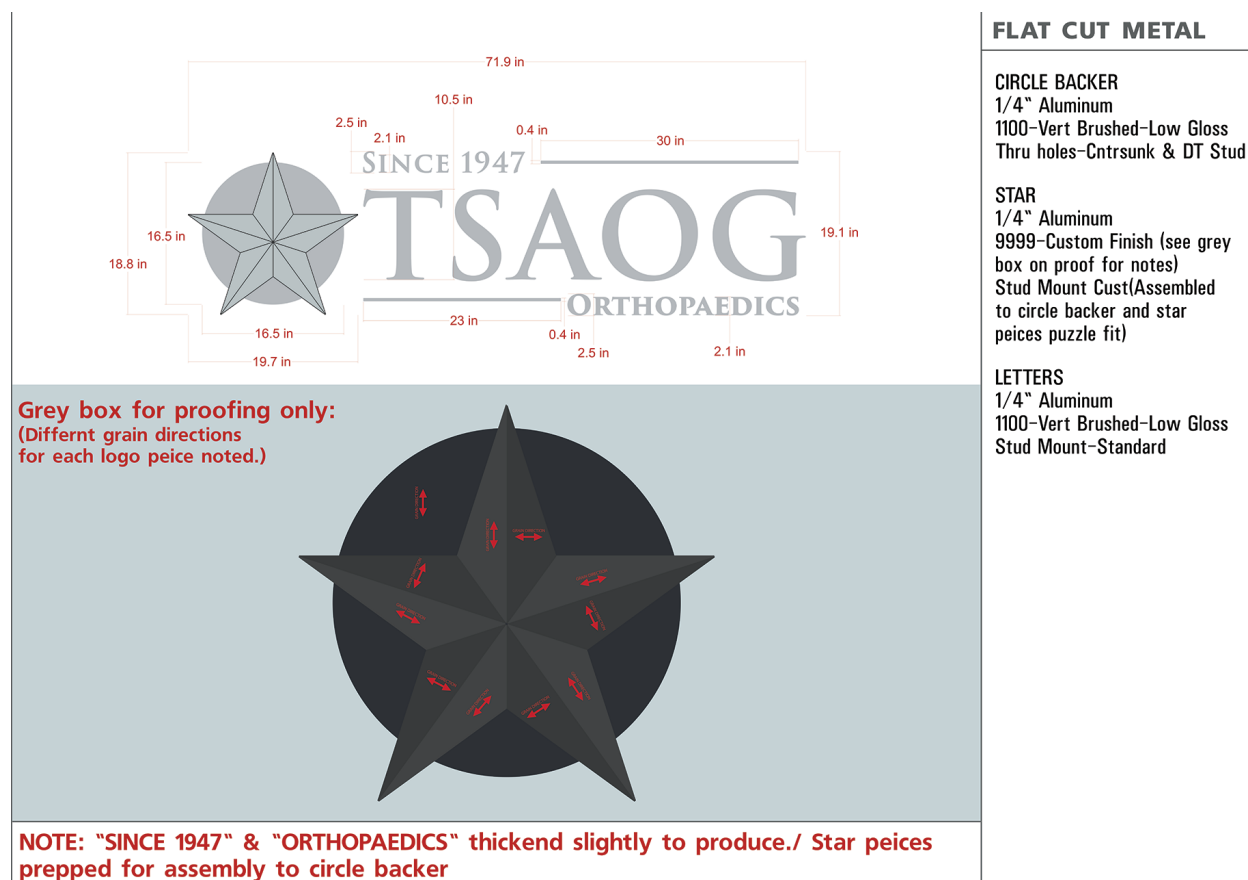


LOOK ALIKE PRISMATIC STAR IN FLAT CUT METAL

Customer: Budget Signs LTD

Since opening in 1947, TSAOG Orthopaedic & Spine has grown into the largest practice of its kind in San Antonio and South Texas. TSAOG specializes in the diagnosis and treatment of musculoskeletal diseases and injuries, such as those to the shoulder, elbow, hand, wrist, knee, foot, and ankle. Their extensive list of services includes joint replacement, arthritis, sports medicine injuries, spine treatment, and arthroscopic surgery. TSAOG had a need to add signage, and turned to Budget Signs LTD, in San Antonio, Texas, to help.

Budget Signs has been serving clients in South Texas since 1978. They are prepared to assist with a range of products, including exterior illuminated signs, pole signs, electronic message centers, ADA compliant signs, flat cut out letters, and banners.



THE VISION

As a customer with a well-established logo, and already existing signage, it was important to make sure these new signs matched. The customer wanted a flat cut metal sign, with a dimensional star incorporated in their logo. In fact, the star is dimensional on some of their existing signage. They also wanted this dimensional look without the cost of a cast metal. Cast metal provides custom dimensional signage but has a labor-intensive process.

Budget Signs originally received a request the sign to be a solid piece of metal. They determined that it was necessary to section the star design into several pieces. Doing allowed them to vary the brush angles, which adds more dimensionality to make the star appear prismatic rather than flat. They decided to enlist help from Gemini Signage to achieve the look the customer desired.

THE DESIGN

Budget Signs submitted artwork to Gemini with instructions on how to brush it. As instructed, it wasn't achieving the desired prismatic appearance.

"The plant recommended changing the grain direction on the star pieces for it to appear prismatic," said Jennifer Kimari, the Gemini customer service representative in this project. "I asked the customer if we could make the changes and they said yes."

Gemini applied this unique approach, which effectively mimicked the appearance the customer was seeking. The star section ended up being 10 separate pieces, and one back circle piece, with alternating horizontal and vertical finishes. Other pieces of the sign include the name "TSAOG Orthopaedics" with "Since 1947" in the upper left and two 3/8" stripes in the top right and bottom left corners.

TECHNIQUE DEEP DIVE:

Flat Cut Metal vs. Cast Metal

For this case study, the customer went with flat cut on metal with alternating brush strokes to create a prismatic look. Depending on the project and its specifications, custom cast lettering can be a more economical choice with thicker depths.

Flat cut metal letters and logos are durable and suitable for both indoor and outdoor installations. Available in aluminum, bronze, copper, brass, stainless steel, or Cor-Ten steel, flat cut metal offers multiple finish options as such as brushed, polished, oxidized, or painted.

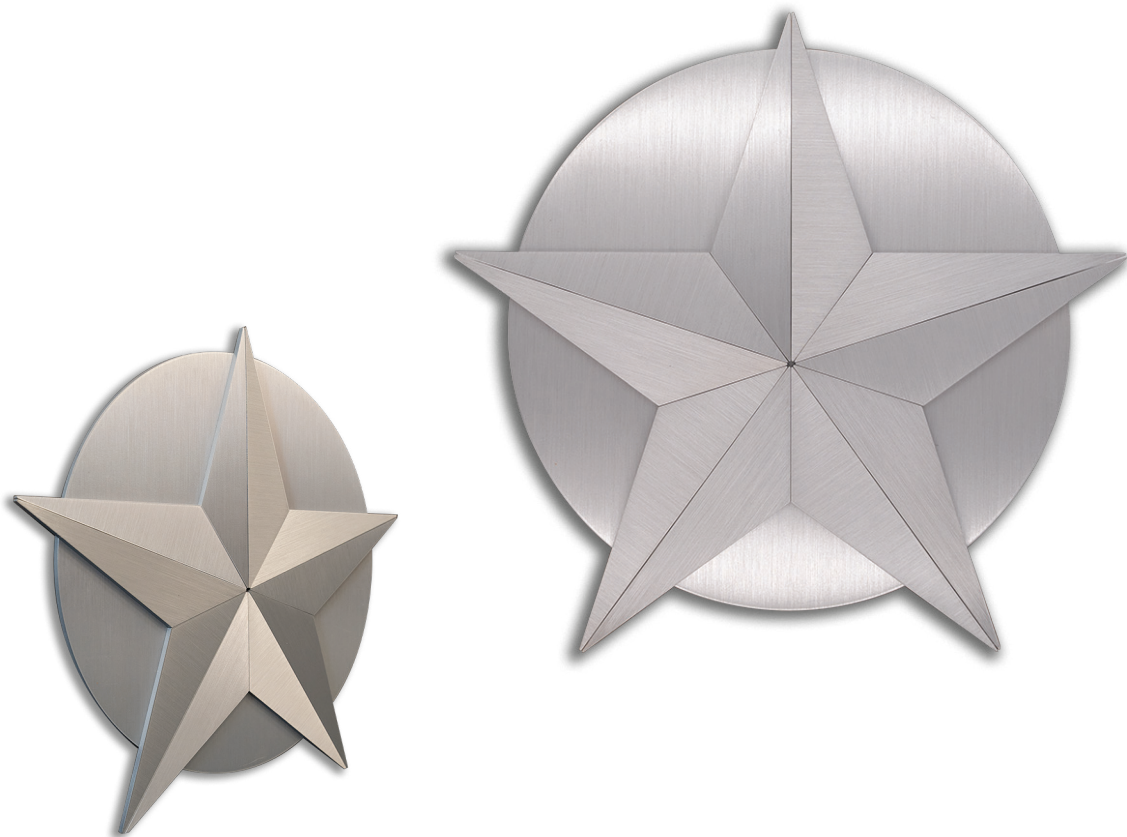
Alternatively, cast metal lettering can also be used indoors or outdoors. They are available in aluminum or bronze in nearly several finish options, including paint for aluminum material. Cast metal can be created with more than 45 standard letter styles and uses earth-friendly lead and mercury free alloys.

Both flat cut and cast metal lettering are great options for high-quality, long-lasting signage.

THE RESULT

The finished flat cut metal sign is 71.9" wide x 19.1" high on brushed 1/4" thick aluminum and was intended to be stud mounted to a wall. The star itself is 19.7" wide x 18.8" high with alternating horizontal and vertical brush strokes. Gemini traditionally does not assemble components, but given the complexity of the project, they assembled the star to the circle back before shipping to the customer.

Both Budget Signs and TSAOG were happy with the end result. By employing a unique finishing technique, Gemini was able to find an alternative solution to achieve the customer's vision while also meeting their budget. It serves as a great representation of Gemini's quality and manufacturing expertise.



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.