

North City Banner Project

North City Neighborhood Association
Presentation 10/26/2021

North City Banner Project

Project goals:

- Utilize Annual Mini-Grant Budget
- Put existing banner poles to use
- Strengthen collaboration with NCNA / NCBD
- Strengthen North City recognition

North City Banner Project

Design goals:

- Reinforce “North City” sense of place
- Strengthen visual unity on 15th Ave NE
- Leverage existing design language of NC
- Update to a more enduring look - 5 years
- Keep it classy!

North City Banner Project

Keep it classy (confident, classic styling)



Busy designs:

- Not easily readable
- Dated design elements
- Color use creates visual clutter
- Maybe more pedestrian-friendly than car-friendly

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Keep it classy (confident, classic styling)



Simplified designs:

- Easily readable
- Classic design elements
- Color use creates visual unity
- Target car and foot traffic

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Leverage existing design language of NC:



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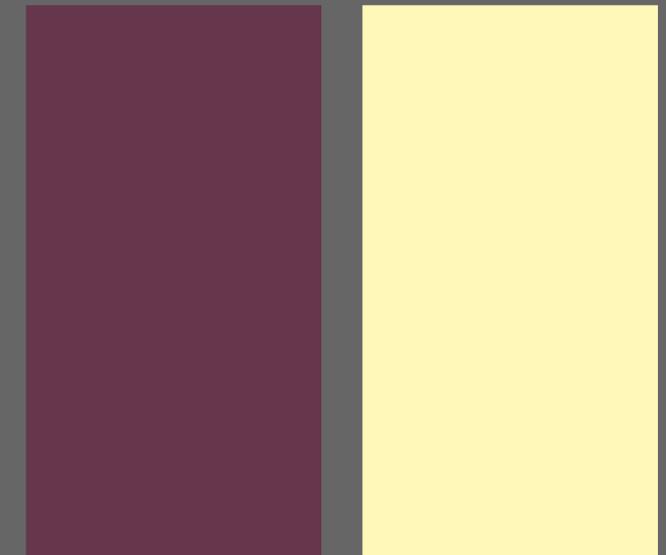
Leverage existing design language of NC:



Font?



Compass Star

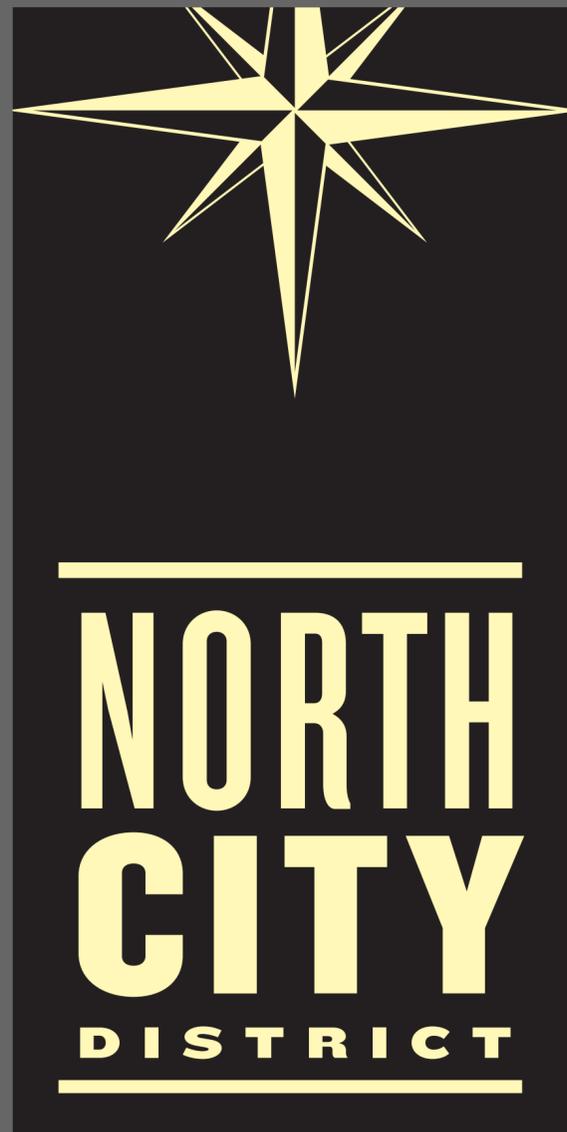


Color Use

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Creative Directions

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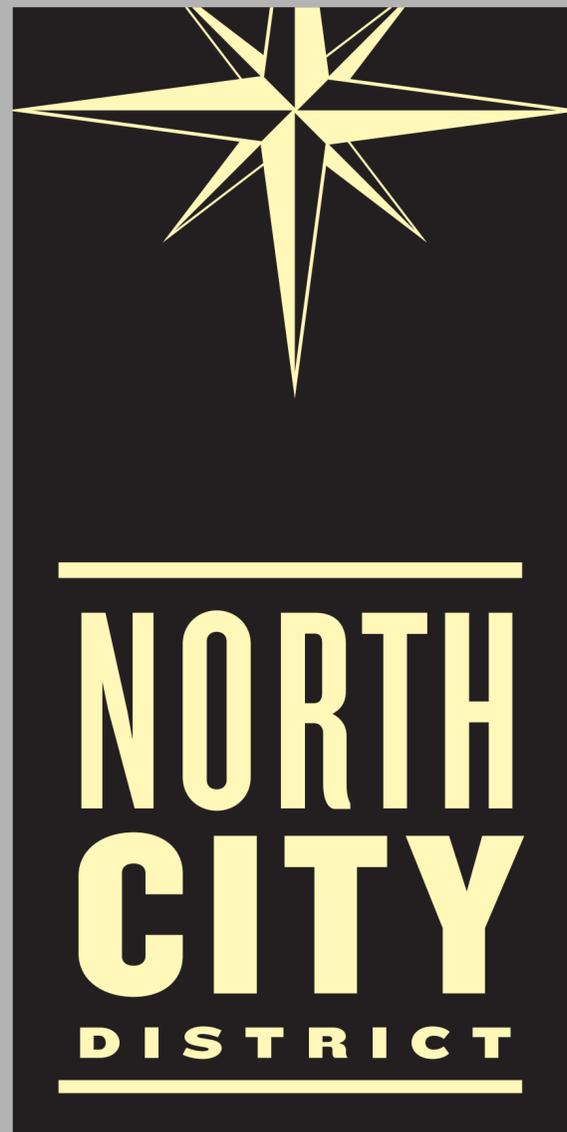
COMPASS STAR ON BLACK

Black color has premium quality association,
Maximum contrast

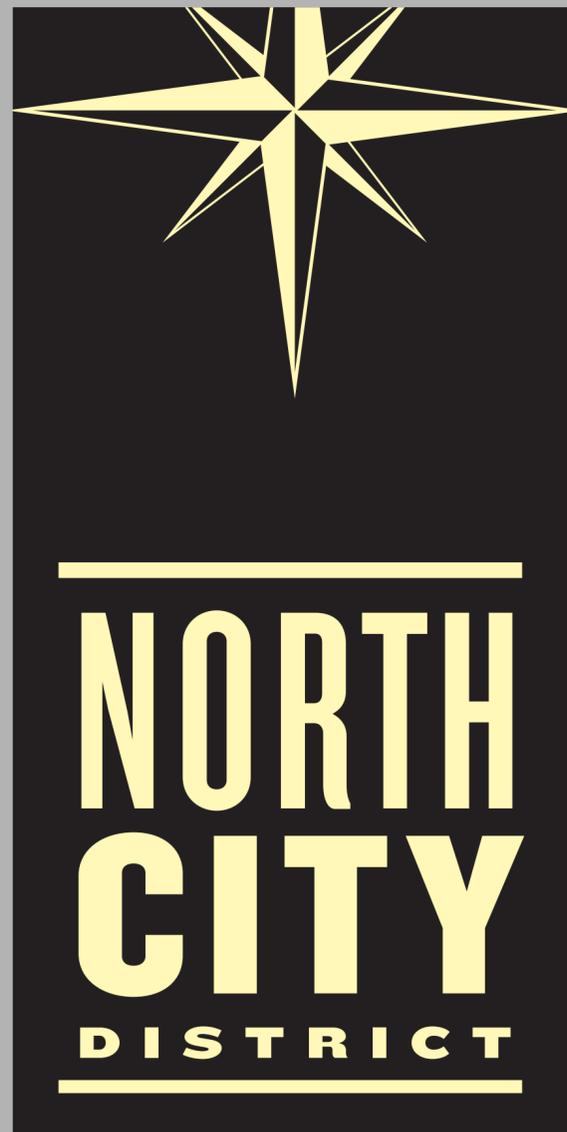
Simplified designs:

- Easily readable
- Classic design elements
- Color use creates visual unity
- Target car and foot traffic

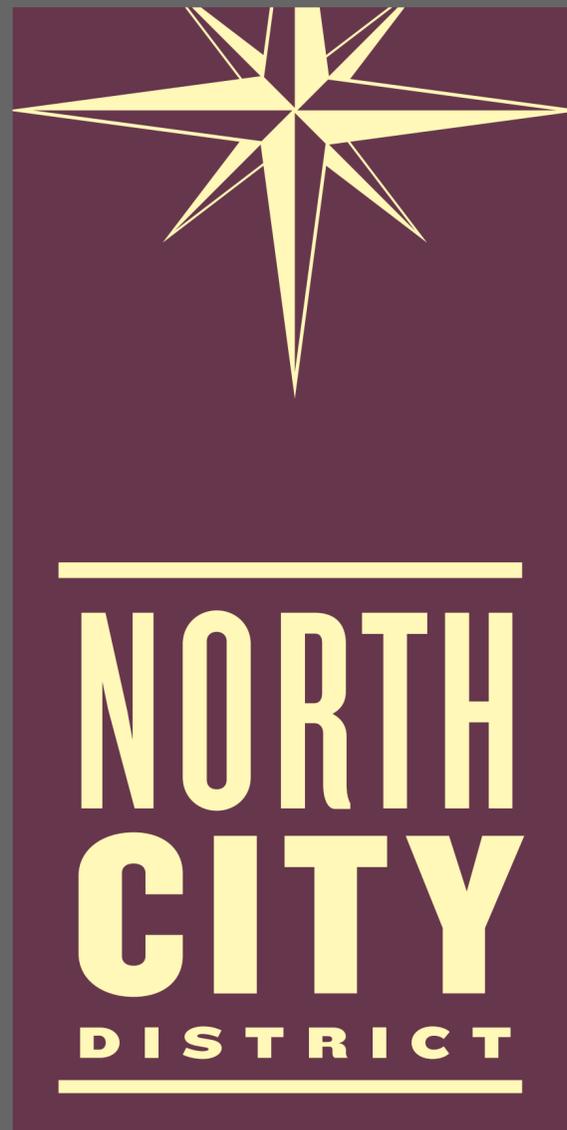
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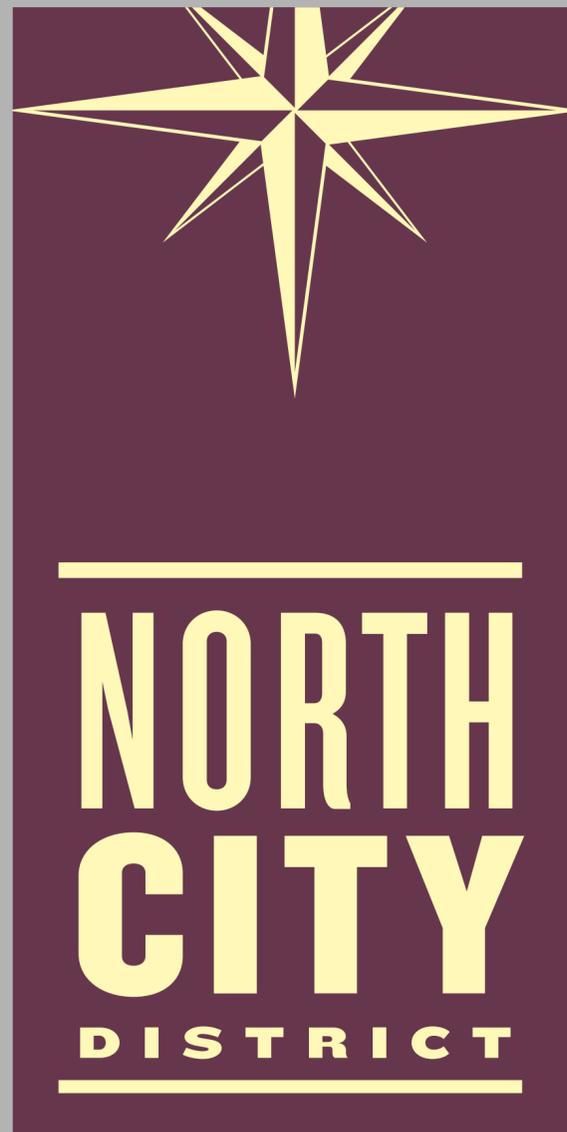
COMPASS STAR ON BURGUNDY

Blends with existing ironwork
Strong contrast

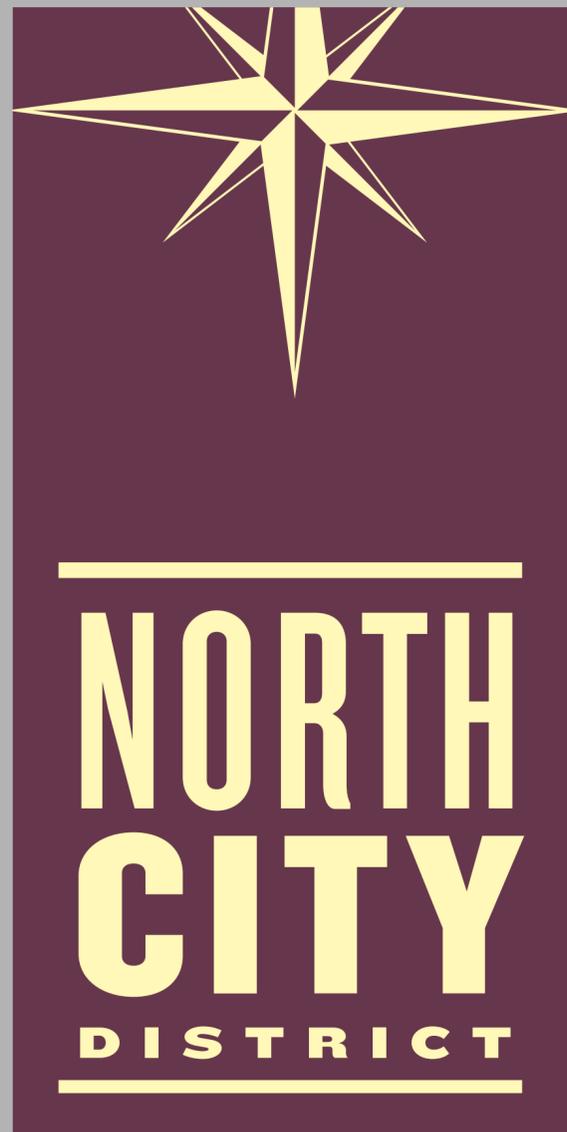
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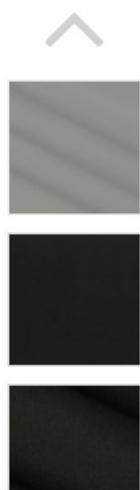
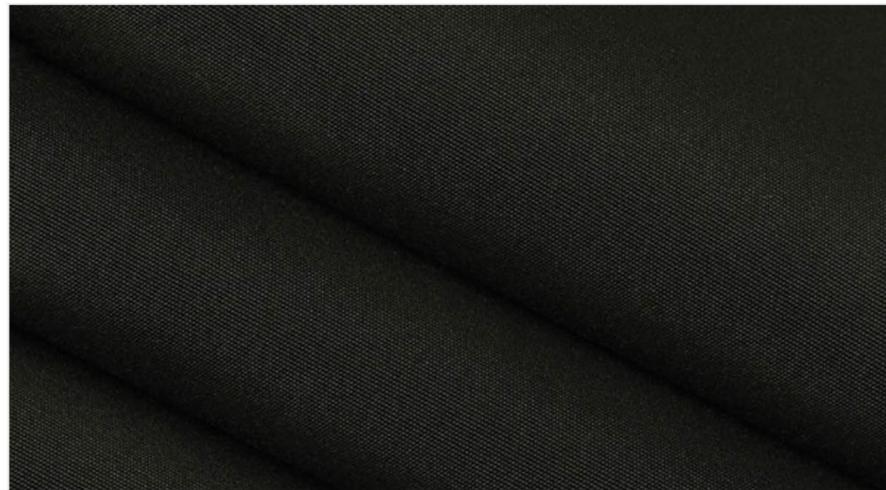
Thank You!

Sunbrella® Marine Grade 6008-0000 Black 60" Fabric

Item # 6008-0000

★★★★★ 46 REVIEWS

Out of Stock - More Coming 3/10/2022 ⓘ



 SAILRITE®

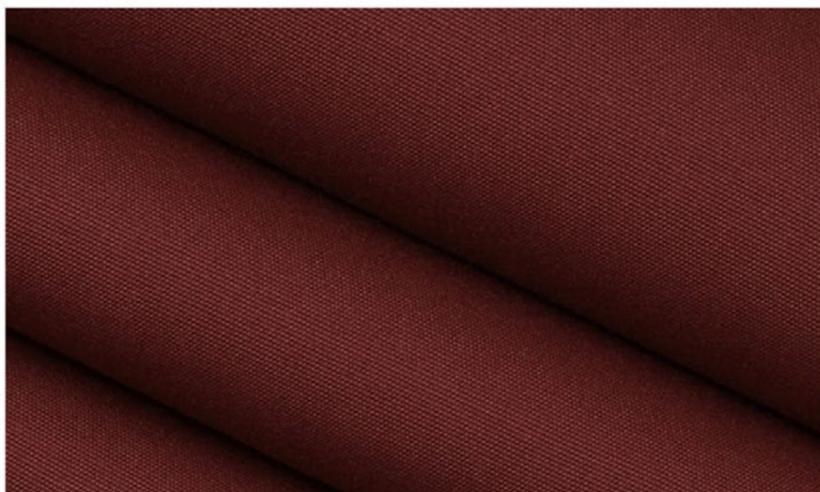


Sunbrella® Marine Grade 6031-0000 Burgundy 60" Fabric

Item # 6031-0000

★★★★★ 6 REVIEWS

309 Available - More Coming 12/31/2021 ⓘ



13 - 30" x 60" - 1-color custom "North City District" banners printed on marine acrylic fabric. Same art both sides for two-sided finish. 4" pole pockets sewn top and bottom, (2) grommets

\$89.00 /ea.	\$1,157.00
WSST10.3%	\$ 119.17
Total for banners	\$1,276.17

The above quote does not include shipping or WSST and is based on customer providing print ready art.

The following is an install quote and will be billed separately by Banner Boom

Labor to install 13 Banners on 13 poles on existing hardware, along 15th Ave. NE 175th Wt & NE 180th St.

	\$799.00
Plus WSST 10.3%	\$ 82.30
Total for Install	\$881.30

Please call or email with any questions I can coordinate with Banner Boom for the install if you wish.. Hope to hear from you soon.

Thanks,
Rita
DiJulio Displays
(425) 483-9890

Total for banners	\$1,276.17
Total for Install	\$ 881.30

total \$2,157.47