



# HARBOR FISH PORTLAND, MAINE

Market:

RETAIL

Products/Services provided:

Exterior Site Identification

Services provided:

Concept Development

Custom Fabrication

Installation



Located on the historic Portland, Maine waterfront, Harbor Fish Market is a Maine family owned and operated business for over 40 years. Here is what Down East Magazine has to say about this Portland landmark - "Located just a stone's throw from the Old Port and presided over by three plain-spoken brothers, Harbor Fish Market is one of Portland's enduring bastions of authenticity."

When Mike Alfiero of Harbor Fish called us to discuss a new sign, it was clear he was looking for something special. Mike said the store had

a sign hanging over the door that "was painted by my brother about 30 years ago", and he wanted to spruce up the front of the store as well as continue to brand the business with their iconic graphic. The front facade has been photographed and painted so many times that in the mid-1990's Harbor Fish had the image trademarked.

Making sure we were sensitive to tradition, our skilled craftsmen took great care to ensure the new sign would make the owners (and the tourists) happy!