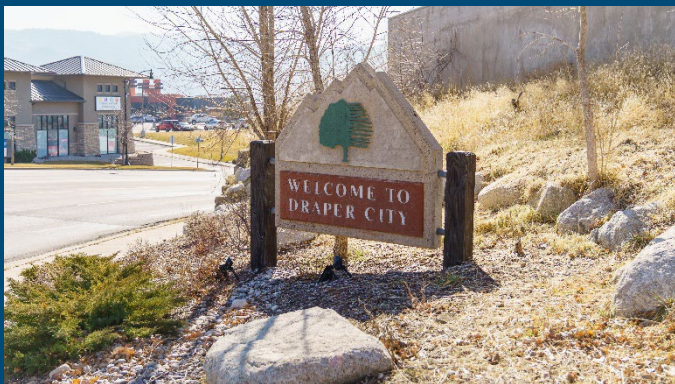


City Branding –Signage

Linda Peterson

City Council
February 3, 2026

City Branding – Signage



1300 East, north of 12300 South



Bangerter Pkwy at 150 East



12300 South at Vahe St.



Park Signage



City Branding - Property



Signage Updates – Landmarks

- Create a strong first impression and sense of place
- Boost economic development
 - Increase tourism and business attraction
 - Enhance visibility and professionalism



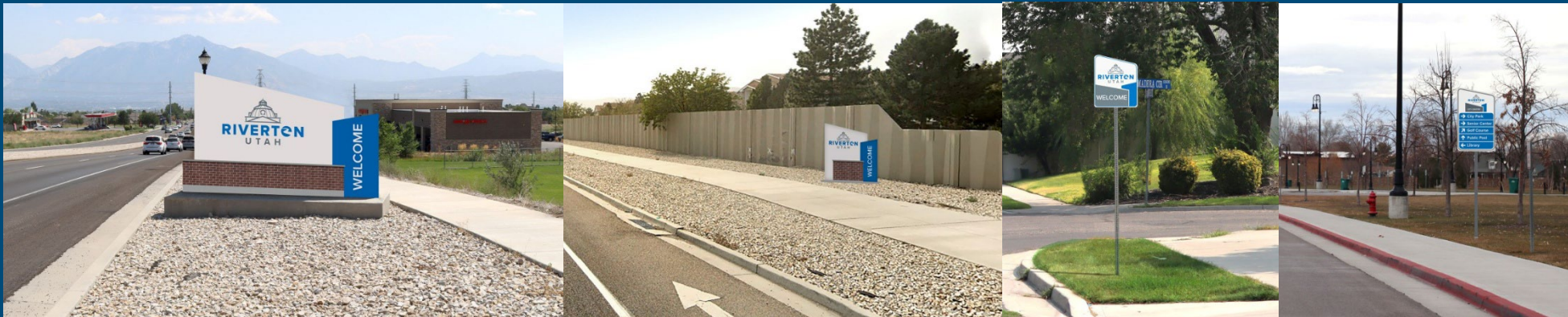
Signage Updates – Wayfinding

- Improve Traffic Flow and Safety
- Enhance User Experience and Reduce Frustration
 - Easier to find points of interest
- Foster Economic Activity
 - Direct people to local attractions



Branding Integration

- Builds Cohesive Community Identity
- Strengthens Recognition and Community Attachment



Digital Signage

Adding a few digital signs in key locations, like major intersections or parks, provides real-time updates that static signs can't, enhancing community connectivity.

- Effective and Timely Information Delivery
 - Digital captures 400% more attention than static
 - Can be used for emergency alerts, promoting community events and programs, and local initiatives

Digital Signage



Benefit

Landmark entrance monuments, wayfinding signage, and digital tools can do the following:

- Position Draper as a more forward-thinking community
- Enhance welcoming and identity
- Build community attachment
- Invite economic development

Questions or Comments?

DRAPER CITY
COMMUNICATIONS

