



6/25/2021

To the Architectural Review Board,

As per your request, I'm submitting this letter and a Power Point presentation to help us better decide what looks best. I have included the Telephone number and web address on the sign to convey the Business's contact information clearly and in a simple manner. As shown in slides 7, 8 and 9 just for example, the phone number provides convenience and is more welcoming. The information "Interior & Exterior Complete Home Improvements" will provide the information needed to understand what type of services the business provides in a simple fashion. As shown in slides 8 and 9 the names of the business alone limit the understanding of the services provided. In slides 5 and 6 I have rendered two (2) samples of the sign with the two (2) color scheme as recommended, these are also clean looking but my least favorites. As shown in slides 8 and 10 there are three (3) and four (4) color schemes used which anything less would detract from its appeal. As noted, "there is too much visual clutter" I have rendered two (2) additional prototypes, in slides 3 and 4 there is reduced language used to try to create a cleaner look. I hope this information was helpful as to understand that I am most interested in this looking proper and any suggestions are welcome.

Respectfully,

Steven J. Ivkosic

Ivkosic Painting

117 Main Street
Irvington NY 10533



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