Making Toronto a place where business and culture thrive

3D TORONTO Sign

JULY 6, 2015 – Nathan Phillips Square

Re: ED11.4
INSPIRATION:

2010 - Amsterdam

2010 - Vancouver Winter Games, Whistler

2011 - Pan Am Games - Guadalajara

2013 – Burning Man

Economic Development & Culture Division
Making Toronto a place where business and culture thrive
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

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**LEGOLAND**

**Retail**

**Art**

**Media**

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Economic Development & Culture Division

Making Toronto a place where business and culture thrive
FUTURE: Make Permanent

- Bolster Longevity

Structure Aesthetic Guidelines
Commemorative Lighting
Synchronize all NPS LEDs

Economic Development & Culture Division
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Recommendation: “T.O.”

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

Example from current vinyl wrap