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## **Poyant Signs wins eight awards at R.I. Sign Contractors Assn. competition**

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When Mario Ribeiro, the owner and general manager of The Pasta House, began a major renovation of the popular Fairhaven restaurant a year ago, he knew he needed a new look for his brand that would embody his vision for the dining establishment's future. After talking with many sign companies in the region, he found what he wanted at Poyant Signs, a leading design/build manufacturer serving the New England region.

"Poyant was the best," Ribeiro said. "My interior designer worked with Poyant designer PJ Mitchell to create a new brand identity that reflects the unique contemporary Italian ambience of The Pasta House. The overall look fit exactly what we were going for. It was a great experience and we would go back to them again." In fact, Ribeiro maintains, with his restaurant's rebranding, "business increased tremendously."

Jason Fredette, director of design and project management at Poyant, explains the pride Poyant takes in helping their clients realize their business goals, saying, "Our staff of highly trained designers understands the importance of conveying who our clients are to their customers. This makes a tremendous difference as it helps our clients maximize the return on the investment in their signage and graphics programs."

At the Rhode Island Sign Contractors Association annual competition, the Association's panel of judges selected The Pasta House's new brand as one of the first place winners. Criteria for the awards included creativity, uniqueness of design, readability, how well the signage fits in with the architecture of the building and how well the design represents the customer's business.

Poyant brought home three First Place, two Second Place and three Merit Awards from a competitive field of over 100 entries in 12 categories.

### **First Place**

- \* Marshfield Fair, Marshfield, Mass. - Internally Illuminated Freestanding Sign
- \* The Pasta House, Fairhaven, Mass. - Internally Illuminated Wall Sign
- \* NASR Jewelers, Plymouth, Mass. - Individual Channel Letters

### **Second Place**

- \* Gaslight Village, Weymouth, Mass. - Non-Illuminated Flat Surface Freestanding or Wall Mounted Sign
- \* Seneca Allegany Casino, Salamanca, N.Y. - Internally Illuminated Freestanding Sign

### **Merit Award**

- \* The Spa, Seneca Allegany Casino, Salamanca, N.Y. - Internally Illuminated Wall Sign
- \* Stony Brook Commons, Roslindale, Mass. - Carved/CNC Routed/Sandblasted Freestanding or Wall Mounted Sign
- \* Blackstone Valley Place, Lincoln, R.I. - Non-Illuminated Flat Surface Freestanding or Wall Mounted

Sign

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