

# SIGNAGE DESIGN

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Arts Street works with multiple partners/clients throughout the year providing youth art and designs for fee for service. One of our most successful products has been creating signage for units in residential buildings. Most of these have been for affordable housing and/or for Denver Housing Authority developments. In addition to unit signage, youth arts have also created logos and larger building signage. Youth are guided by an Arts Street instructor during a creative industries academy to complete these client projects. Depending on the project, youth learn skills in graphic design, photography, Photoshop, Illustrator, Procreate as well as traditional art forms such as watercolor. Working on these real-world projects, youth must follow client specifications and deadlines and give a final presentation of their work. Ultimately, youth are able to see their designs on the walls of many building throughout Denver and add these projects to their resume.

For inquiries on hiring Arts Street youth art team, please contact us at 720.956.3833 or email at [abanke@denverhousing.org](mailto:abanke@denverhousing.org).



# LOGOS

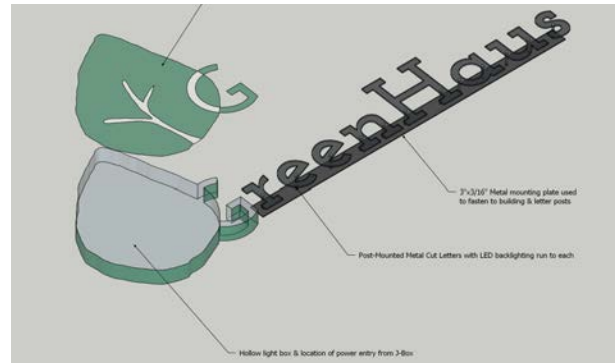
Designed by Arts Street youth in collaboration with professional architects and builders

THEME: LOGOS FOR EXTERIOR SIGNAGE

BUILDING: VIDA(4057 W. COLFAX AVE.), GREENHAUS(W. 13TH AVE.)

CLIENT: DENVER HOUSING AUTHORITY YEAR: 2018 & 2022

DHA commissioned our youth artist team for logo designs to be used for exterior signage on two of their public housing buildings. Logos can be an extremely difficult project, so youth work directly with graphic design mentors to help bring their designs, or parts of their designs into a final format. This often involves back and forth with the architecture team, various rounds of designs, cutting and adding different elements and fonts and finally creating many iterations of some of the design favorites. The final files are then turned into large, light-up signs to mark the entrance of the building.



## Vida@Sloans

Left: The final logo design for DHA's elderly and disabled public housing development.

Below Left: An image of the logo fabricated as the final sign.

Below: Graphic design mentor works one-on-one with Arts Street youth to develop variations on her design.

Below Right: Youth team touring the Vida@Sloans construction site.



## GreenHaus

Left: Sign fabrication mock-up from the architecture firm.

Above: Design variation that inspired the final logo.

Below: Architectural mock-up of the sign on the building entrance.



# UNIT SIGNAGE

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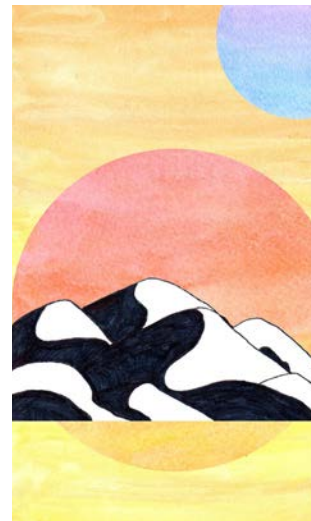
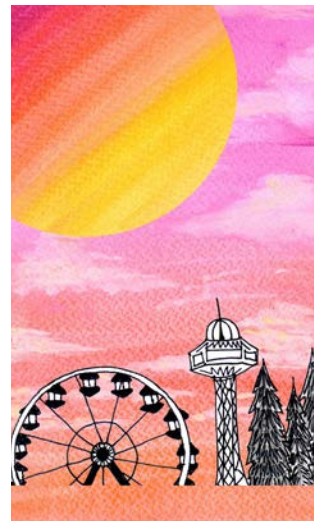
THEME: SUNRISE/SUNSET LANDSCAPES  
BUILDING: SOL. SUN VALLEY NEIGHBORHOOD. DENVER  
CLIENT: DHA YEAR: 2022



The signage for DHA's "Sol" building was inspired by the overall theme of the sun. Youth created watercolor backgrounds and solar circles, depicting sunrise and sunset gradients. They then researched the different landscapes seen in Colorado, identifying specific images to showcase those environments; the desert, mountains, city of Denver, plains, and rivers/lakes. Each youth hand drew a silhouette of their chosen landscape and then digitally combined the three elements (background, circle and silhouette) to create over 50 unique signs.



Above & Right: Youth creating sunset gradients with watercolor & working digitally to complete their designs.  
Far Right: Justine presents to the client about her final pieces.



Left: Final designs including watercolor and illustrated elements, ready for production.

# UNIT SIGNAGE

Designed by Arts Street youth in collaboration with professional architects and builders

THEME: BOTANICALS AND NATURE  
BUILDING: JOLI, SUN VALLEY NEIGHBORHOOD, DENVER  
CLIENT: OZ ARCHITECTURE, DHA YEAR: 2022

Led by artists Chelsea Romaniello and Jasmine Wynter, our artists first created backgrounds using various watercolor techniques. They then hand drew botanic and nature inspired designs and digitized their drawings. The watercolor backgrounds were also digitized, and the youth layered their elements to create beautiful, original designs. These designs will be produced as permanent unit signage for DHA's Joli public housing building in Sun Valley.



Left: Youth work with the different techniques to create the elements for the final designs including splatter paint, watercolor and illustration.  
Right: Final designs ready for production.



# UNIT SIGNAGE

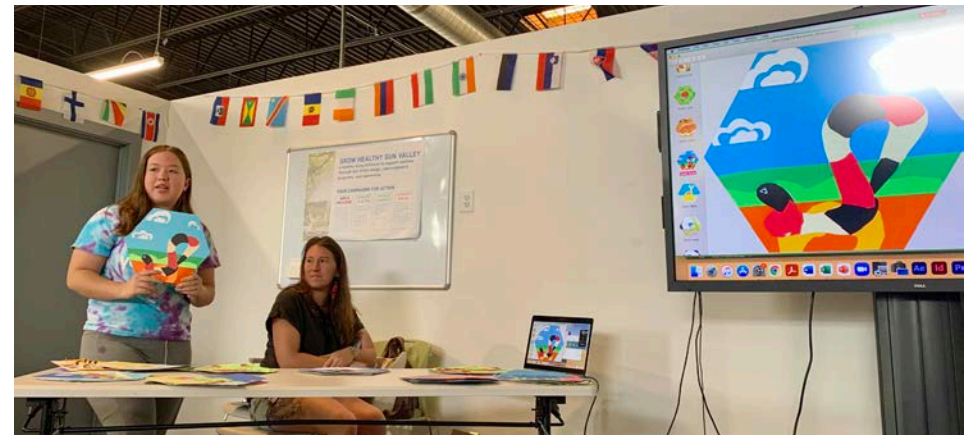
Designed by Arts Street youth in collaboration with professional architects and builders

THEME: COLORADO WILDLIFE  
BUILDING: THRIVE, HOLDEN AND BRYANT  
CLIENT: SHOPWORKS ARCHITECTURE, DHA

YEAR: 2021



For the fun and youthful DHA public housing “Thrive” building, youth took on the theme “Colorado Wildlife” with the one caveat: it should NOT look like an ad for a hunting/outdoor store. Youth were given a specific hexagonal shape to work within. To bring this theme to life they first researched Colorado wildlife and then created silhouettes animal figures. They then used bright and colorful paper cut-outs to complete each of their designs. These designs were then scanned and digitized to make them the perfect signage compliment for the building.



Youth presenting their designs to DHA staff and Shopworks Architecture.

# UNIT SIGNAGE

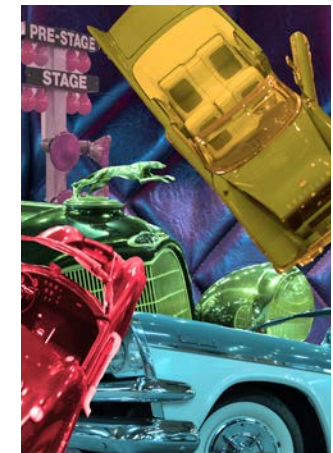
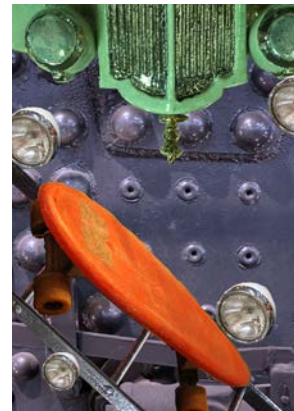
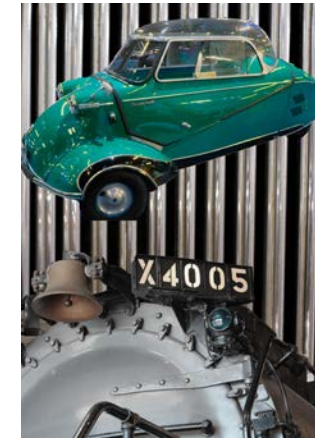
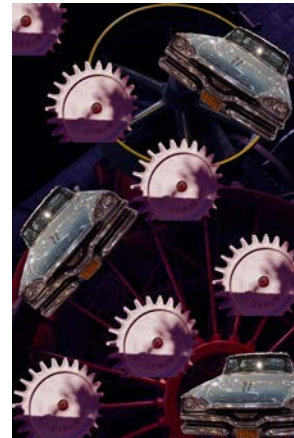
Designed by Arts Street youth in collaboration with professional architects and builders

THEME: PUBLIC TRANSPORTATION

BUILDING: GREENHAUS, 13TH AND DECATUR

CLIENT: SANTULAN ARCHITECTURE, DHA YEAR: 2021

Hoping to promote public transit while also reflecting Denver's history, the youth team went back in time to create unique digital collage pieces celebrating transportation. They took their own photos at the Forney Museum of Transportation and combined their images with digital pops of color to create unique and eye-catching pieces for the building.



Samples of Greenhaus completed signage.

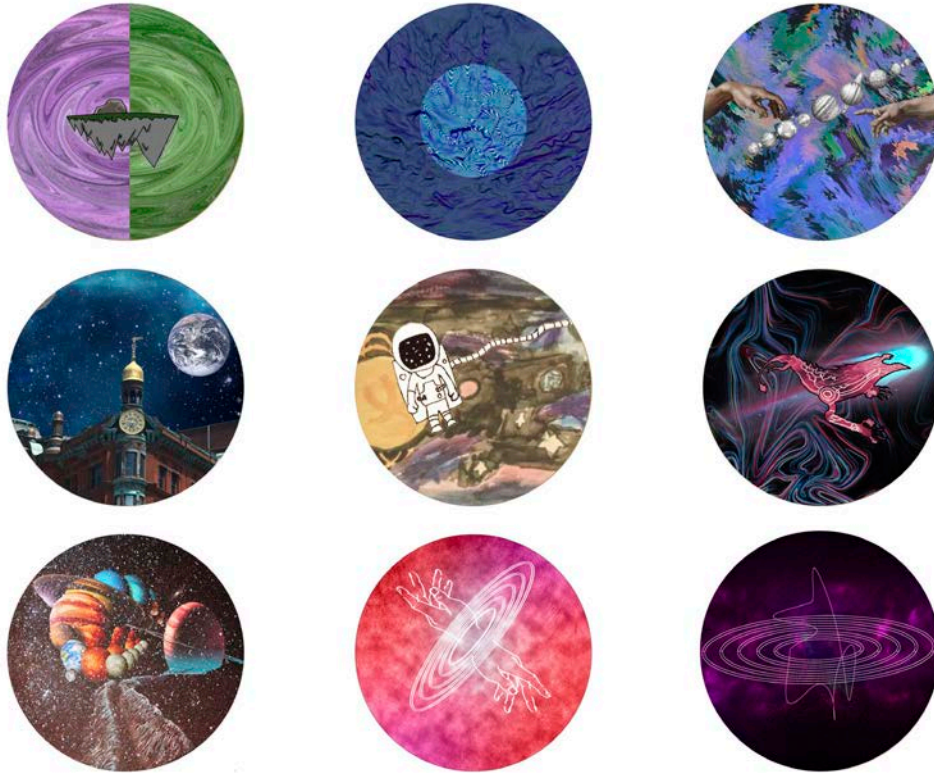
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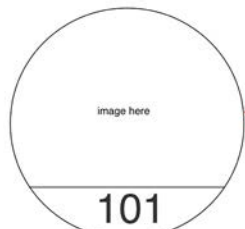
THEME: CELESTIAL

BUILDING: THE STELLA, 5190 N. BROADWAY, DENVER

CLIENT: SHOPWORKS ARCHITECTURE YEAR: 2020



Working with an architecture firm for this affordable housing building in Denver, this set of signage looked to the stars and to the cosmos. Using a unique circular shape, youth created images, both traditionally and digitally, to capture the theme "celestial." They based their designs off constellations, planets, the zodiac and the universe itself. Youth then presented their final designs to the architects who chose their favorite images for production.



\*Approximately 8" diameter  
\*Acrylic sheet with image printed in back  
\*Unit number (2"+/- letter height) with Braille



Typical Unit Entry

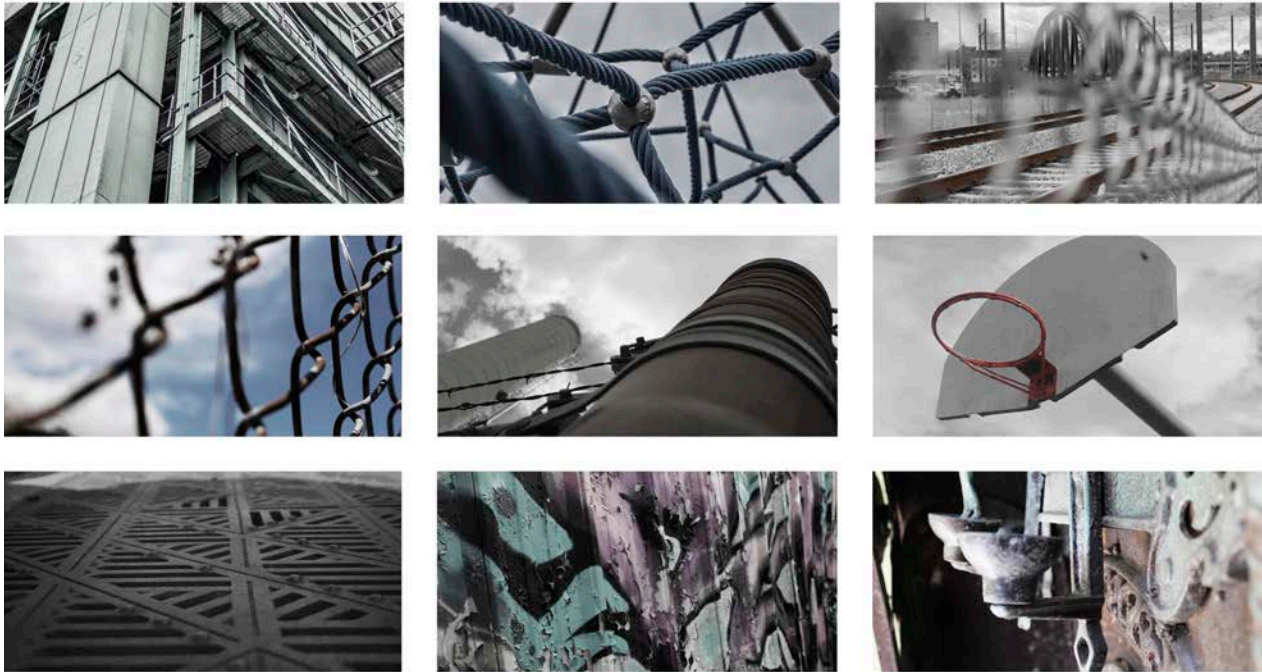
The Stella  
5190 N Broadway Denver  
August 24th 2020



# UNIT SIGNAGE

Designed by Arts Street youth in collaboration with professional architects and builders

THEME: INDUSTRIAL CHIC  
BUILDING: GATEWAY, 1005 DECATUR ST., DENVER  
CLIENT: WORKSHOP 8, DHA YEAR: 2019

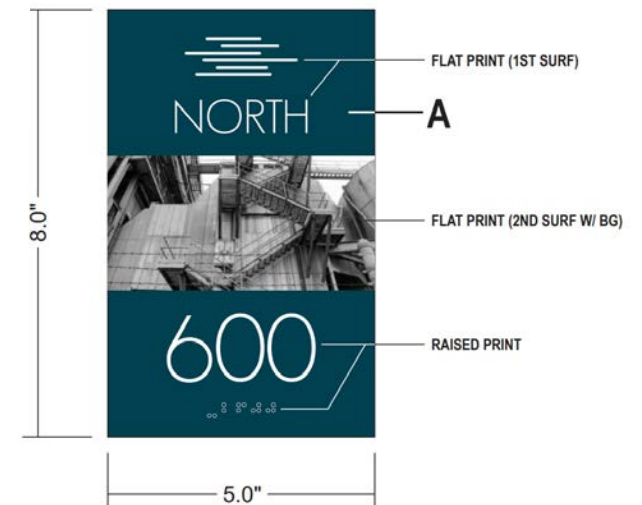


Youth interns photographed industrial elements in Sun Valley.



Sunvalley youth art team with Arts Street staff.

This photography-based signage project worked to capture the industrial details of the Sun Valley neighborhood from the power plant to the train tracks. Youth photographed the Sun Valley neighborhood and then digitally enhanced their images for the final results that were produced for the unit signage for this public housing building. The unique look complimented the exposed metal and industrial details of the building itself.





# UNIT SIGNAGE

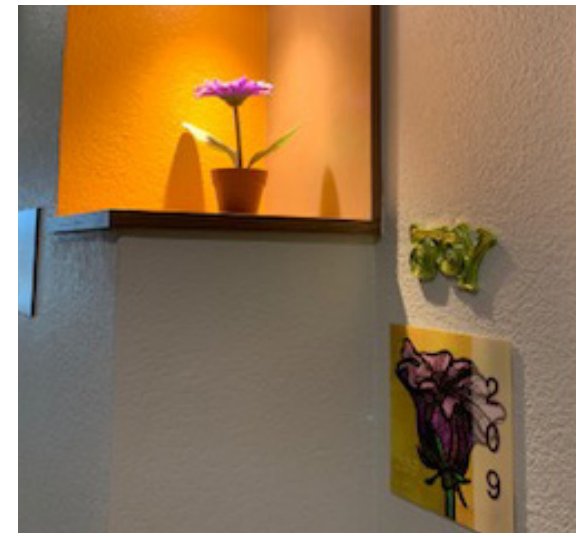
Designed by Arts Street youth in collaboration with professional architects and builders

THEME: FLOWERS

BUILDING: ELISABETTA, NEED ADDRESS

CLIENT: SHOPWORKS ARCHITECTURE & GORMAN & CO

YEAR: 2019



Arts Street interns worked digitally to combine backgrounds painted students from the Laradon school with drawn flower images representing the many gardens in the area.



Shopworks Architecture commissioned youth artists at Arts Street in collaboration with students from the Laradon School to create unit signage for The Elizabetta, an affordable housing building. The firm wanted to honor the wonderful gardens nurtured in the yards of homes surrounding the Elizabetta.

# UNIT SIGNAGE

Designed by Arts Street youth in collaboration with professional architects and builders

THEME: PUBLIC TRANSPORTATION

BUILDING: DHA 1040 OSAGE ST., DENVER

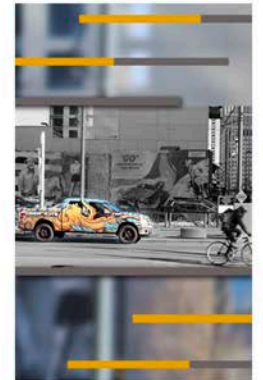
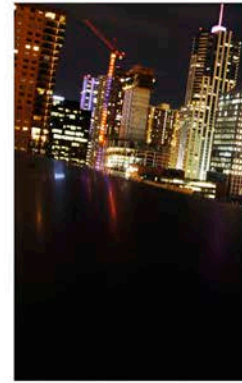
CLIENT: DENVER HOUSING AUTHORITY YEAR: 2017



Youth were given specifications on this mixed income residential apartment building. The photography based signage project combined different forms of public transportation with digital embellishments to highlight the unique ways we move around the city of Denver.

Above & right: Youth teams on a photoshoot downtown.

Below: Youth artist next to his final signage.



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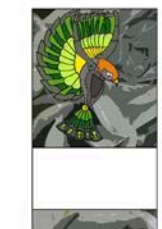
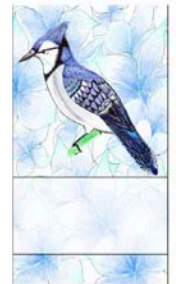
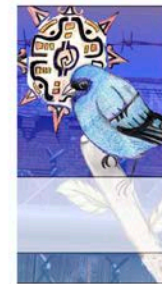
THEME: BIRDS OF COLORADO

BUILDING: AERIE BUILDING, 1084 OSAGE ST., DENVER

CLIENT: WORKSHOP 8 ARCHITECTURE & DHA YEAR: 2015



This project was unit signage for a public housing residential building. Youth worked directly with the architecture firm getting specifications for unit signage. Each floor of this building was represented by a different Colorado bird and had a color designated. Youth worked in traditional art mediums to create pieces for each bird using the assigned color scheme which were then transferred digitally for production of each individual unit



# UNIT SIGNAGE

Designed by Arts Street youth in collaboration with professional architects and builders

THEME: CREATIVE FREEDOM

BUILDING: SYRACUSE PLAZA, 4333 S. SYRACUSE, DENVER

CLIENT: DENVER HOUSING AUTHORITY YEAR: 2014



Youth were challenged to create 104 totally original pieces of art for public housing apartments signage. Utilizing traditional art forms, images ranged from animals to landscapes which were then transferred digitally and produced with each unit having its own unique number.

