

# SIGN

## Business

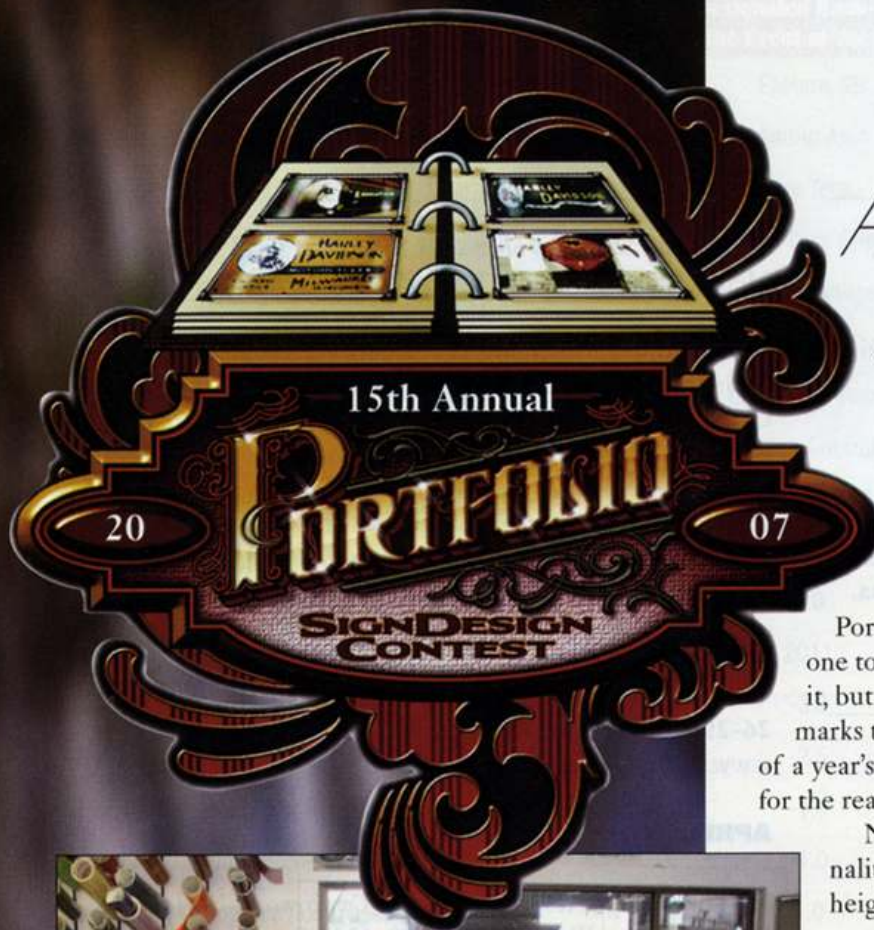
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# Portfolio Contest 2007



# A YEAR TO REMEMBER

Take a good look at the magazine in your hands.

What's different about this monthly resource? Sure it provides the usual educational information complemented by attractive photography with which you've become familiar; however, this year's annual Portfolio Contest, spread out across the following pages, is one to remember. And you may not have initially recognized it, but this *Sign Business* magazine is a collector's item as it marks the 15th anniversary of the contest. It's a culmination of a year's-worth of work, displaying the latest in sign making—for the readers, by the readers.

Needless to say, much has changed over time as originality in sign design and fabrication has reached new heights. Our friends at Visual Horizons Custom Signs expressed the same sentiments, serving as the official judges this year. Upon receiving the entries, co-owner Charity Jackson noted, "There are a lot of incredible pictures. I'm really impressed. There are so many good entries, it's going to be hard to narrow it down."

But in the spirit of competition, a champion was crowned; and with it, a group of other favorites and honorable mentions were carefully selected.

The judges were asked to study each photograph, evaluating every aspect that went into the project. Fanning the stack of pictures across a long table, five judges stole time away from their regular sign making duties to assess the entries. Though enjoyable, no one claimed the job was easy.

"It was a fun process," said Jackson, "difficult though, since there were so many great signs. The quality of the photograph definitely made a difference on how we judged the sign."

In the end, the winning projects exhibited excellence in the areas of color contrast, effective font, strong design and clean layout. The high-profile dimensional projects seemed to catch the judges' eyes most of all as aspects of routing and carving remained prevalent in the top five. The overall winner, a themed project for Edmond, Okla.-based Two Hearts Inn, wowed the panel with "custom scroll work, a clean layout, use of fonts and their color choices," says Jackson.

Congratulations to all of this year's winners and thank you to all who participated. Please be sure to submit entries for the 2008 Auto Art and Portfolio Contests, which have deadlines of April 1, 2008, and Oct. 1, 2008, respectively. Visit [www.signbusinessmag.com](http://www.signbusinessmag.com) for all contest information.



The 2007 Portfolio Contest judges from left: Deborah Aue, Brad Lehman, Charity Jackson, Gavin Jackson and Harold Avila. When each print was laid out to view, the Visual Horizons crew realized it would be a difficult judging process.



Avila and Lehman look carefully upon a group of photos, trying to choose their favorite.