



Fusion Sign and Design wins Best Signage award at highly competitive 2018 Art of SoCal Awards

Riverside, CA – November 2, 2018 – Fusion Sign and Design (“Fusion”), a national innovator in custom signs and branding solutions, is proud to announce its team, led by founders, Loren Hanson and Dave Haffter, have received the award for Best Signage in the Marketing and Design Achievement Category, courtesy of The Art of SoCal 2018 Awards, for their signage program at Intracorp’s Irvine C2E property.

Drawing more than 500 entries, the 2018 Art of SoCal Awards celebrated finalists and winners in gala ceremonies on October 13th at the Disneyland Hotel in Anaheim, CA. In attendance, a sold out crowd of homebuilding professionals, including a who’s who of industry names including builder partners, marketing experts and merchandising and design professionals as well as award finalists and winners.

Fusion’s award-winning signage program for C2E was selected from a highly competitive group of applicants across “neighborhood - single builder and product line or Community - Multiple product lines”.

Marketing Director for Intracorp, Jessica Fabricant, had this to say about the award-winning project, “For C2E, the Fusion team worked with our group to produce signs that matched our project’s strongly identifiable brand, but also accommodated our corporate brand. We collaborated to insure there was a strong graphic continuity between the fence wrap, flags, model ID’s, way-finding, and off-site signs. As a result, our signage is fresh, colorful, easy to read, and attention getting.”

“This was such a fun and creative project to work on with Jessica and Intracorp’s agency, Truss Creative. C2E’s marketing materials were so innovative, our goal was to keep that flavor and consistency throughout the signage we produced. It is such an honor to be part of this experienced and remarkable team”, shares Rachel Otero, Fusion’s Vice President of Sales, who led this collaboration.

“We’re grateful and humbled to be included in the 2018 Art of SoCal Awards, in such a prestigious field, and as part of the team effort with Intracorp. A true honor,” shares Hanson. “We worked closely with Intracorp, as we do with all of our clients, to design a cohesive and exciting signage program at their C2E property. It’s always nice to have your work recognized, especially amongst industry peers, and it just motivates us to continue to focus on what makes us great, our incredible team of employees, loyal customers and family support”, adds Haffter.

About Fusion Sign and Design



Fusion Sign and Design has offered comprehensive branding and signage solutions to a diverse group of businesses and industries for over 10 years. With six locations and a “whatever it takes” attitude, Fusion serves architects, builders, contractors and many of the world's top global brands with expertly-crafted, high-quality signs, banners and traffic solutions.

About The SoCal Awards 2018

Presented by the Greater Sales & Marketing Council and BIA of Southern California, the 2018 Art of SoCal Awards encompassed all facets of professional achievement, sales, marketing, merchandising and design. Award opportunities included product design, interior merchandising, sales office design, logo design, graphics, signage and more.

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Fusion's Rachel Otero (L) & Intracorp's Jessica Fabricant (R)