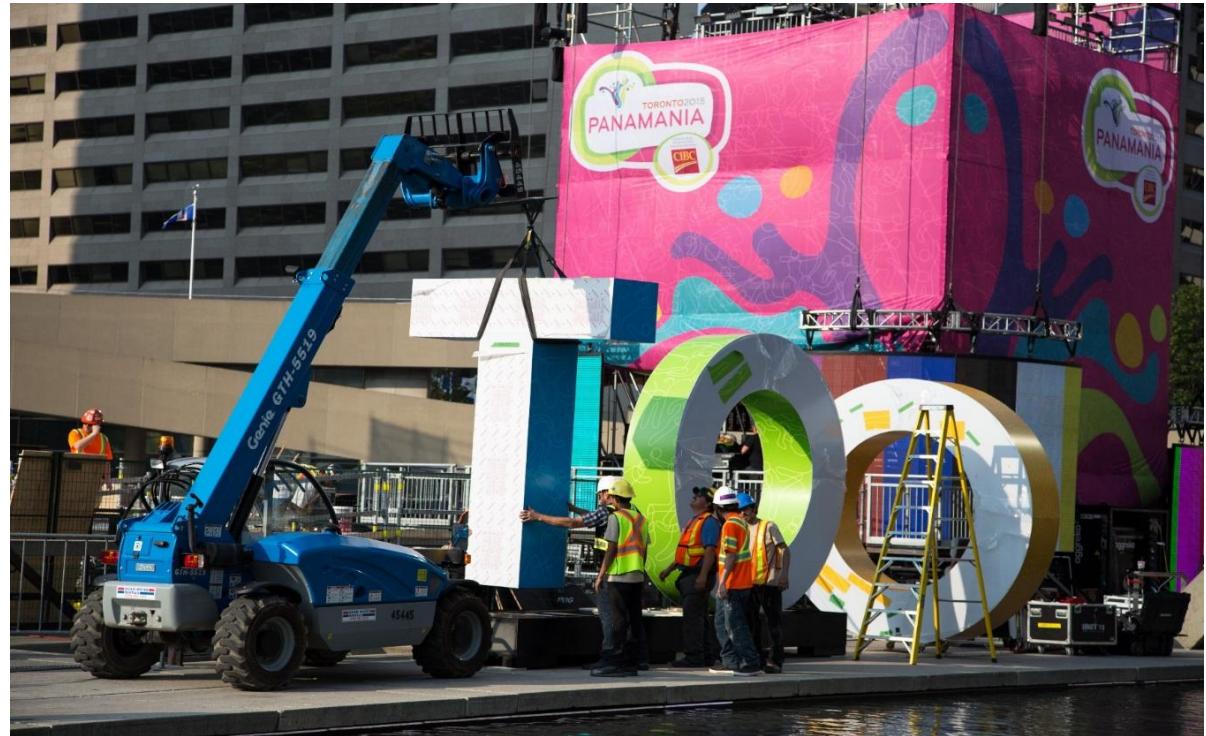


Making Toronto
a place where
business and
culture thrive

3D TORONTO Sign



JULY 6, 2015 – Nathan Phillips Square

INSPIRATION:



2010 - Amsterdam



2010 - Vancouver Winter Games, Whistler



2011 - Pan Am Games - Guadalajara



2013 – Burning Man

IMPACT:

“The Toronto sign, at a cost of just under \$100,000, became one of the enduring images of the city’s Pan Am Games.”

– The Globe and Mail



IMPACT:

- Over 122,000,000 Social Media Impressions
- Influencing the local cultural zeitgeist



LEGOLAND



Thanks #torontosign at @npstoronto for inspiration for my new Christmas card! It opens today! Let's go skating!



Retail



Art

torontoist.com

TORONTOIST

NEWS CITYSCAPE POLITICS CULTURE
EVENTS ABOUT STAFF CONTRIBUTE
CONTACT STORE

CULTURE

JULY 14, 2015 AT 11:45 AM

Pan Am Games: Images Around Town

Media

FUTURE: Make Permanent

- **Bolster Longevity**

- **Structure Aesthetic Guidelines**
- **Commemorative Lighting**
- **Synchronize all NPS LEDs**



FUTURE: Mobile Sign



nataliefarra

NBA Centre Court All-Star Tor...

+ FOLLOW



Recommendation: “T.O.”

- **Most common neutral short form**
- **Option with most long-term relevance**
- **Only 2 letters = most economical and logically feasible option**
- **Trendy and colloquial nods can be addressed in temporary vinyl wraps**



Example from current vinyl wrap

Economic Development & Culture Division

Making Toronto a place where business and culture thrive