GEMINI

CASE STUDY

FLAT CUT METAL FOR MULTI-PURPOSE SPACE

CUSTOMER: THE SIGN STOP

THE CLIENT

The Sign Stop in Wilson, North Carolina was contacted to help with architectural signage for The Edge, a gallery, studio, and loft space. The building, originally constructed in 1924, is literally on the edge of Historic Downtown Wilson. A multi-year renovation project was wrapping up to fulfill the customer's vision of creating a destination for gatherings, meetings, and art shows. The space includes a 1,700 square foot guest loft with a private entrance for use as a rental.

The Sign Stop creates custom signs, banners, vehicle decals, fleet wraps, and apparel for businesses in Wilson and the surrounding areas. They also produce artwork for interior designers worldwide.

For this project, and to further play on the facility name, the customer wanted to put a sign that says "The Edge" on the edge of the building. The challenge was to do this while matching overall design aesthetics of the building and adhering to city ordinances.

PROJECT SPECS

- **¼" thick Aluminum**
- **122.93" total width**
- **61.96" total height**
- **Horizontal brushed low-gloss finish**
- **Stud with Spacers: ½" StandOff**

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THE VISION

When working with large pieces of metal, this can be a complicated endeavor, especially since they wanted to wrap the sign components around the corner of the building.

The Sign Stop partnered with Gemini Signage to ensure the highest quality result. The customer wanted aluminum with a horizonal brush finish. This finish would end up being vertically brushed, as the words would be displayed on their side, traveling up the building once they were installed.

TECHNIQUE DEEP DIVE:
FLAT CUT METAL

Flat cut metal letters and logos are a versatile option for signage, particularly those with custom fonts or logos. They are suitable for indoor and outdoor environments. Available in aluminum, bronze, brass, copper, stainless steel, or Con-Ten steel, flat cut metal offers multiple finish options such as brushed, polished, oxidized, or painted.

Ordering flat cut metal ensures a quality product that can be produced quickly in sizes up to 46" high. Several durable mounting options are also available for faster installation, easier handling, greater accuracy, and perfect finished results.

THE DESIGN

The customer sent artwork that clearly illustrated that the word "Edge" was to be cut into a top half and bottom half that would meet at a 90° angle in the corner. This is easier to install and has less opportunity for errors than if the sign was bent 90°.

The biggest challenge with this project was making sure the grain direction was the same on both pieces, so it wouldn't look disjointed once the letters were installed. "Since the letters are installed vertically, I needed to confirm with the customer the final vision for the grain direction AND then from there, make sure the order is entered correctly so that the plant does the correct grain direction," said layout artist Heather Castner. The layout artist also suggested that they overlap the top half over the bottom half so the front would have a clean look.

Proofing and turnaround for the project went quickly, as there were no changes once the proof was sent out. A few updates were made, however, to illustrate to the customer and the production plant how the letters were to be created and installed.

THE RESULT

The sign was produced with no hiccups and sent to the customer to mount using Perfect Pattern, a computer-generated guide that traces the letters and provides exact mounting hole locations on a weather-resistant material. The finished piece is 122.93" wide x 61.96" high, when looking at the letters upright, on 1/4" thick aluminum with a horizontal brushed low gloss finish.

This project demonstrated Gemini's commitment to fully understanding a customer's vision, as the layout artist reached out to understand and deliver what they wanted. It also shows how both time and money can be saved by thinking outside the box. In this case, by splitting the sign in half, it was easier to install and avoided issues that can happen when bending metal signs.