



## BRANDED CAST PLAQUE FOR BREWING COMPANY

**CUSTOMER: SCOTT SIGNS**

### THE CLIENT

The founders of Mount Arrowsmith Brewing Company wanted to provide locally made craft beer on the east coast of Vancouver Island in British Columbia, Canada. They set out to establish a family-run craft beer destination in Parksville/Qualicum Beach for both locals and visitors to the area. The facility was to feature a cozy 20-seat tasting room and store, where they can provide tasting flights, growler fills, bottle sales, and tours of their facility. The timeline was to open their brewery in early 2017. For the opening, Mount Arrowsmith Brewing created a logo for promotional materials, but they also needed signage. As with many openings, creating and installing signage is often the final consideration.

Mount Arrowsmith turned to Scott Signs Ltd. to get their signage completed in time. Scott Signs has been providing high quality signs and graphics to Vancouver Island and the surrounding areas since 1968. They provide a range of services, from basic cut-vinyl graphics to custom sign design, fabrication, and installation. They strive to utilize state-of-the-art tools and innovative techniques.



### PROJECT SPECS

- **Cast Plaque**
- **1/2" thick aluminum with recessed copy**
- **25 3/4" width**
- **34" height**
- **Blind studs with 3/8" spacers**
- **Sanded background**
- **Horizontal brushed and painted surface**
- **Semi-gloss clear coat**

### THE VISION

For this project, Scott Signs partnered with Gemini Signage to order an aluminum cast plaque for the brewery. Not only were there time constraints to consider, but also quality considerations that can occur with this product.

Branded signage is often the crown jewel of a new business or other facility – and helps to turn a dream into reality. It provides that finishing touch that can help owners truly feel the excitement of owning a business. In many of these situations, the branding and design work is completed with a focus on print and online materials. Business owners may not think about branded signage and how artwork may need to be slightly altered for specific applications. Often, modifications may be required to make signage artwork achieve the customer's desired end effect.

### THE DESIGN

Recessed copy is typically not recommended for cast plaques. Due to the nature of casting, recessed areas tend to fill in, and large areas of exposed metal on the surface can appear discolored or show flaws as a result. The Gemini layout artist slightly altered the original files Scott Signs provided to stop this from happening.

"To prevent the letters and graphics from filling in, I thickened or enlarged them, but ensured that they still maintained their overall shape," said Gemini layout artist Linda Lopez. "The plant also took special care in finishing and will re-pour a plaque if the surface has too many imperfections." In addition to tweaking the line weights of the letters and graphics, the layout artist also worked to round corners and match paint colors in the design. Throughout the process, great care was also taken to stay as true to the original artwork as possible as logos are recognizable assets for brand awareness.

### THE RESULT

The 25.75" wide x 34" high sign was installed on the building exterior in February 2017. The sign itself is on 1/2" thick aluminum with recessed copy. It has a sanded background, a horizontal brushed and painted surface, and semi-gloss clear coat.

Having the physical sign installed outside, and the brewery posting a picture about it on social media, helped to generate buzz for the brewery's grand opening later that year. The durability of the materials will ensure that Mount Arrowsmith Brewing will be able to have this sign outside their building for years to come, and with Gemini's lifetime guarantee, materials will be repaired or replaced at no cost, should the need arise.

With this project, Gemini was able to troubleshoot and find solutions to make a desired product and effect work for the customer. This demonstrates Gemini's dedication to its partners and crafting the best quality products.