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GILROY SIGNS WIN PRESTIGIOUS DAVEY AWARD

GILROY, CA – NOVEMBER 19, 2010 – The City of Gilroy’s distinctive new signs welcome visitors to the world-famous Garlic Capital of the World – and now the signs themselves have been awarded two prestigious international design awards. Gilroy’s comprehensive new city signage program, created by local design firm Articulate Solutions, recently won high honors in the 2010 Davey Awards.

Articulate Solutions was awarded Silver Davey Awards in both Signage/Environmental Graphics and Direction/Graphic Design for the City of Gilroy program, which includes plans for more than 90 new signs. Three of the new signs have already been installed in downtown Gilroy, and funding for an additional 22 signs has been approved. Directional and informational signs will gradually be implemented in prominent Gilroy locations to welcome visitors and guide them around the historic downtown area. Additional wayfinding signs and kiosks will be installed throughout the city to direct both visitors and residents to shops, wineries, golf courses, Gilroy Gardens, city offices, and other local businesses and attractions.

Tom Haglund, Chief Administrator for the City of Gilroy, called the new sign program “truly outstanding” and said, “I’m very proud of Articulate Solutions for winning these awards. The unique signs add a real touch of class, and they create a vibrant and attractive visual transition to our newly revitalized downtown.”

The innovative design team at Articulate Solutions also created the City of Gilroy’s new garlic-bulb logo and slogan: “Gilroy: A Community with a Spice for Life.” Creative Director Katherine Filice said, “We’re incredibly excited to bring these honors home to Gilroy. We can’t wait to see more of these signs installed throughout the city to welcome visitors and residents alike.”

With over 4,000 entries from across the U.S. and around the world, the Davey Awards honor the finest creative work from the best small firms, agencies and companies worldwide. The Davey Awards are judged and overseen by the International Academy of the Visual Arts (IAVA), a 200+ member organization of leading professionals from various disciplines of the visual arts and media.

About Articulate Solutions Inc.

Articulate Solutions Inc. is the go-to design agency for South County, Silicon Valley, the Bay Area and beyond. Katherine Filice and her creative team have helped businesses develop award-winning communications and design work since 1991. Clients include organizations of every size, from small family businesses and charitable groups to major corporations and nationwide accounts. For more information, see www.articulate-solutions.com.

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