

Main Street Signage Poster

This document was produced by The Indiana University Eskenazi School of Art, Architecture, and Design as part of a project with the Indiana University Center for Rural Engagement.



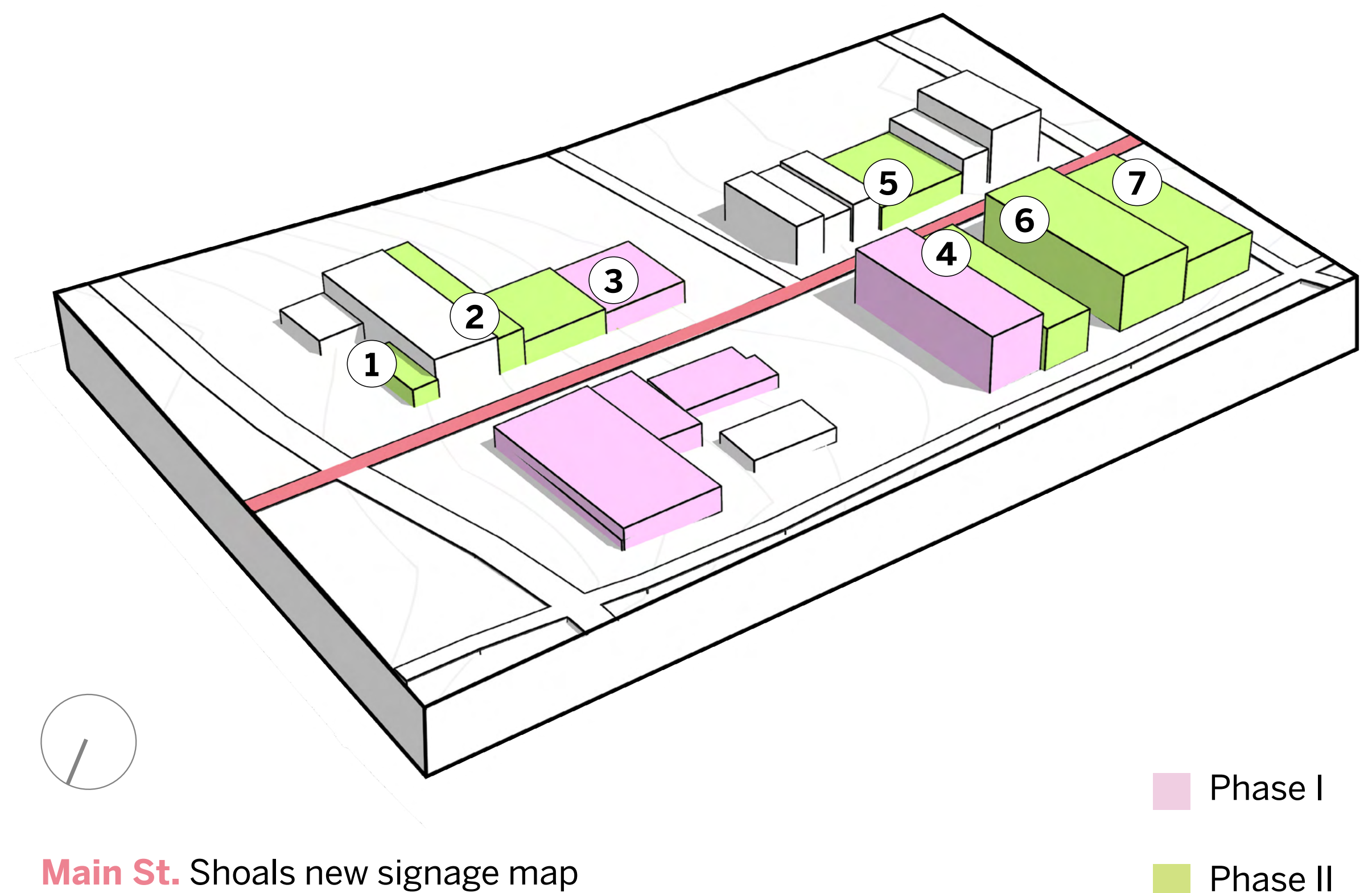
CENTER FOR
RURAL ENGAGEMENT

Main St. Signage (Phase II)

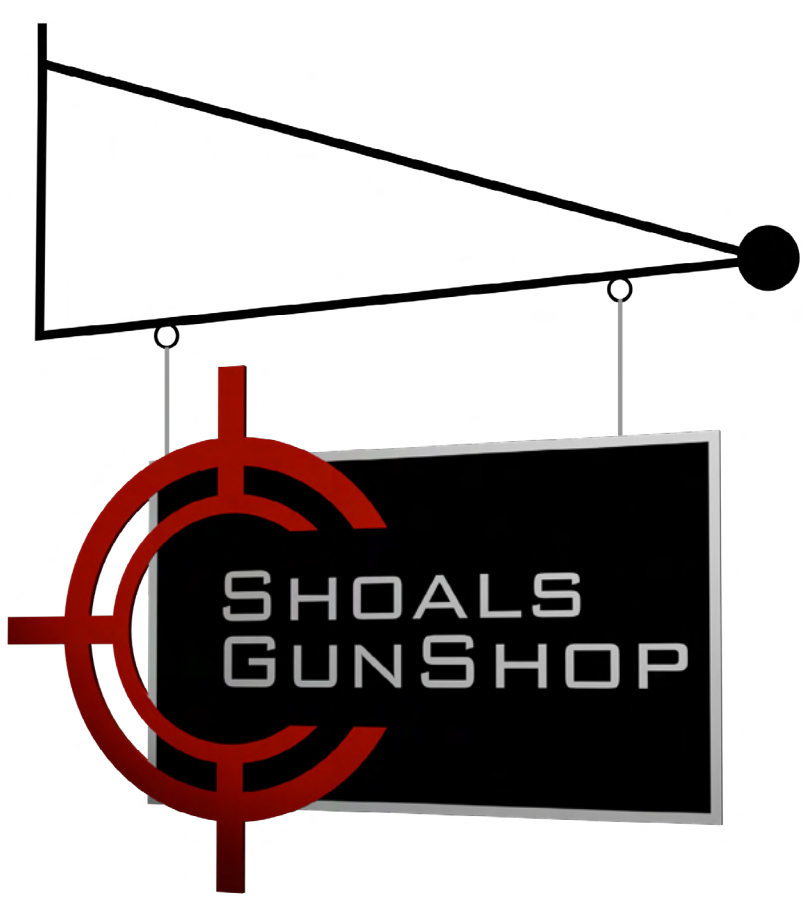
Shoals, IN

How can seven newly reactivated storefronts in Shoals get signage that feels **cohesive** and professional while staying **affordable** for small businesses?

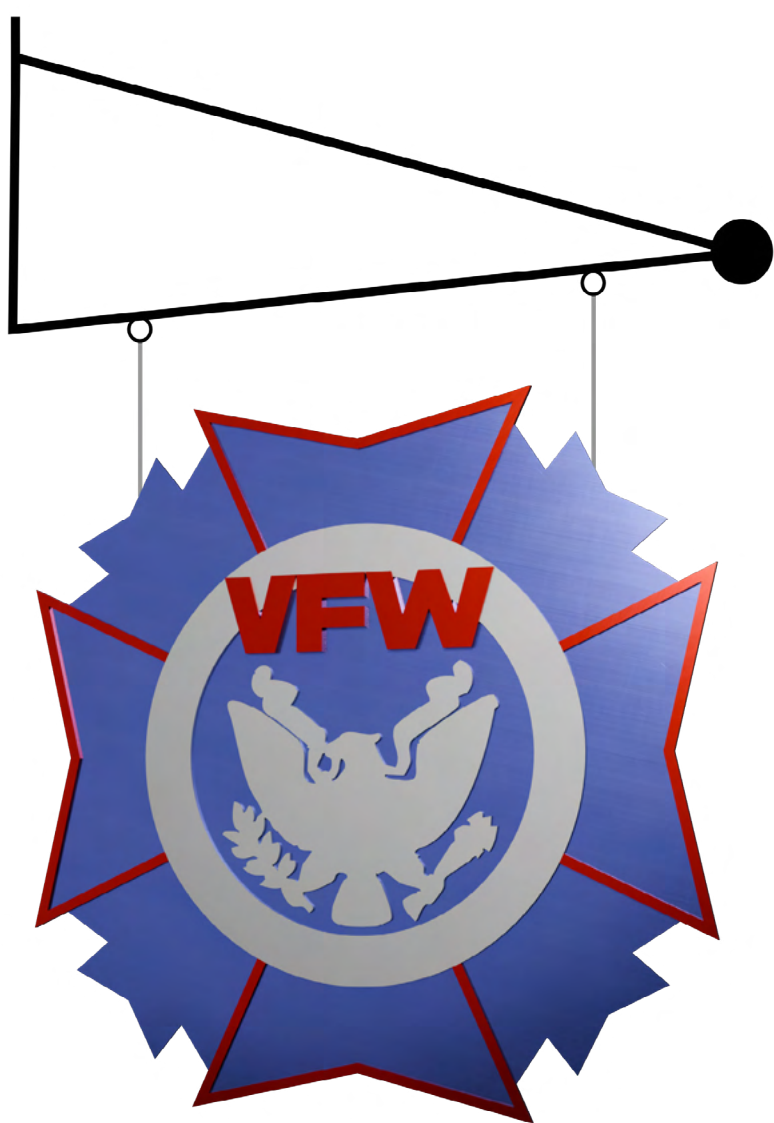
By developing a consistent design approach—**shared colors, materials, and hanging methods**—and choosing cost-effective fabrication methods, the project can give Main Street a unified look without straining budgets. The Martin County Alliance has developed a targeted plan with the studio to either update signage graphics and materials or create entirely new signage where needed.



Main St. Shoals new signage map



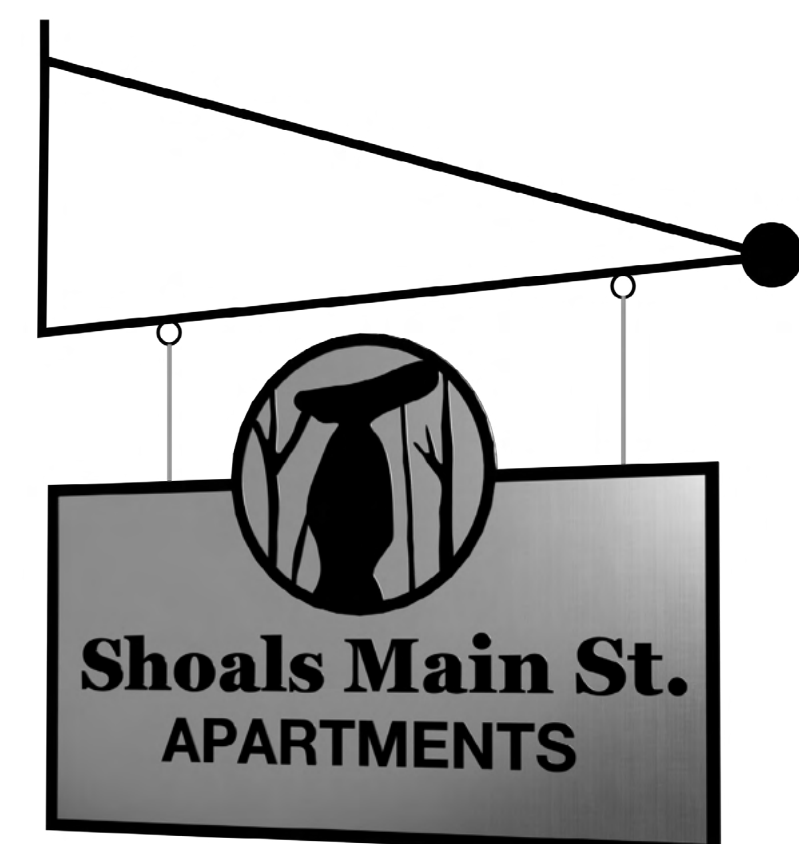
- 1 **Shoals GunShop**
name will change
Centers a red crosshair to evoke a reticle and keep the look bold.



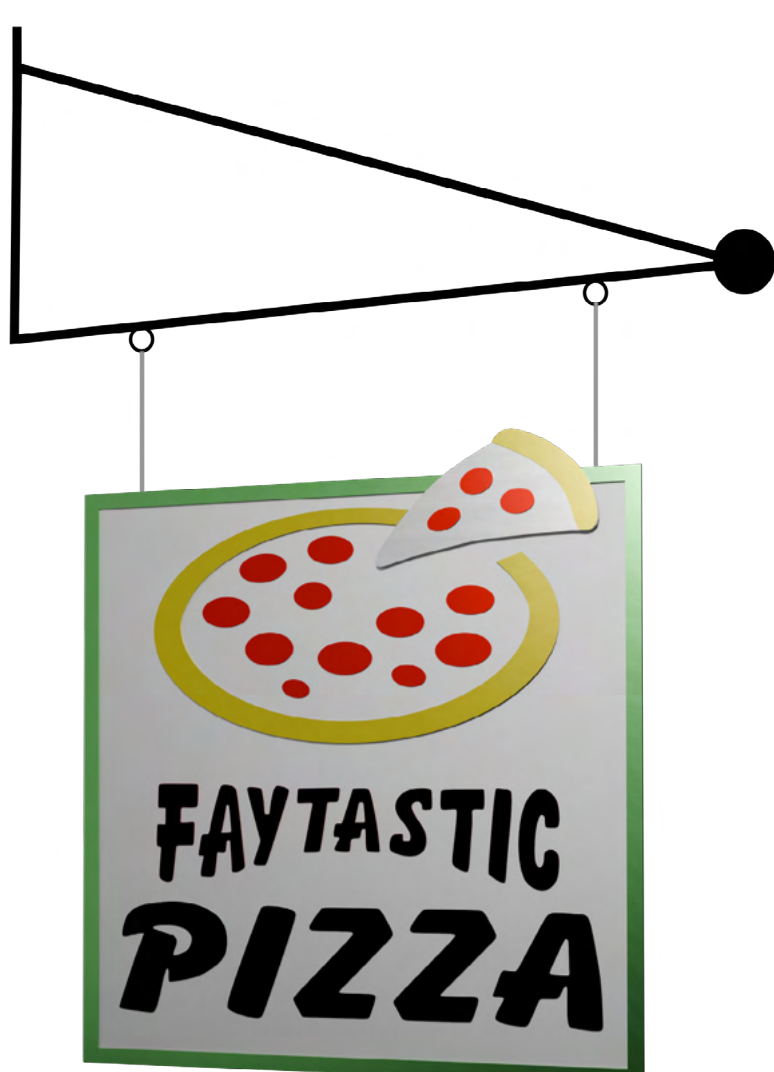
- 2 **Veterans of Foreign Wars**
Uses the Cross of Malta with a simplified eagle for a cleaner, more legible emblem.



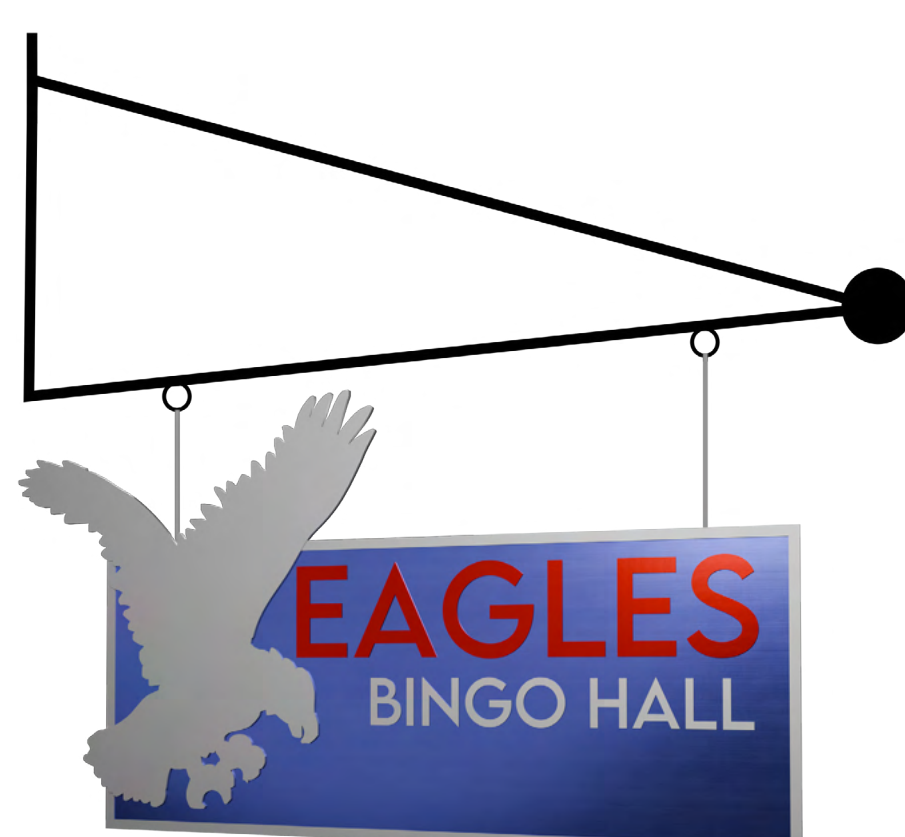
- 3 **Be Sweet LLC**
Re-centers layout and enlarges text for balance and legibility.



- 4 **Shoals Main St. Apartments**
Uses Jug Rock with clean real estate-style type for a local, professional feel.



- 5 **FayTastic Pizza**
Features a slice lifted forward, adding depth and a playful touch.



- 6 **Eagles Bingo Hall**
Repeats the FOE's eagle motif for visual cohesion between neighbors.



- 7 **Fraternal Order of Eagles**
Simplified eagle breaks out of the frame, perching across the wordmark.