



For Immediate Release
September 10, 2021

Installation of New Wayfinding Signage

Revelstoke, BC – The City of Revelstoke and Tourism Revelstoke are excited to unveil the installation of new signage, the result of a comprehensive wayfinding [strategy](#) created by Cygnus Design Group in consultation with the City of Revelstoke and Tourism Revelstoke. Development of the strategy included extensive engagement with community groups, members of the public, and the Revelstoke Museum and Archives, and is a key element of the Resort Development Strategy.



Cygnus Design Group Photo

Residents and visitors will have noticed new signs and banners appearing around the city over the past month, with more on their way! The new signage will improve visitor navigation and create a cohesive look that reflects Revelstoke's brand and history. Designed to reflect the community's industrial heritage, the signage incorporates steel, bricks, and powder coated aluminum. Black and white design features establish a sleek and solid base upon which community banners and more colourful directional banners will stand out.

Improvements to wayfinding signage were made possible with Resort Municipality Initiative funding through the Ministry of Tourism, Arts, Culture and Sport.

Details of Phase I of the project were outlined in a February 2020 [Media Release](#).



The new look is based on historic signage from the railway station, and the original sign can be seen on display at the Railway Museum.



Tourism Revelstoke Photo 2021



Revelstoke Museum & Archives Photo Circa 1930

The City is thrilled to have participated in the creation of signage that results in a renewed and refreshed look and that celebrates a part of our community's rich heritage.

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