



# Sign Graphics

*Marta Serrats*

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## **Sign Graphics** Marta Serrats

*Sign Graphics* delves into the world of graphic signage and wayfinding, which can be found anywhere from retail stores, museums, theaters, and libraries to airports, subway stations, highways, and public spaces. Signs everywhere attract us with their stunning visual image, while presenting us with a coherent message.

This book features sections on "Graphic Identity," which explores visual representations of companies and their corporate image; "Interior Artworks," which examines beautifully designed signs, murals, and posters in interior spaces; and finally "Environmental Signs," which presents eye-catching signage applied to outdoor landscapes, creating a powerful visual presence.

Complete with an extensive array of beautiful, color images, *Sign Graphics* is a detailed look at cutting-edge sign and wayfinding designs from top creators and sites around the world.

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