



PROJECT: ENVIRONMENTAL GRAPHICS/SIGNAGE

CHALLENGE

As part of a renovation initiative, the District of Columbia Public Library (DCPL) worked with Unison partner CORE Architecture + Design to revamp several of its branch buildings. As part of the attempts to redesign these spaces, DCPL engaged with Unison to create signage for four locations.

SOLUTION

Led by Graphic Designer Sara Lin, Unison created clean, structured signage through an intuitive approach. Unison recognized that signage is a vital part of interior and exterior design, and that elegance would contribute significantly to the overall look and feel of the

updated branches. Unison provided interior signage for the Tenley-Friendship Heights branch, as well as updating existing exterior signage for the Anacostia, Benning, and Shaw neighborhood branches.

RESULT

Summarizing the project, Lin says, "The objectives were to create simple and elegant designs that would compliment CORE's vision while adding Unison's clean approach. Unison met the challenge by marrying function with style."



ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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