



Creating Maximum Exposure

CASE STUDY: Pioneer Bank, Ruckersville, VA

High Visibility

In 2012 we created customized branding for a new branch of Pioneer Bank in Charlottesville, Virginia. This year the Stanley-based company expanded into Ruckersville and called on us again for signage. The bank's new site had great visibility since it was positioned at the entrance to a new Wal-Mart Super-Center at the intersection of Routes 29 and 33 in a fast growing area of Greene County.

Providing "Brand Punch"

PW Campbell was the General Contractor for the construction of the new branch. Our contract for the signs was with Pioneer, but all coordination was through PW Campbell. The bank and the general contractor contacted us saying they had talked with the county and were only allowed one building mounted sign.

Understanding the significant value of bright and eye-catching signage for customers with highly visible locations, Holiday Signs always digs deep into finding ways to get the most punch for our clients. By right, customers are often allowed more signage than they realize, and many times we are able to secure more square footage for signs, or more "brand punch," through our understanding of the many codes involved. In some instances where restrictive codes limit customers' visibility, we can serve as their consultant requesting special code variances on their behalf. Sometimes we are also able to suggest simple sign design attributes that can help raise attention when signs are limited in size and quantity by local codes.

Three Times As Much Impact

After further research into the Greene County Zoning Ordinance, we were able to get Pioneer Bank three times as much sign area above what they had originally perceived they were allowed. This was a huge achievement because instead of only being able to

Contact: Mark Hackley, Account Executive
mhackley@holidaysigns.com (540)416-3154



utilize one small building-mounted logo on one side of the heavily traveled corner, they could now promote three new logos offering 24-hour identity and branding. One logo could face the sizeable volume of traffic turning off Route 29, and the other two could face the critical Wal-Mart entrance road. Pioneer's Ruckersville Branch opened earlier this year with prominent signs on three sides of the building, achieving maximum exposure for the bank's new location.

We were able to get the customer three times more signage than they had originally perceived.