



marketing@quielsigns.com

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Temecula Valley Auto Mall Preview



Quiel Bros. Signs worked with the Temecula Valley Auto Dealers Association to create a replacement sign for their dated grayscale LED Optec Display sign installed six years ago. Quiel's design team created this beautifully simplistic freestanding 76' high display that boasts an impressive Optec Displays 20mm pitch, 240 X 464 matrix display at a size of 16'-3" X 39'-8". It will be hard to miss this spectacular display being installed on a new parcel with greater visibility from the I-15 freeway. The parcel in itself has been a huge challenge to develop upon. The underground storm drain was relocated and the earth moved and compacted to allow for a level sign canvas with means for accessibility. In addition to the new RGB full color LED display, the sign incorporates new branding for the Auto Mall with the development of the new Temecula Valley Auto Mall logo. The new logo is constructed with front lit white channel letters mounted on an oval background which receives cove neon accent lighting in a brilliant yellow. The top arched accent enhancement also receives cove neon yellow lighting to allow for a more dramatic and balanced look to the display. The faux tile accents at the base receive subtle down lighting to enhance the durable zolatone finish. Once complete, the old sign will be removed at grade and Greg Smith with Visual Marketing Concepts will continue with the content management for the Dealers' Association.

Quiel Bros. Signs

272 South I Street

San Bernardino, CA 92410

(909) 885-4476 office (909) 888-2239 fax

marketing@quielsigns.com www.quielsigns.com

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