

Gateways and corridors need signage to announce and to direct. Hartsville has signage with a mix of graphics and materials, which have served the city well. This plan recommends that the city implement a new branding campaign that can be used on all signage and official and promotional material for the city. The concepts below illustrate some ideas of different types of signage, such as monumental and gateway, directiona, and special events.

Hartsville needs to get people into the city, and then direct them to places in the city where they can experience its assets and contribute to the local economy. Consider the 5G Approach®, of which signage is a key element.

Grab:

With signage and landscaping, grab people as they are passing by on bypasses or interstates. Get their attention and compel them to turn your way.

Guide:

Once you’ve grabbed them, direct them into the heart and special places of your city. Leave no doubt about where they are and how they need to get to where you want them.

Greet:

Once they get to where you want them, greet them. Say “Welcome!”

Gather:

When they are in your city, they want special places to gather - a local coffee shop or restaurant, a vibrant, interesting street to walk, a park, a gallery, a soccer field. Make them feel at home in your special places.

Got ‘em!:

Once they have been welcomed and gathered, then you’ve got ‘em! Visitors will have such a positive experience that they will return and will encourage others to visit.

