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## Southpointe design firm creates G20 signage

CANONSBURG – A Southpointe design firm has been selected to create new signage for the David L. Lawrence Convention Center in conjunction with the upcoming G-20 Summit in Pittsburgh.

Barbara Martin, a principal with KMA Design, said Thursday her firm was chosen by the Sports & Exhibition Authority to create new cohesive exterior signage for the convention center, which includes building and parking garage graphics. Martin, who said the signage is now being installed, said another portion of the work included the creation of interpretive graphics to detail the green initiatives executed in the center's day-to-day efforts toward sustainability. KMA also created updated directional signage for the parking garage.

While the signage was designed to clearly identify the center for the large number of visitors expected to descend on Pittsburgh for the event, including delegates from 19 countries and the European Union, Martin said the signage will remain in permanent use after the G-20 summit concludes.

KMA Design, a subsidiary of Kerestes-Martin Associates Inc., specializes in environmental graphic design, signage design, master wayfinding planning, graphic design, corporate identity programs and Web site development. In addition to the convention center project, KMA is currently developing signage and wayfinding programs for the Pittsburgh Penguins' Consol Energy Center in Pittsburgh; the Alle-Kiski Medical Center in Natrona Heights; Mohegan Sun Casino in East Stroudsburg. Its completed projects include the University of Pittsburgh's Petersen Events Center; PNC Park; and Walt Disney World.

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