



the
art

of

signage

by

Garside Signs & Displays

(Established 1948)

1949

Film celebs
Dan Duryea
and Tony Curtis
take time for pics
and autographs at
Odeon Victoria's
premiere showing of
Johnny Stool Pidgeon.

Super-size hand painted,
'signed' celebrity poster.
by Wilf Garside



Top: BC Electric's Victoria
sales office (NE corner of
Pandora and Douglas)
1st window display early
1950's by Ray Garside.

(NOTE: Back in the day,
BC Electric was licensed to sell
household appliances)

Bottom: "Singapore"
movie poster by Wilf
Garside.

Middle: Local newspaper
clipping of Ray Garside
putting the final
landscaping touches
on his scale model of
University Village.

Far Right: Ray Garside
standing in front of his
larger than life display
of Rita Hayworth.



LIKE FATHER LIKE SON

Long before the advent of computers, LEDs, lazer cutters,
and full colour digital printing technology, the art of signage
was forged by a handful of artists and craftsmen.

Wilf Garside, founder of 'Garside Displays', and his son
Ray, were two of those gifted young entrepreneurs, who,
with ladder, maulsticks, sable tipped brushes and soup
cans full of paint proudly displayed their unique talents
for hand lettering, model construction
and illustration to create
some of the finest
signage and display
work of the day.



that was then...

... and this is now.



◀
2008 marked
Garside's 60th
diamond
anniversary.



A lot has happened since 1948 and Ray, who eventually took over the family business from his father, has long since retired.

Today, however, Garside Signs and Displays has grown to become one of Victoria's most prominent and respected sign, design, display and fabrication companies, and is home to some of the industry's best talent and technology.

From stickers, to sandwich boards, to entire wayfinding systems, we consult, design, manage, manufacture and install signage and visual communication solutions for projects of every size.

Herein, is our portfolio.

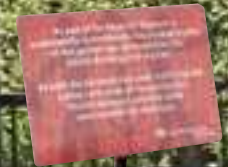
read, see and enjoy...



ROYAL BRITISH COLUMBIA MUSEUM

Founded in 1886, The Royal BC Museum is one of the foremost cultural institutions in the world. Its archives, exhibits and galleries are constantly changing, and they endeavour to share their knowledge in original and exciting ways. Each exhibit tells important stories about British Columbia and provides an engaging and thought-provoking window on the province's past, present and future.

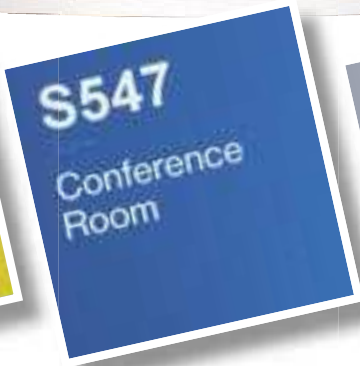
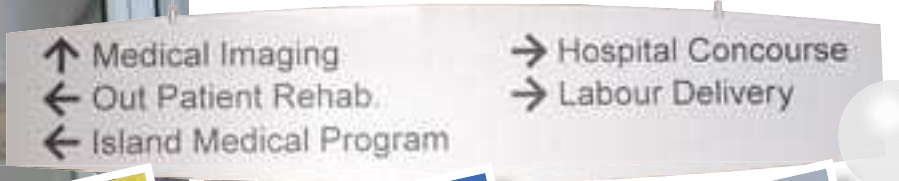
Our company is proud to be a supplier to RBCM, Victoria's greatest attraction for over thirty years.





VANCOUVER ISLAND HOSPITAL ASSOCIATION

Upon completing the sign portion of Victoria General Hospital's new Emergency wing in the summer of '09, the principals of the project were so impressed with the look of the new signage, we were awarded the contract to resign the entire hospital consisting of over 2000 new signs of varied shapes, colours and sizes... including tactile and ADA braille.





UNIVERSITY OF VICTORIA

Garside Signs and Displays has been providing UVic with custom sign work since the 70's. The campus has literally become a gallery of our work where you can see everything from architectural appointments, to donor walls, plaques, campus maps, menu boards, murals, fleet graphics and much, much more.



a sophisticated oasis



PORTSIDNEYMARINA... rebranded

2004 marks the year that this luxury Vancouver Island marina's resident family of swans became the iconic mascots of its elegant new brand.

Working directly with the marina's owner and project architect our head designer not only crafted the new 'PS' logo, but two other marina brands as well. From there, an entirely new sign program was born as Port Sidney Marina relaunched itself as the ultimate 'sophisticated oasis'.



-  laundry
-  men
washroom · showers
-  women
washroom · showers
-  storage
-  electrical

 washers and dryers use one token each
washers 25-30 min
dryers 40-50 min
(tokens available at moorage office)
there is a full service laundromat on 3rd street which operates from 8am-10pm daily

 wheelchair accessible
please ask dockmaster for washroom key if needed

 **canadacustoms**
direct line telephone

 garbage recycling

customs 1-19 17 2-21 **check in**

 **Welcome to Port Sidney**
Please Radio
VHF 66 ALPHA
for Slip Confirmation
Prior to Entering Breakwr

moorageoffice
straight through breezeway
then left to upper level

1-19  2-21



- Hot Cereal
- Rice/Soy Beverages
- Tea/Coffee
- Health & Beauty
- Granola



COUNTRYGROCER

Exterior store signs, hanging aisle signs, specialty departmental signs, point of sale advertising, special event draw boxes, displays, dimensional letters and full colour in-store murals all make up the visual identification needs of a company like Country Grocer.





ROGERS' CHOCOLATES

What a treat (*pun intended*)... the sign business doesn't get any sweeter than working with one of Canada's premiere chocolate makers. The first Rogers' chocolates were made in 1885 by Charles "Candy" Rogers in the back of his grocery store in

Victoria, B.C. He quickly became a popular man. In 1891, Rogers expanded his chocolate operation to the company's current heritage storefront on Government Street in Victoria and the rest, as they say, is history.



The Victoria based company now has ten retail stores, several hundred wholesale outlets, and a twenty thousand square foot state-of- the-art factory.

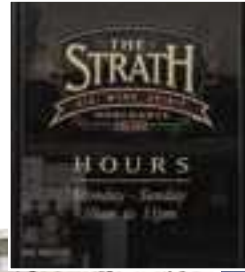




STRATHCONA HOTEL

Second only to Vancouver's GM Place, Victoria's legendary mixed theme hotel, 'The Strath', is noted as being British Columbia's largest selling establishment of alcoholic beverages.

From the elegant musical note 'S' logo design to every type of sign imaginable, we've been providing the Strath with quality signage and service for over twenty years.





ASTON WAIKIKI BEACH HOTEL... *rebranded*

Talk about fun and diverse challenges... in 2001 Architects Hawaii began its massive 40 million dollar retro reno on The Aston Waikiki Beach Hotel. Working in conjunction with Nick Kaars and Associates, our head designer was contracted to not only rebrand the property but also to create an entirely new sign package. Thus, Aston's award winning logo and distinctive new array of gnage was born.





CANOE BREWPUB RESTAURANT & MARINA

Canoe is one of Victoria's trendiest waterside brew pubs located in a "must experience" 1894 heritage landmark building. The soaring timber, rustic brick architecture and earthy colours create a vibrant, yet warm and cozy atmosphere, where visitors sample signature handcrafted beers and both local and globally inspired cuisine.

Our mission?... to compliment both heritage and architecture with the design of a simple, yet traditional family of signs.



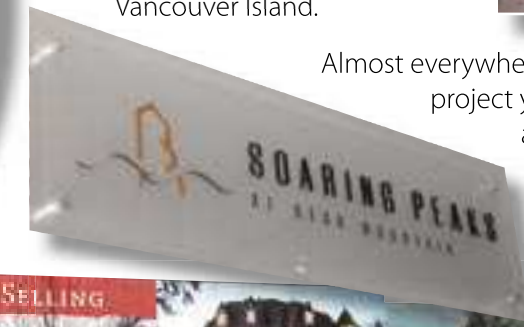


BEAR MOUNTAIN DEVELOPMENT

With hundreds of acres of mixed residential/retail development, internationally acclaimed golf courses, hotels, and all the other amenities one could imagine, Bear Mountain is, by far, one of the most colossal development projects ever undertaken on Vancouver Island.



Almost everywhere you look throughout this monolithic project you'll see our products quietly working away directing, informing, advising, advertising and showcasing the infamous Bear Mountain brand.

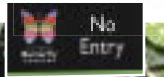




BUTTERFLY GARDENS

Victoria Butterfly Gardens is one of the most unique and popular visitor destinations in Canada. This warm, aromatic and carefully balanced tropical eco-system is home to over 75 species of free-flying butterflies, over 200 species of orchids, tropical plants, fish, flamingos, parrots and more.

Throughout this incredible attraction visitors are greeted, informed and educated by an entire family of fun and friendly signage by Garside.





JULIET & THE 834 JOHNSON

Two very distinctive city centre residential properties, both of which fly the uncompromizing Chard Development mark of excellence flags.

When Mr David Chard and his marketing team say "Jump!", we ask... "How High?". That's because at Garside we understand the importance of strategic marketing as it relates to the real estate game.

We also understand that pre-selling a property long before the roof goes on is a finely tuned, coordinated effort. From sandwich boards and construction hoardings, to show center windows, privacy films, property I.D. plaques, advertising and all other materials, we consistently strive to provide all our clients with superlative marketing support packages that are on time and under budget.

After all... there's a whole lot more to selling real estate than simply planting a sign in the ground.



plus, displays and accessories...



...vehicle graphics and much more!



"If it moves... wrap it!"

Logo Design**13** Architectural Signage**29** Wayfinding Systems**21** Retail Branding**17** Donor Walls**11** Large Format Printing**7** POP Displays
Custom Decals Domed Decals Magnetic Signs and Decals Boat and Vehicle Graphics Security Decals Sandwich Boards**27** A-Frame Signs

Illuminated Signs**27** Vehicle Wraps Posters Billboards Cedar Sandblasted Signs Banners Trade Show Displays Development Sales Centers**25**
Window Lettering**29** Reflective Signage Privacy Vinyl Construction Hoarding Directional Signage**21** Menu Boards Dimensional Lettering**17**



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(Design, photography and writing of this brochure was produced entirely in-house)