



## Municipal Identification and Branding Along Major Interstate

The City of Denton is located in the Dallas/Ft. Worth metro area with over 120,000 residents. Denton is home to the University of North Texas – the Mean Green and often attracts visitors to their downtown square featuring the iconic Denton County Courthouse. Economic growth has resulted in various infrastructure expansions, one including a major thoroughfare through the city, Interstate 35.

A special city committee was tasked to discuss aesthetic betterments along the city's newly constructed roadways. As such, they wanted to create an art piece along the freeway walls that promoted key places throughout the city and assisted with wayfinding for visitors traveling to the community.

### About the Solution

The City approved the design and installation of large wall signs along the freeway walls. Four 18'4" x 18' x 4" Backlit Medallions were designed featuring different graphics including the Denton County Courthouse, University of North Texas and the Mean Green. Kieffer | Starlite was selected as a trusted partner to manufacture and install these signs.

Given the location and complexity of the installation, several meetings were held upfront to discuss the weight allowance of the supporting walls, power access and coordinating the installation. Kieffer | Starlite enhanced the final designs, medallion size and lighting techniques to ensure maximum visibility for traffic driving through day or night.

After manufacturing each medallion, installation was completed ensuring the safest and most efficient process. The upfront coordination resulted in a successful endeavor for the City of Denton to enhance the aesthetics along their roadways and prominently highlight key destinations.

