

# BEST SIGN COLLECTION *VOL.1*

Community Identity, Corporate Identity  
Environment

Written and Edited by  
"Best Sign Collection" Publishing Committee

aimall



# **BEST SIGN COLLECTION** *VOL.1*

Community Identity, Corporate Identity  
Environment

Written and Edited by  
“Best Sign Collection” Publishing Committee

**KBS**

# Best Sign Collection Vol. 1

Copyright © 2005 Kashiwa Bijutsu Shuppan

**Publisher:**

Kashiwa Bijutsu Shuppan

**Distributed by:**

Beijing Designer Books Co., Ltd.

Building No. 2, Desheng Office Building, No. 3, Babukou, Gulouxidajie,

Xicheng District, Beijing, P. R. China

Tel: 0086-10-6406-7653 (Beijing); 0086-21-5596-7693 (Shanghai); 0086-20-

8756-5010 (Guangzhou); 0086-755-8297-2755 (Shenzhen); 0086-27-5920-8457

(Wuhan); 0086-571-8884-8576 (Hangzhou); 0086-28-8660-1680 (Chengdu);

0086-25-5807-5096 (Nanjing)

Fax: 0086-10-6406-0931

E-mail: [info@designerbooks.net](mailto:info@designerbooks.net)

AZUR Corporation

5F Aikusu Bld, 1-44-8, Jimbo-Cho, Kanda Chiyoda-ku, Tokyo 101-0051 Japan

Tel: 0081-3-3292-7601

Fax: 0081-3-3292-7602

E-mail: [azur@galaxy.ocn.ne.jp](mailto:azur@galaxy.ocn.ne.jp)

**Printer:**

Everbest Printing Co., Ltd. in China

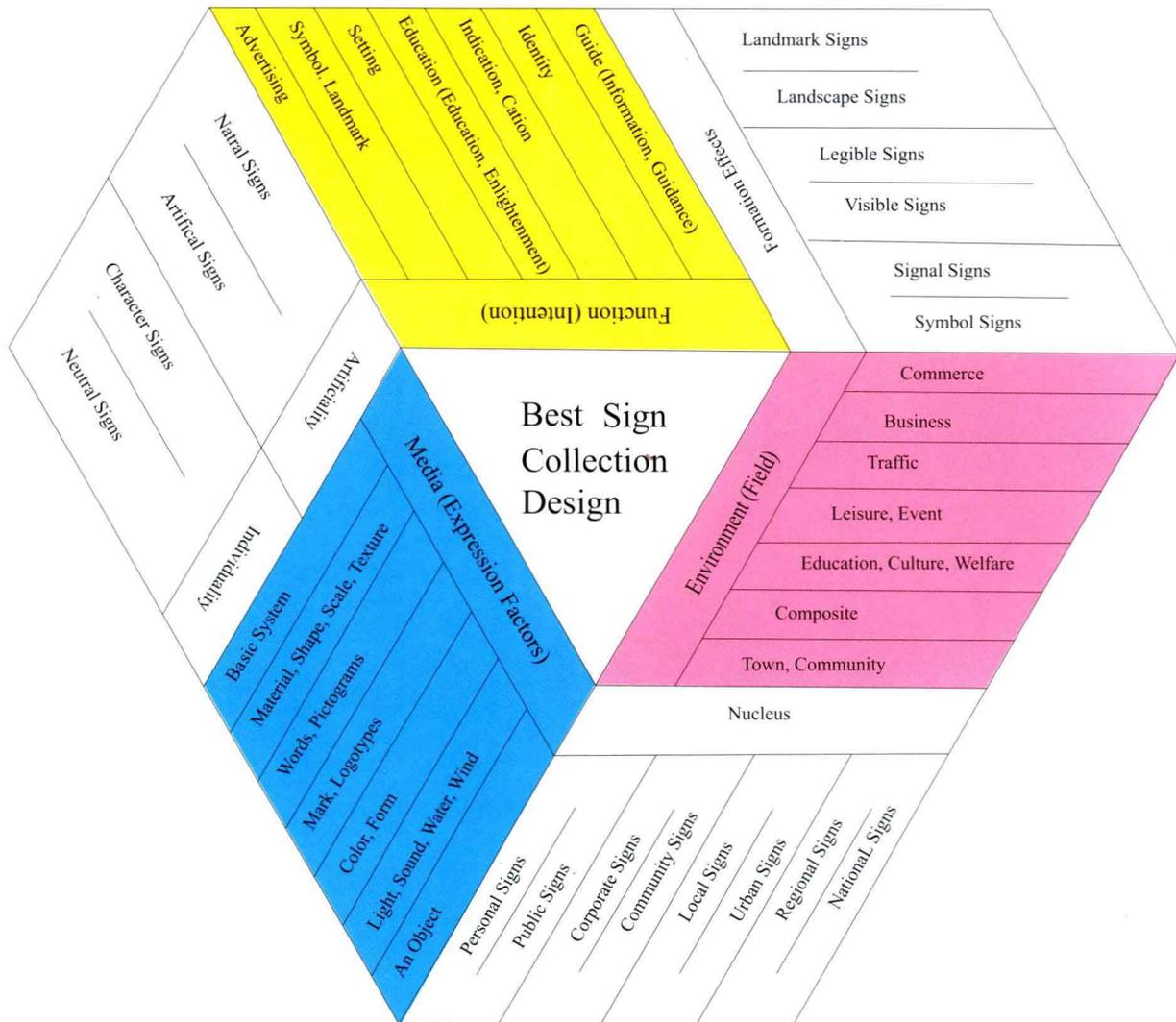
**All rights reserved.**

No part of this publication may be reproduced in any form or by any means, graphic, electronic or mechanical, including photocopying and recording by an information storage and retrieval system without permission in writing from the publisher.

**ISBN:**

4-7601-1264-2 C2070 ¥16000E

## Diagram of Best Sign Collection Categories



Best sign collection design categories are different from sign categories. They are categories of the design results of the communication environment using signs as intermediaries. They were not only necessary from the standpoint of editing this book, but also make it easier to grasp design techniques. I would like to point out that in this sense, they are categories for putting theories into practice.

Human beings accept visual signs. Such as light, form, color and movement, from the outside or use symbols such as words as clues in order to distinguish, recognize, judge and evaluate the environment as information. This is similar to the amoeba distinguishing and evaluating temperature, light, acid and alkali to obtain food, escape from enemies and survive.

Consequently, best sign collection design categories means communication environment design which arranges environment information as signs beforehand and which makes it easier to grasp the environment. It can be said that through turning the environment into signs, it puts the communication environment in order.

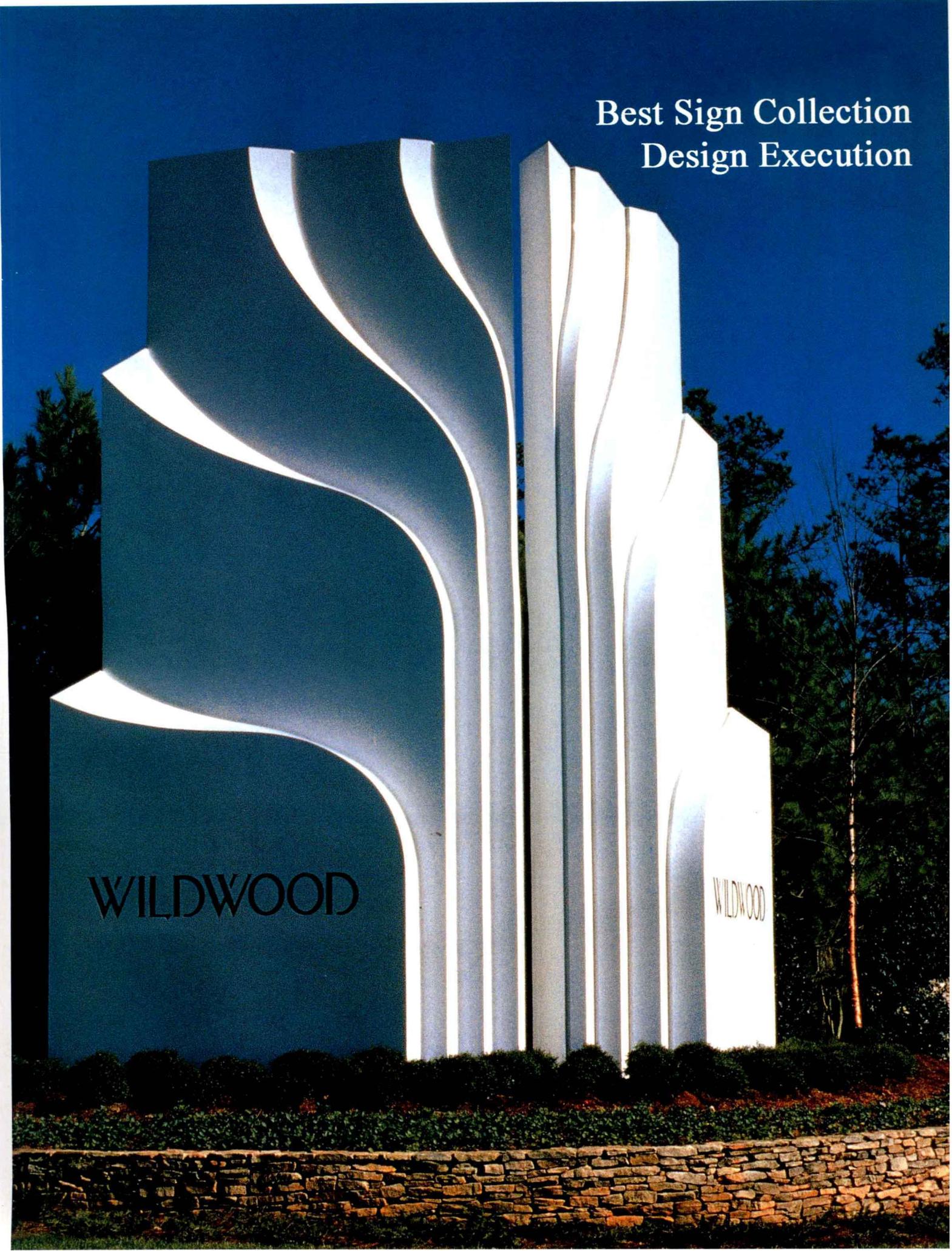
Best sign collection design categories can be divided into environment (field), function (intention) and factor (media and materials). As for communication environment design standards, there are several pillars from the standpoint of design, such as nucleus, individuality and artificiality of signs and formation effects. The visible signs are those which make it easier to sensually, unconsciously and comprehensively grasp the environment by effectively us-

ing pictograms and other things. The legible signs use words to transmit the message rationally, consciously and linguistically. Their mutually supplementary nature is vital. In this book, all works were categorized using only Environment (Field). The setting has the function of "place creation," which is the broad interpretation of display. The setting effect has become indispensable for sign communication design, and it has the possibility of functioning as a sort of common denominator. One is the "place creation effect," and the other is the "compounding among the various categories." It can be considered that in the future these two will be the major points in evaluating sign communication design.

## CONTENTS

<b>1</b>	Commerce
<b>26</b>	Aiming at a Sign Industry
<b>28</b>	Commerce
<b>30</b>	Aiming at a Sign Industry
<b>32</b>	Commerce
<b>38</b>	Business
<b>66</b>	Aiming at a Sign Industry
<b>68</b>	Traffic
<b>82</b>	Aiming at a Sign Industry
<b>84</b>	Leisure, Event
<b>98</b>	Education, Culture, Welfare
<b>100</b>	Aiming at a Sign Industry
<b>102</b>	Education, Culture, Welfare
<b>108</b>	Aiming at a Sign Industry
<b>110</b>	Education, Culture, Welfare
<b>120</b>	Aiming at a Sign Industry
<b>122</b>	Education, Culture, Welfare
<b>138</b>	Aiming at a Sign Industry
<b>140</b>	Complex
<b>148</b>	Town, Community
<b>174</b>	Aiming at a Sign Industry
<b>176</b>	Town, Community
<b>186</b>	Aiming at a Sign Industry
<b>189</b>	Town, Community
<b>209</b>	Media
<b>213</b>	Aiming at a Sign Industry
<b>215</b>	Media

Best Sign Collection  
Design Execution





1

**Crystal Tree Main Entrance Sign  
and Sculpture**

d. Robert W. Jahn II

e. Crystal Tree Center / North Palm Beach,  
Florida, USA

1 A1/B2-6/C2-3-4-5

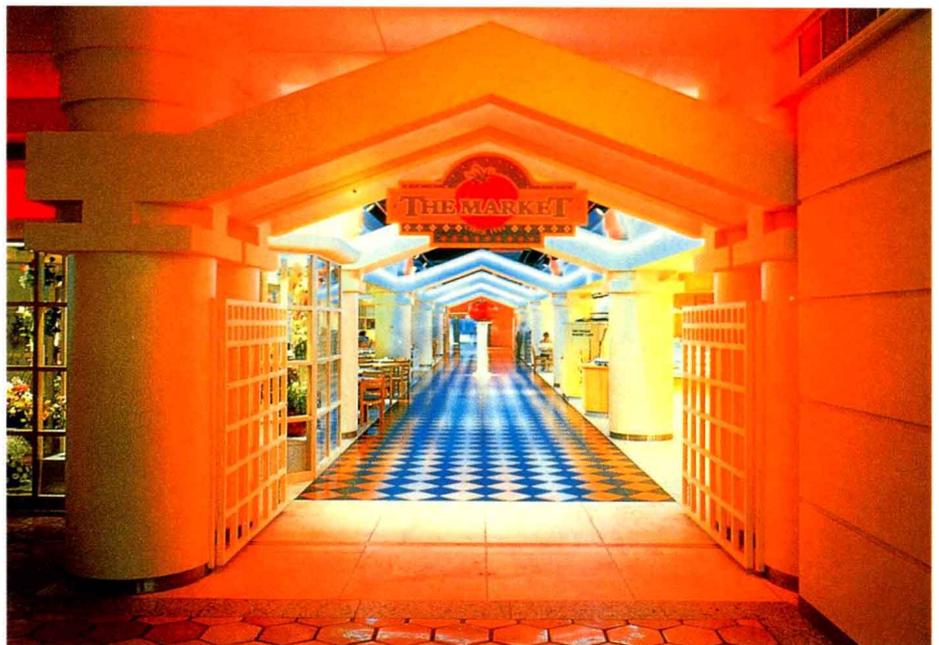


2

### Dallas Main Center Store Sign

dd. Jim Sailor / d. Beth Secker  
Dallas, USA

2 A1/b5/C5-6-7  
3 A1/B2-5/C2-3-5-6



3



2

**Park Central Sign System**

dd. Pete Madrulli / d. Beth Secker  
Arizona, USA

1 A1/B2-5/C2-3-4-5

2 A1/B2-5/C3-4-5



3  
**Crossroads of San Antonio Object Sign**

dd. Beth Secker / d. Kerry Swann  
Texas, USA

3 A1/B2-5/C2-3-5





2

**Town Center at Boca Raton  
Sign System**

dd. Beth Secker / d. Kerry Swann  
Florida, USA

1 A1/B5/C2-5-7

2 A1/B2-5/C2-3-4-6



3

**Green Briar Mall Entrance Sign**

dd. Beth Secker / d. Eve Nenoff  
Atlanta, USA

3 A1/B2-5/C2-3-4-5-6

**Rivergate Project Identification  
Neon Sign**

pc. Ferdinand Meyer V

dd. Ferdinand Meyer V, Mary R. Gremis

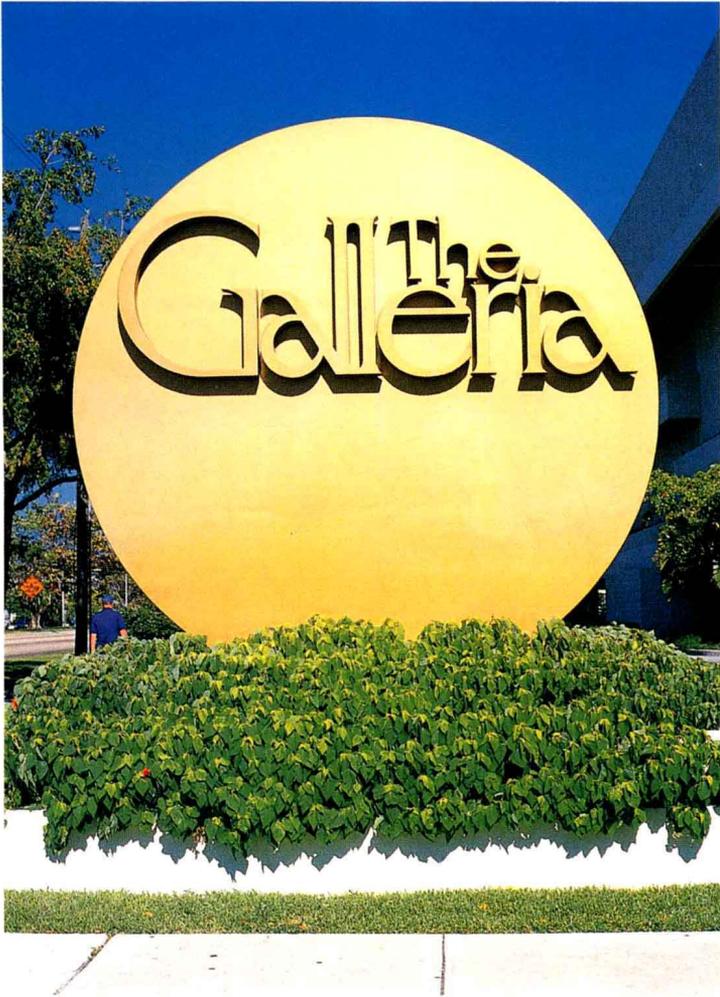
d. J. Russell Owens

cl. Shannon Properties / Tampa, Florida, USA

4 A1/B2/C2-3-4-6



4



1



2



3

## Galleria Shopping Center Sign System

s., pc. Elsa Lopez

dd., d. Margaret Montgomery / d. Richard H. Bugdal

cl. Leonald L. Farber Corporation / Florida, USA

1 A1/B2-6/C2-3-4-6

2 A1/B1/C3-5

3-5 A1/B1/C3-5



4



5



6

**Inverness Plaza Store Sign**

pc., d. Karen Webster - Jan Lorenc Design Inc  
 dd. d. Jan Lorenc IDSA  
 cl. Taylor & Mathis / Birmingham, Alabama, USA  
 6 A1/B2/5/C2-3-4-5

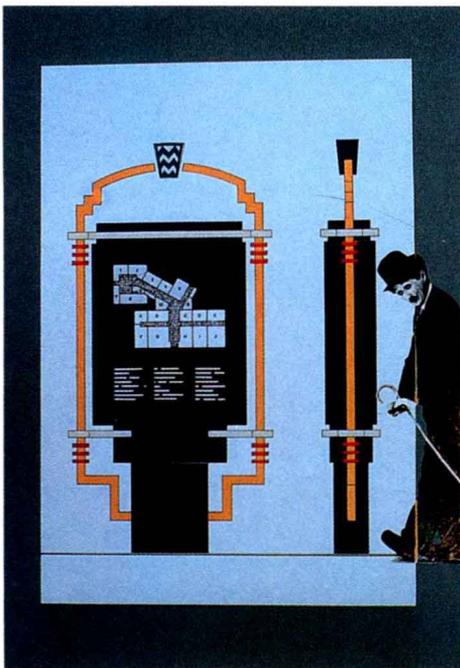
**Montgomery Mall Sign Plan**

pc. Mark Malaer  
 dd. Jan Lorenc IDSA / d. Jan Lorenc IDSA · Carlo Marcucci · Mark Malaer - Jan Lorenc Design Inc  
 cl. Jim Willson & Associates / Montgomery, Alabama, USA

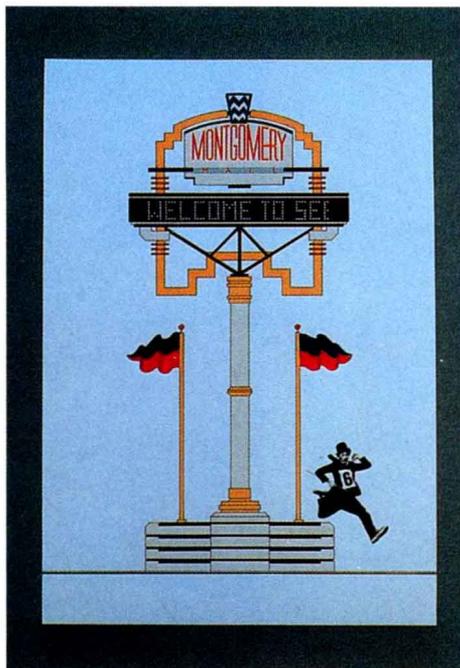
7 A1/B1/C2-5

8 Main Sign A1/B5-6/C2-3-4

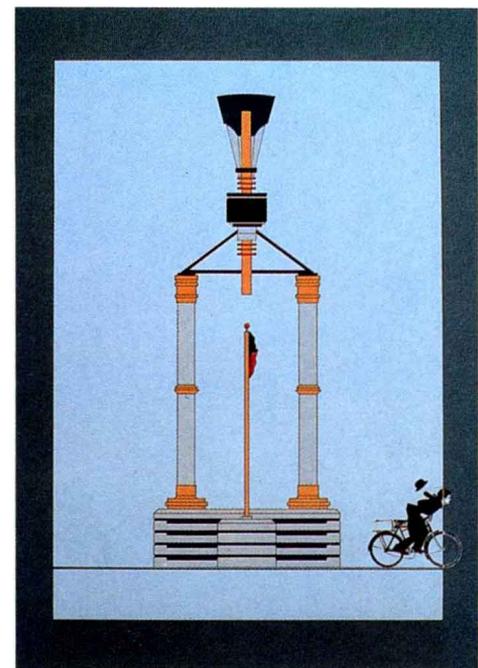
9 Side View of Main Sign A1/B5/C2-7



7



8



9



**Ravinia Hotel Symbol Sign**

pc. Charles Smith - Jan Lorenc Design Inc

dd. Jan Lorenc IDSA / d. Jan Lorenc IDSA · Charles Smith - Jan Lorenc Design Inc

cl. Gerald D. Hines Interests / Atlanta, Georgia, USA

1 A1/B1/C2-3-4-5



**Northpark Town Center Guide Sign**

pc., dd. Jan Lorenc IDSA

d. Jan Lorenc IDSA, Jeffery Beilfuss - Jan Lorenc Design Inc

cl. John Portman & Associates / Atlanta, Georgia, USA

2 A1/B1-2/C2-3-4-5

### SINSIA Yamate Symbol Sign

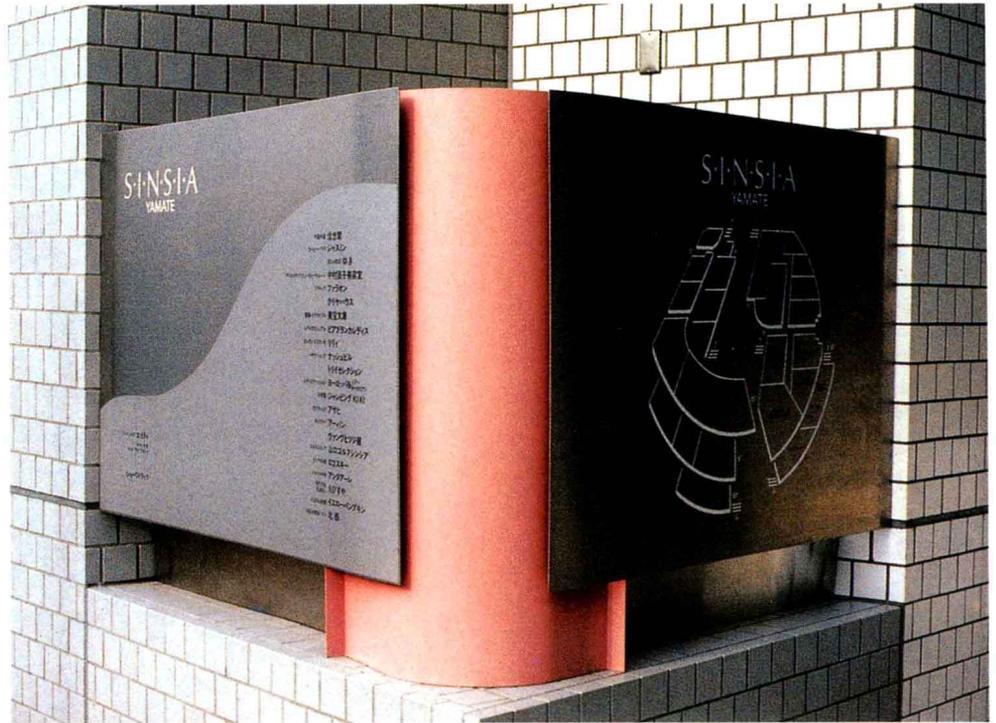
s. Yoshihiro Sibutani - Aoshima Architects Engineers

d. Tsuneyo Kamata, Yukio Ota

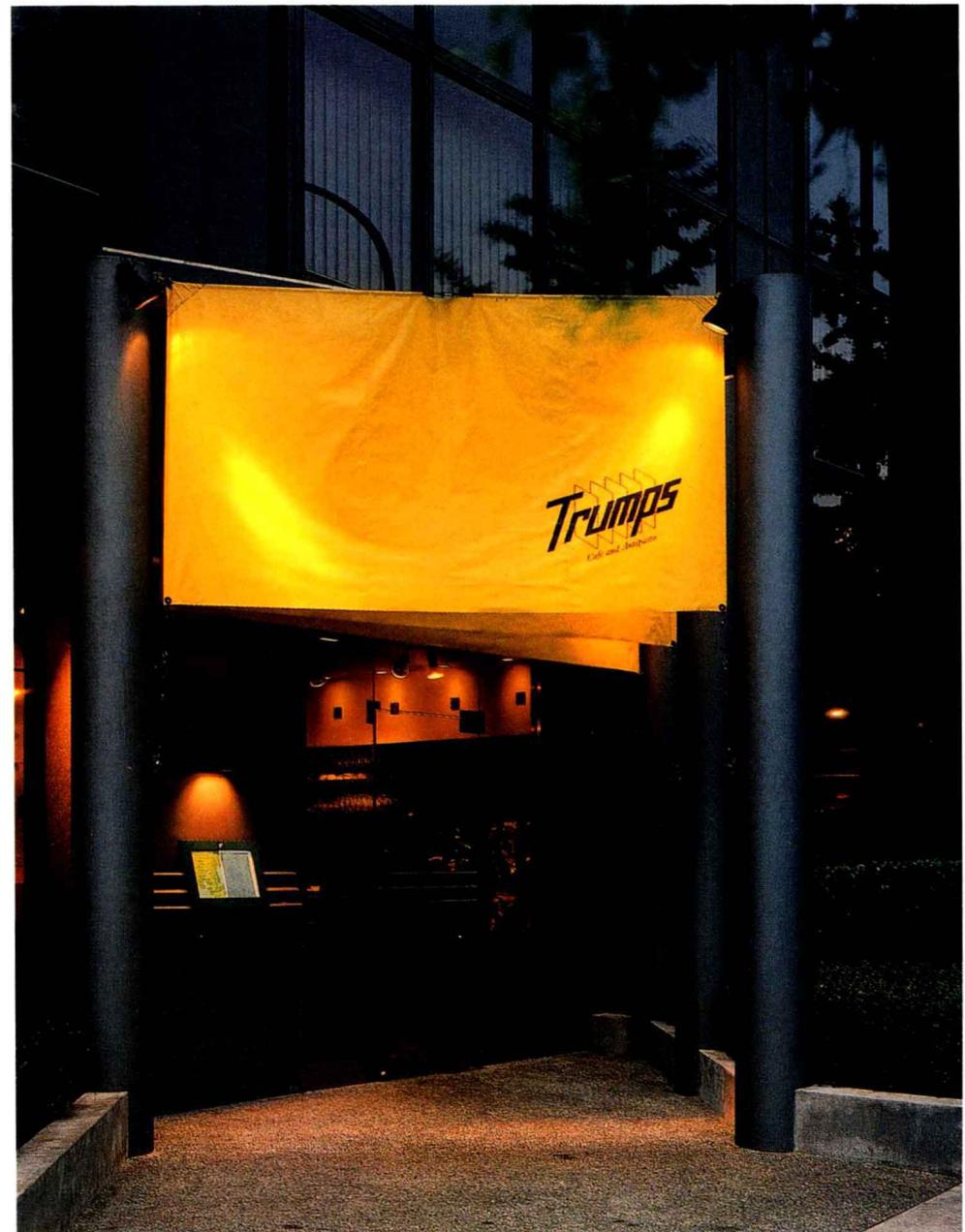
co. Hyojitou Co., Ltd.

cl. Sinachu / Nagoya City, Japan

3 A1/B1/C2-3-5



3



4

### Trumps Entrance Sign

pc. Planners Co.

dd., d. Ryoji Ono

cl. Planners Co. / Tokyo, Japan

4 A1/B2-5/C2-4-5-6

