

Branding & Beautification of Deerwood Park

Our Own Logo

- we didn’t have one; for 13 years have been using elements of the developer’s corporate logo.
- gives us a separate identity from developer’s “Deerwood Park” corporate company.



New Website

- Previous web builder tool was outdated, so we are now using a different format. It doesn’t allow for much creativity, but it’s adequate for posting information.



Community Signage

- needed consistent design
- chose colors that blended with the environment
- painted all posts to match black type
- painted bright yellow “guard” posts black, then added reflective tape for visibility at night.
- removed unneeded signage throughout the development; goal is to get back to a more natural environment.
- cohesive signage has resulted in a cleaner look

A huge thank you to a homeowner (anonymous) who donated funds for all our signs!

New Street Signs

- slowly replacing all road signs throughout the development.

