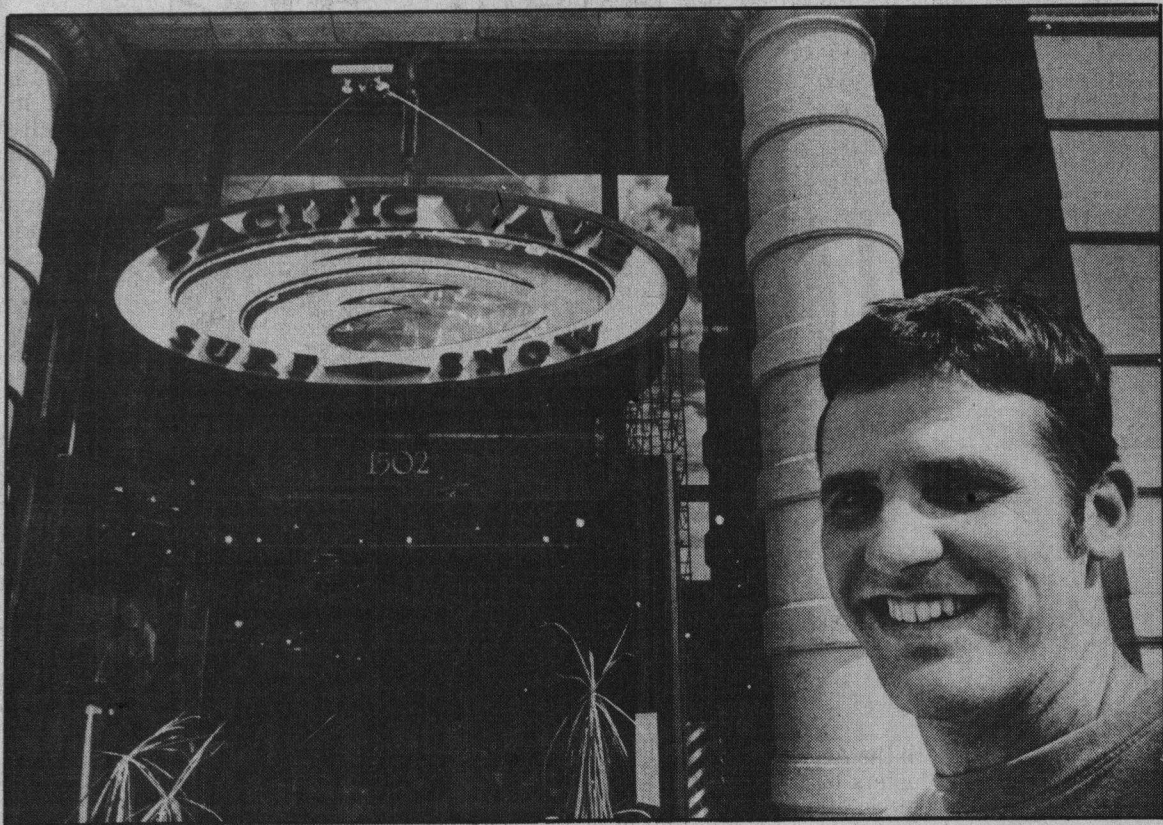


Award winner

9/30/94



Shmuel Thaler/Sentinel

Matt Micuda with his award winning sign.

Logo wins national contest

Sentinel staff report

SANTA CRUZ — Shoppers along Pacific Avenue aren't the only ones who've noticed that glowing oval sign on the front of Pacific Wave surf and snow shop.

The nation's biggest trade magazine for sign-makers has named it one of the most original in the country.

Santa Cruz designer Matt Mi-

cuda won first place in the original logo category in this year's design contest in Sign of the Times magazine. The prize, Micuda said, is a plaque, and a lot of national exposure.

"I was competing against signs from the neon in Vegas to Chicago and New York City," said Micuda, who's been designing signs for about 4 years.

With the help of local crafts-

men Bruce Suba Neon and Michael Leeds Metal Shop, Micuda put together a sign that was recognized for how well the name tied in with the sign — for example, the way the textured metal inside reflects the neon light like rippling water.

"It was just nice to be able to work with the caliber of that group of people," Micuda said.