



# CASE STUDY

## Wayfinding Signage

**Location:** Boone, NC  
**Designer:** Destination by Design  
**Fabricator:** Sign's Etc. of Charlotte, NC



The city of Boone, located in Watauga County, NC, is a coveted adventure destination recognized for its hiking, fishing, biking, paddling, and snow skiing. The Watauga County Tourism Development Authority contracted local multi-disciplinary economic development firm, Destination by Design, to spearhead a wayfinding project to help visitors and residents fully appreciate everything the town has to offer. Destination by Design developed a 40-sign wayfinding system that serves not only a functional need to navigate visitors to the High Country's favorite destinations, but also as a county-wide art installation that celebrates major attractions and recreational activities of the area.

In addition to custom cut and designed signs, Destination by Design required panels that would endure the humid summers and snowy winters of Boone, NC. iZone Imaging's High Pressure Laminate is impervious to moisture and extremely durable, easy to maintain, and covered by a 10-year warranty. These factors made iZone the natural choice to ensure that the historical markers and interpretive panels would be enjoyed by residents and visitors for years to come!

*"Our team worked hard to capture the community's love for the outdoors...and we aimed to inspire with the message on the back of the signs: 'Find Your Adventure.'... When my gear is loaded and I'm headed to a trailhead, I drive past the signs and they feel like a celebration of what makes this place special."*  
- Alex Gotherman, Destination by Design's Director of Design.

*"The signs feel like they should have always been here...These beautiful, cohesive pieces make Boone feel like the epic destination that it is. They are sculptural, entirely unique, and look right at home here in the mountains."*  
- Amber Bateman, a Boone native and Director of the Watauga County Arts Council



Source: <https://dbdplanning.com/new-wayfinding-signs-installed-in-watauga-county-nc/>  
Source: <https://www.prnewswire.com/news-releases/unique-vehicular-wayfinding->