



LUXURIOUS BRONZE PLAQUES FOR LEGACY SMALL BUSINESSES

CUSTOMER: PRIORITY ARCHITECTURAL GRAPHICS

THE CUSTOMER

The San Francisco Office of Small Businesses created the Legacy Business Program in 2015 to recognize small businesses that have contributed to the history and identity of San Francisco for thirty years or more. The program wanted to commemorate each business with a distinct plaque that highlighted their cultural significance.

They turned to Priority Architectural Graphics, the San Francisco Bay Area's leader in architectural graphics and signage since 1995. With a client-minded approach and deep understanding of signage products and services, they handle design, planning, project management, permitting, and installation of commercial interior and exterior signage.

Keeping a "friction-free" process in mind, they searched for possible manufacturers to partner with during the bidding process. Even as a full-service sign shop, they turned to Gemini. As a premier manufacturer of plaques, Gemini's 60-year expertise, large order capacity, and level of customer commitment was a perfect fit for Priority Architectural Graphics' project.

15"

PROJECT SPECS

- Precision tooled plaque—rounded
- 1/4" thick with painted edges
- 15" diameter
- Blind-standard stud
- Sand background with brushed surface
- 2025 black satin painted

THE VISION

Priority Architectural Graphics requested thirty plaques, all needing to seamlessly integrated with various building facades, while illustrating brief anecdotes regarding their historic value. Furthermore, they needed to match the aesthetic of plaques previously dedicated to other small businesses recognized in the Legacy Business Program. Given the importance of the project and the need for several plaques, Priority Architectural Graphics leveraged Gemini's large manufacturing footprint, and dedicated Large Project Team to provide the right solutions and the quality, craftsmanship, and reliability the project required.

THE DESIGN

Priority Architectural Graphics created a cohesive look by selecting 15-inch round precision tooled plaques in bronze. Gemini's precision tooled plaques provide faster production times and are generally more cost-effective than cast plaques. Precision tooled plaques allow for more design flexibility and offer easier installation. To ensure a timeless appearance, the bronze plaques had a brown sand background, brushed surface finish, black satin paint for the recessed areas, and raised bronze for the text and intricate border art. Priority Architectural Graphics opted for a 1/4-inch thickness and blind stud mounting, emphasizing a sleek yet sturdy profile. Together, it created an ageless appearance to serve as a unique marker on varying business storefronts.

THE RESULT

Thirty new, high-quality plaques were installed in San Francisco to continue the work of the Legacy Business Program. Throughout the process, Gemini addressed questions and provided clear timelines accordingly to fulfill Priority Architectural Graphics timeline. Priority Architectural Graphics stated, "The director of the Legacy Business Program is thrilled, thinks the plaques look fantastic, and is very proud of them. The individual storefront owners also love them. Everybody is 'just tickled.'" To date, Gemini has manufactured fifty plaques for the Legacy Business Program as it is ongoing to this day.

