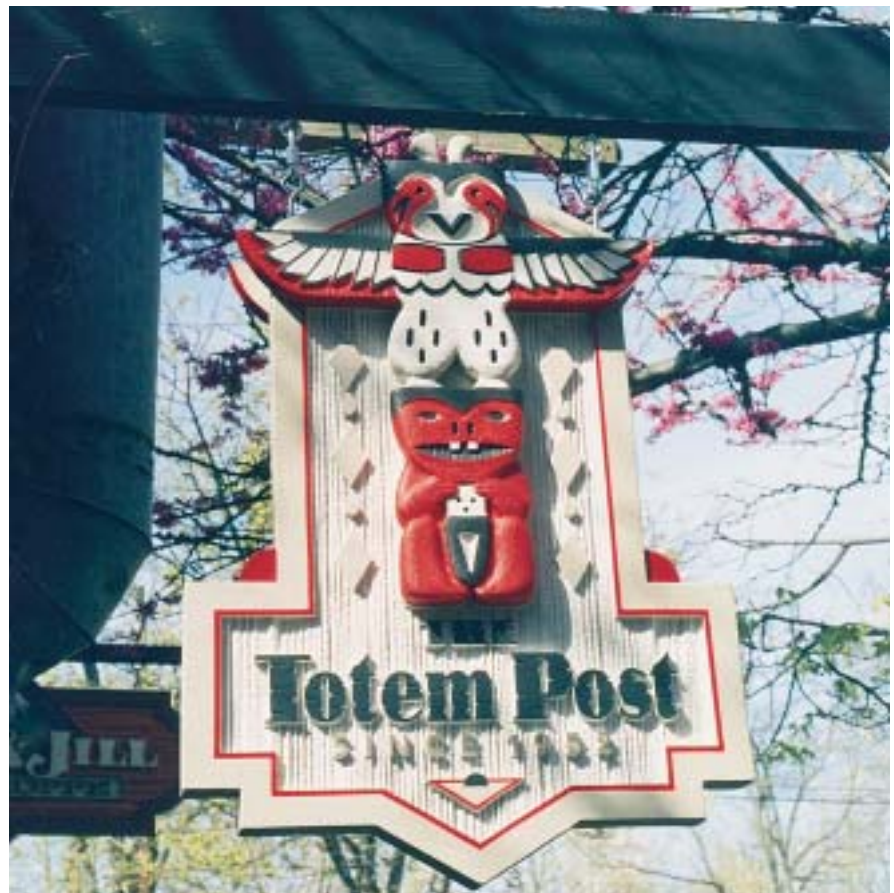


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has a custom iron hanger.

Totem Post is the oldest shop in Nashville, Indiana. After we did the nut shop next door, they felt a little pressure to upgrade. This one is sandblasted high-density urethane with a carved high-density urethane totem pole



and acrylic latex finish. The sign is 18 by 36 in. We had to use their existing logo.

Jack & Jill Nut Shoppe is one of the oldest shops in nearby Nashville, Indiana—a tourist attraction. This may have been their original sign. I finally got

an opportunity to redesign and build a new sign for them. It is 2 by 4 ft. and has a redwood, sandblasted background with acrylic latex finish and gold-leaf accents.

Great Expectations Bookshop is sandblasted, stage blasted, carved high-density urethane with

acrylic latex finish and gold-leaf accents. The pictorial is acrylic on overlaid plywood. It is 30 by 30 in.

Senior Citizens Housing, Inc., 3 by 6 ft., uses the same techniques as the Bloomington Veterinary Hospital sign, too.

Pygmalion's Art Supplies was a challenge, because I had done their sign some 15 years ago [*SignCraft* March/April 1986] and it had seemed to be a somewhat successful design. They had always used a cat for their trademark, so I asked if they had any interesting



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examples of cat pictorials. Fortunately, they had a very nice sketch of this face. Since I had used the entire spectrum of colors the last time, I challenged myself to do it. The rule of thumb is no more than three colors per design, but by varying the intensity and contrast, I was able to use the six without causing confusion on the sign. The background has a squiggle stage blast and acrylic finish with gold-leaf accents. We also replaced the pole and created an iron bracket with some more of the squiggles made from iron rod. This sign is 4 by 5 ft. □



*Gary owns and
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His new book, More*

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