



**Park**  
**Appleton**  
City of Appleton Parking

Partner - Walker Consultants

**Parking Brand Identity  
& Wayfinding Update**

# Purpose of Rebrand

Create	Create a clear, unified parking identity
Improve	Improve wayfinding & ease of use
Ensure	Ensure consistent signage & communication
Align	Align with industry best practices
Support	Support downtown access and activity

# Why 'Park Appleton'



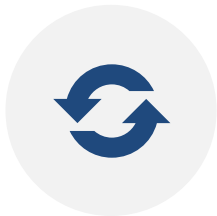
# Development Process



Internal stakeholder & industry expert (Walker Consultants) collaboration



Multiple logo concepts explored



Progression of design refinements



Alignment with City brand standards & colors

# Public Input



Feedback from  
parking survey



Focus on ease of  
use and clarity



Desire for  
improved signage  
and navigation



Emphasis on  
consistency

# Concept Creation



CLEAR 'P'  
PARKING  
IDENTIFICATION



HIGH CONTRAST  
COLORS FOR  
READABILITY



ARIAL  
TYPOGRAPHY FOR  
CONSISTENCY



DESIGNED FOR  
VISIBILITY AT  
DISTANCE



CONSISTENT  
WAYFINDING  
STANDARDS



# Applications



Parking signage



Payment kiosks



Enforcement vehicles



Website and digital tools



Marketing materials



On-street & in-ramp wayfinding

# Final Branding & Logo Selection

City of Appleton Parking is being used as temporary co-branding during rollout to support brand recognition.

