

Almost all municipalities of the Meetjesland decided to place uniform welcomsigns. With the welcomsigns all the municipalities show they belong to the region 'Meetjesland'. The decision of placing the signs was easily taken. The difficulty of this project lied in the fact that Streekplatform+ wanted to achieve uniformity. Different opinions about colors, fonts, house style, ... delayed the placement of the signs. All mayors and cival servants in charge of communication were personally visited. During those conversations we discovered the sensitivities of the municipalities. With that knowledge we made a synthesis and a layout all mayors approved. The time we invested in the project was worth it. The green welcomsigns will be seen by millions of people. Both the inhabitants and many people from outside the region will see the signs every day. The green color of the signs stands for the open green area still available in our region.

