



CUSTOM FABRICATED METAL SIGNAGE

CUSTOMER: CUSTOM SIGN LAB

THE CLIENT

Sustainability is a founding principle of Mrs. Greenway, a small chain of boutiques in Ontario, Canada, that sells environmentally friendly products. Since opening their Dundas location in 2014, they've added two other locations in Grimsby and Elora, and added an online store. They sell a range of kitchenware, bath and body products, clothing, and gifts. They also have refill stations for various personal grooming, and household products.

To illustrate their core values, Mrs. Greenway wanted indoor store signage with the word "Sustain" filled with moss and other foliage. They contacted Custom Sign Lab in Beamsville, Ontario, to help them with this vision. Custom Sign Lab has skilled designers and fabricators who specialize in unique storefronts, interior branding, logo/graphic design, architectural signage, and large format printing.



PROJECT SPECS

- 2" return depth
- 91.35" total width
- 15.27" total height
- No face finish
- 5687 white gloss painted
- Non-removeable painted steel back
- Plain-no mounts

THE VISION

The use of organic materials to promote sustainability, recycling, buying in bulk, and other environmental issues is a trend that has grown in popularity in recent years. Fabricated metal lends itself well to this process, as metal is recyclable, durable, and long-lasting. It can be fitted to almost any desired shape and can come with or without a back. In this case, the front of the letters were removed to allow for the moss and foliage fill.

Sign Lab turned to Gemini Signage to help fulfill the order. Gemini has extensive fabricated metal capabilities, and can manufacture high-quality, custom-designed letters and logos to customer's exact design specifications. It was decided that Gemini would manufacture the letters, and Custom Sign Lab would handle the filling with foliage and installation.

THE DESIGN

With the vision for the signage to include foliage inside the letters, the letters were constructed without a face in a custom font.

Custom Sign Labs provided artwork to Gemini. Then Gemini got to work cutting the stainless-steel pieces, bending them to form the outline of each letter, and welding the metal pieces together.

THE RESULT

The customer's vision of integrating organic materials into their signage was a success. The resulting fabricated stainless steel sign measures 91.35" wide x 15.27" high. Each letter has white gloss paint on the inside and outside. Gemini also sent their Rigid Stencil Guide to help with the installation process. The metal portions of the sign are also protected by Gemini's lifetime guarantee. Should any of the products fail, they will be repaired or replaced at no additional cost.

This project is an excellent example of Gemini's commitment to helping customers achieve their creative vision. In this situation, it was the idea of incorporating organic materials to visually demonstrate the idea of sustainability. By using fabricated letters, they were able to achieve a high-end appearance on a metal sign in a lightweight, budget-friendly way.

TECHNIQUE DEEP DIVE:

GEMINI'S FABRICATED METAL LETTERS

For the Sustain project, the customer decided to go with fabricated metal letters for a dimensional product. Gemini's fabricated letters are channel letters without trim cap. They are a premium dimensional product consisting of individual plastic and metal materials assembled with optional lit inlays. Fabricated metal letters are made from aluminum or stainless-steel alloys with face-lit or halo-lit lighting styles. Gemini uses a metal outline on face-lit letters and a high-resistance epoxy to secure letter faces to the metal outline. With halo-lit letters, Gemini precision welds or solders metal faces and returns to secure the letter body. Typical for exterior applications, they are versatile and can be manufactured in various fonts and depths for extra visibility. Fabricated metal letters offer multiple finish options that create distinct high-end looks.