

**DJC 2010
DMWESB**

Top Projects

OCTOBER 2010

**DJC 2010 BEST
DMWESB SUPPLIER**

SIGN WIZARDS



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SUBMITTED BY HOWARD S. WRIGHT CONSTRUCTORS

Intrigued by the idea of computerized sign-making when it was introduced during the 1980s, Christine Mosher decided to put her background in art and design to work by opening her own business. With Nordstrom as her first customer, she established Sign Wizards and opened a storefront on Northeast Broadway Avenue in Portland in 1984.

In 2005, she bought the company's current location at Southeast Grand and Taylor. Mosher, who specializes in sign design, fabrication and installation, now employs 14 people, many of whom have been with the company for more than a decade.

Sign Wizards has excelled on numerous projects and has earned the loyalty of many companies in the local industry. Howard S. Wright Constructors, for example, calls Sign Wizards its "preferred vendor of signage and graphics."

"Even when we come to Sign Wizards with a primary concept, the design and construction members there ask the right questions to guide us to a complete and functional signage system to meet codes as well as clearly communicate the message the situation requires," Howard S. Wright Constructors said when nominating the company for DMWSB TopProjects.

Howard S. Wright Constructors also praised Sign Wizards' service craftsmen for their expertise in many installation techniques that can be tailored to specific project needs. Sign Wizards provides architectural signs, ADA signs, interior and exterior signs, corporate identification, dimensional letters and graphics, eco-friendly LEED products, retail and restaurant signs, banners and promotional signs. Its recent projects include the Kaiser Sunnyside remodel and expansion, Portland State University's Lincoln Hall, the Hillsboro Intermodal Transit Facility, and Planned Parenthood's Portland office.

Mosher said there are plenty of challenges that go along with the work Sign Wizards does, from tight deadlines to controlling costs in an up-and-down market. But the rewards far outweigh such difficulties, she added

"I like creative problem solving and watching a project go from an idea to a finished product," Mosher said.