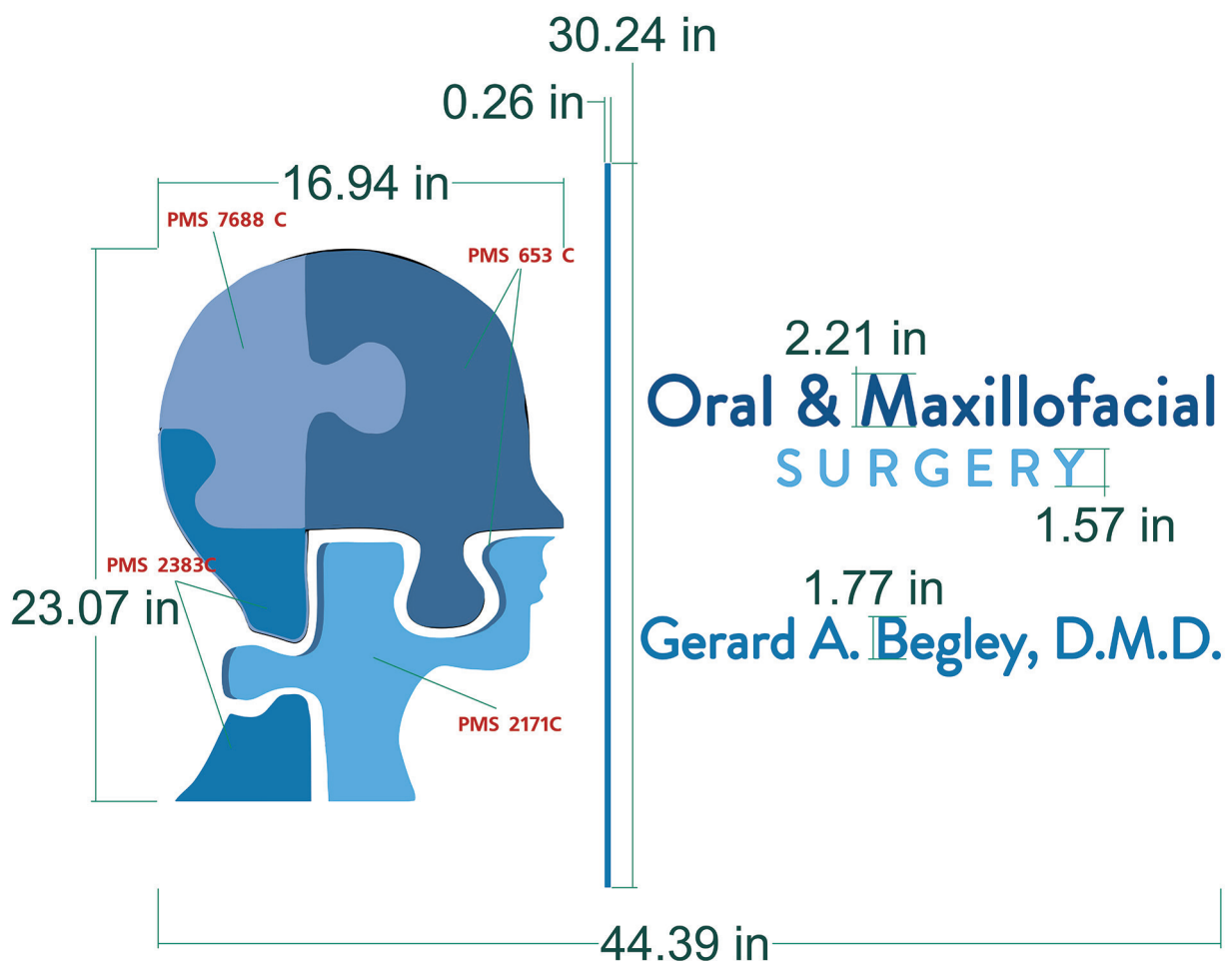


# PAINTED FLAT CUT ACRYLIC SIGN FOR INTERIOR SPACE

## Customer: Signarama

Gerard A. Begley, D.M.D. is an oral and maxillofacial surgeon based in Chester, New Jersey. He practices a range of oral and maxillofacial procedures including corrective jaw surgery, wisdom tooth removal, dental implants, and bone grafting procedures. Dr. Bagely's office needed a large indoor sign for behind the reception desk. They contacted Signarama Roseland in Livingston, New Jersey, to help with the project.

Signarama is a full-service company, with multiple locations, that provides high-quality custom products to businesses including ADA specialty items, banners, box signs, channel letters, custom graphics, custom logos, digital graphics, signs, directory signs, and individual letters.



## THE VISION

The customer wanted a flat cut acrylic sign with several painted components. Four blue puzzle pieces in different shades of blue make up the most prominent element. There also was to be lettering that said, "Oral & Maxillofacial Surgery" and "Gerard A. Begley, D.M.D."

To ensure the highest quality, Signarama turned to the experts at Gemini Signage to help execute this project. Gemini would provide the multi-color painted head, letters, and installation pattern, and Signarama would assemble the finished product and deliver to their customer.

## THE DESIGN

Signarama sent artwork to Gemini, which was then reviewed by a layout artist. They were able to modify the art to make it work for the desired production process.

The other potential issue was a discrepancy color selection. Gemini reached out to Signarama's design team to clarify the desired color choices. Then it was just a matter of color matching their choices to available options for flat cut acrylic signs.

"The biggest design challenge on this order was to clean up the segmented art and then come to an agreement on the colors," said Gemini layout artist Robbie Lund. "Luckily, the customer was extremely easy to work with and helpful in every way they could be."

## THE RESULT

In the end, the efforts were successful in producing a beautiful piece for Dr. Bagely's office. The sign is mounted behind the reception desk and prominently featured on the client's website. It also serves as a backdrop for clinic staff member headshots.

The sign's total size is 44.39" wide x 30.24" high, with the head logo measuring 16.94" wide x 23.07" high.

### **TECHNIQUE DEEP DIVE: UV COLORLAST: ALTERNATIVE FINISH**

*At the time, Signarama requested a full-painted logo and text. If their customer was looking to recreate this in the future, Gemini's UV Colorlast is a great alternative to traditional multi-color paint without sacrificing quality.*

*UV Colorlast is a finishing process for multi-color logos that offers customers a cost-effective, exterior-grade product delivered faster than traditional multi-color paint. Suitable for flat cut acrylic and metal materials, UV Colorlast is a combination of paint and UV print that provides customers with a premium quality multi-color logo backed by Gemini's Lifetime Guarantee.*

*UV Colorlast expands design capabilities with color gradients and many detailed colors customers could not get with traditional full-color paint. Utilizing a CMYK print process, Gemini can color match the painted base coat to any PMS or custom color, but other additional design elements will be UV printed. UV Colorlast reduces banding and dot patterns you may experience with traditional UV printing. The topcoat not only provides increased durability, but lends UV print a similar appearance to paint. This process offers the longevity of paint and design freedom of UV print.*

Four shades of blue were mask painted on the head, which is on 1/2" thick acrylic. The lettering is on 3/8" thick acrylic. Gemini also supplied the customer with a Perfect Pattern, an installation pattern. This is a computer-generated guide that traces the letters and provides exact mounting hole locations on a weather-resistant material.

The sign components provided by Gemini are also protected by a lifetime guarantee. This means, should any of these durable products fail, Gemini will refinish or replace them at no cost.

Great signage solutions come from continued partnership between Gemini and their customers. This project showcases the creative ability of Gemini's layout team, as well as their willingness to problem solve with customers to find solutions that achieve the desired end result. Without this collaboration, it may have been more challenging to produce the same high-quality product for the surgeon's clinic.



*Multi-color painted flat cut acrylic*

## About Gemini

Gemini Signage is a wholesale manufacturer of solutions that identify, direct, and protect the world. For 60 years, Gemini has been an industry leader producing made-to-order dimensional signage, plates, plaques, and cast bronze memorials. Gemini is a second-generation family-owned business headquartered in Cannon Falls, Minnesota, with production facilities throughout North America. For more information, visit [geminisignage.com](http://geminisignage.com).