

**Thom's Market - Historic Identity
Pylon Brand Enhancement**

Thom's Market
Austin, TX

Design/Build: ION Art, Inc.; Lou Brooks, Illustrator



Meet Betty...

What brings Betty, a 40's pin up girl, a historic local market, and a custom sign manufacturer together? It's the need to enhance a historic market's existing brand with an eye-catching icon of course.

Bill Thom, owner of historic Thom's Market in Texas's capital, Austin, wanted something to attract more customers to this eclectic and unique store. A new addition to an ordinance grandfathered identity pylon appeared to be his best option. That's when Bill, Betty and ION Art came together for a perfect solution.

"Betty" was created by Lou Brooks, a well-known illustrator, whose best recognized for his 1985 re-design of "the little man in the top hat" for the ubiquitous Monopoly board game. Through the efforts of ION Art, Betty's illustration was acquired and with some design and engineering was on her way to becoming a larger than life icon for Thoms' Market as well as the streets of Austin.

Various printed signage products were tested for durability and graffiti resistance in Austin's harsh climate. All failed, until Brad Huckabay of iZone Imaging presented a sample to ION Art. The products thermal stability, moisture and graffiti and UV resistance proved to be the perfect solution for this new project.

Utilizing iZone Imaging's custom high pressure laminate (CHPL), ION Art transformed Betty from printed character to public art icon. A striking 14-foot Betty is now posed outside Thom's Market to attract customers and selfie seekers into Austin's historic market.

They say that everything is bigger in Texas, which now includes Betty, and thanks to her, so is Thom's Market's business!