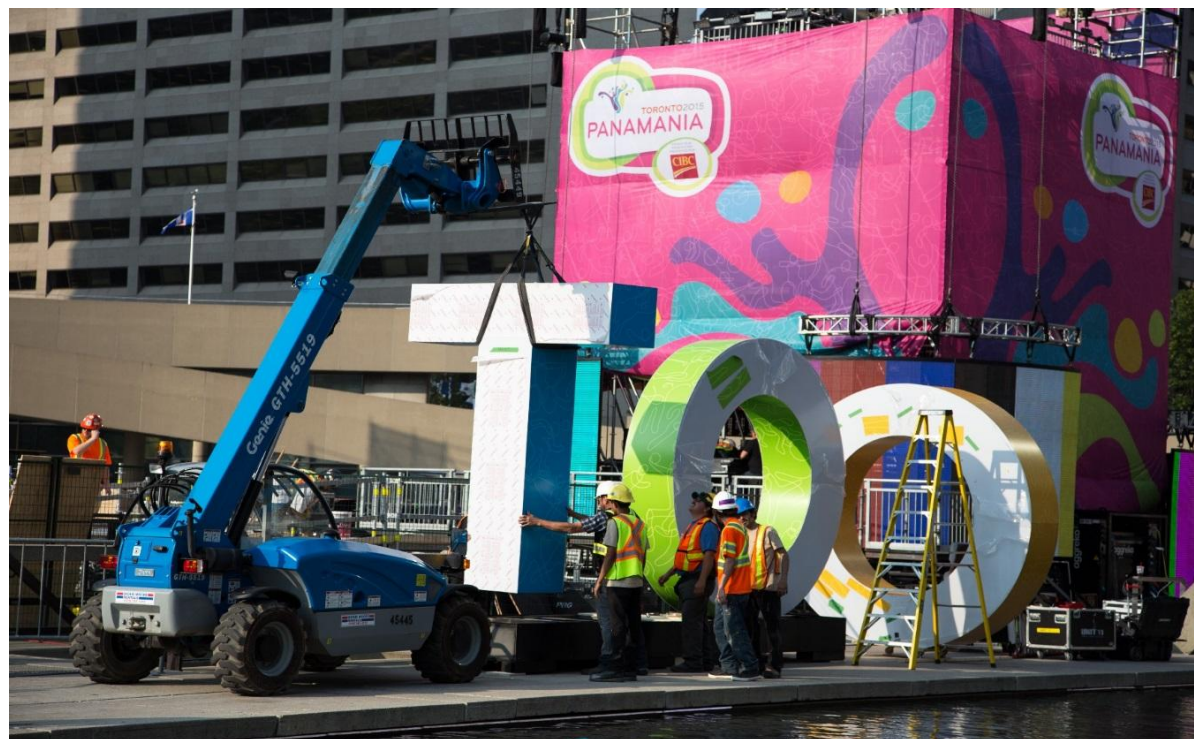


Making Toronto  
a place where  
business and  
culture thrive

# 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



Wendy Tancock Design  
@WendyTancockDes



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



Retail



Art



Media

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# FUTURE: Make Permanent

- Bolster Longevity

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



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# 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 logistically feasible option**
- **Trendy and colloquial nods can be addressed in temporary vinyl wraps**



Example from current vinyl wrap

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