

Saugatuck Historic District Signage

Round 2 Concepts

Brand Essence

Should communicate the boundaries of the district and reason for celebrating it.

Fresh

Celebratory

Timeless

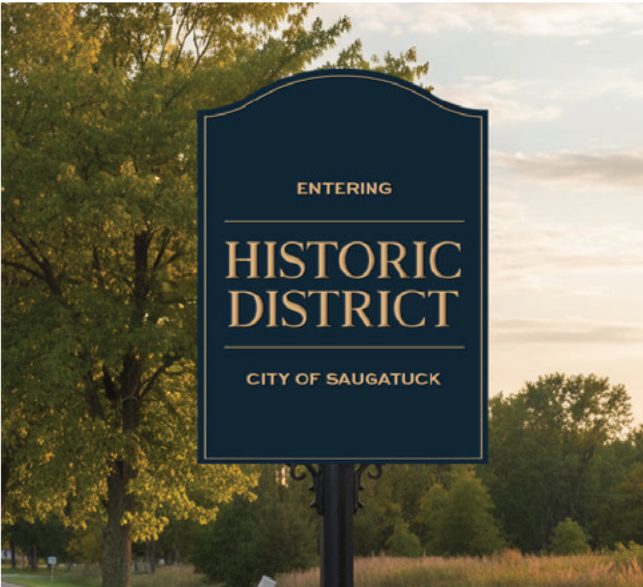
Sense of Pride

Round 1 Review

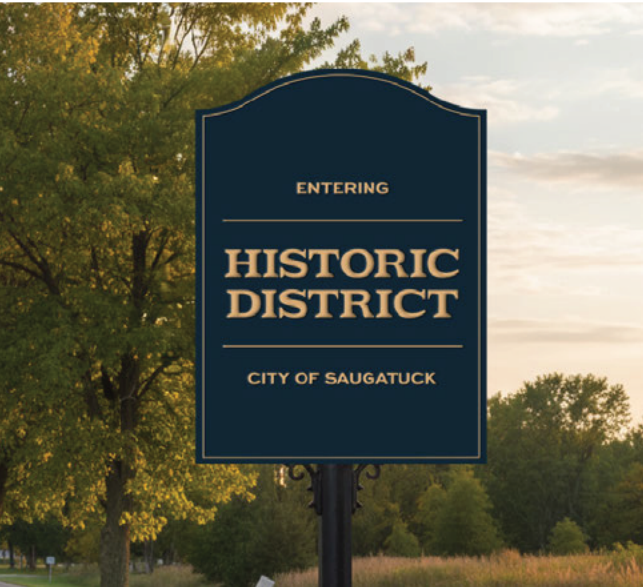
Current Sign



1 – Classic



2 – Charming



3 – Illustrative



Round 1 Feedback

01. The font in Option 1 is highly readable but feels too modern. Option 2 has a charming, historic feel, but readability suffers.

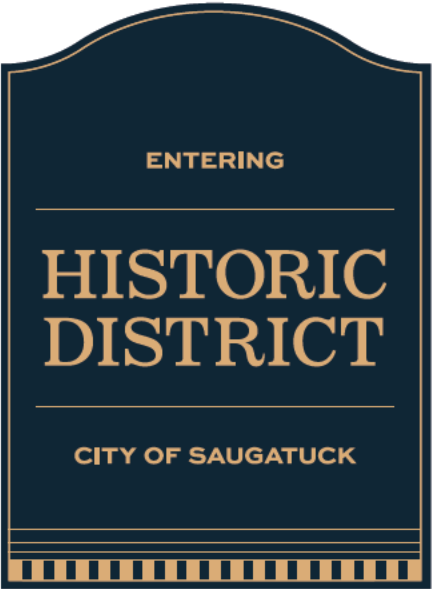
Takeaway: Explore a new font that balances clarity with a traditional aesthetic.

02. The weight of the illustrations in Option 3 at the bottom of the sign works well, but the illustrations feel overly branded and the icons too busy for this application.

Takeaway: Find an alternative way to add personality and visual interest—something subtle and ownable to the Saugatuck area—without making it feel branded.

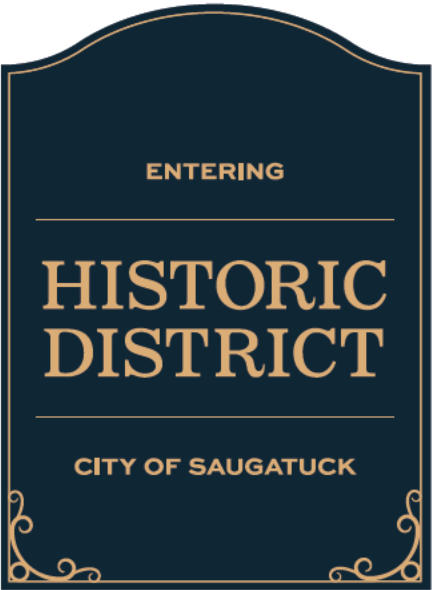
Round 2 - Direction 1

Inspired by the cornice of the Butler Pantry building—Saugatuck’s oldest existing retail building—we added a pattern along the bottom of the sign to draw the eye and create a subtle connection to the area’s historic architecture. We also updated the font to a taller serif, improving readability while maintaining a traditional look and feel.



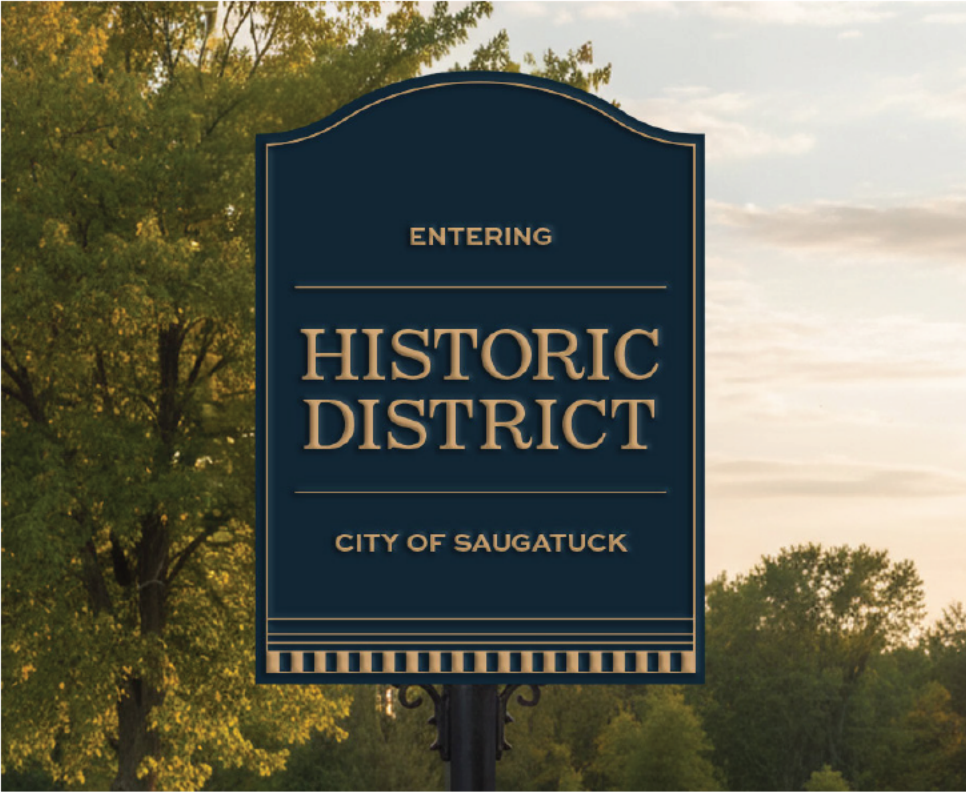
Round 2 - Direction 2

Inspired by the flourishes found on local signs and architecture, this direction reflects the details that define the town’s character and charm. Subtle corner detailing adds a refined decorative touch without overwhelming the sign.



Round 2 Directions

Round 2 –Direction 1



Round 2 – Direction 2



Comparing Fonts

Round 1 Font



Round 2 Font

