

Flat Cut Metal



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Photos courtesy of Highpoint Signs & Apparel

WAYFINDING AND DONOR RECOGNITION AT TEXAS A&M'S MCFERRIN PLAZA

CUSTOMER: HIGHPOINT SIGNS & APPAREL

THE PROJECT

Texas A&M University is rich in history and pride, especially when it comes to athletics and iconic legacies like Home of the 12th Man. As part of the newly constructed McFerrin Plaza and nearby facilities, signage played a key role in representing a strong, unified identity to guide visitors and honor traditions.

Texas A&M University turned to a trusted sign shop, Highpoint Signs & Apparel based in Bryan Texas, to manufacture and install various dimensional signage. Highpoint Signs & Apparel is a full-service sign company specializing in indoor and outdoor signage since 1995. They proudly serve the Bryan-College station community and looked to Gemini as an extension of their business, manufacturing several signs for the McFerrin Plaza. The partnership between Highpoint Signs & Apparel and Gemini for the McFerrin Plaza project took place between July 2024 and January 2025 and included a full spectrum of solutions.

THE VISION

The signage was meant to do more than direct traffic—it was designed to be bold and grand, reflecting the proud spirit of Texas A&M. From large-scale, monument-style installations to durable wayfinding elements and recognition plaques, each piece was crafted to embody the university's character and stand the test of time. A strong visual connection to the Home of the 12th Man icon helped unify the space and inspire pride across the campus community.



THE DESIGN

Highpoint Signs & Apparel began quoting signage for Texas A&M using Gemini's Partner Portal. As the project scope grew to include a range of large-scale exterior signs and detailed interior components, Gemini recommended leveraging their Large Project Team to help support the complexity of the job.

Highpoint Signs & Apparel collaborated closely with Gemini's team to ensure each sign one met Texas A&M's university brand standards and performance needs. From material selection to layout support, Gemini provided guidance to help streamline the process and ensure long-term durability.

One sign exemplified the spirit of this partnership. A large Precision Plaque design exceeded Gemini's manufacturing limits, and the Gemini team was transparent with Highpoint Signs & Apparel about their sizing capabilities. Gemini suggested reducing the size of the plaque by a few inches. Highpoint Signs & Apparel worked with Texas A&M to see if they could adjust the size of the plaque. They agreed and this slight adjustment allowed Gemini to manufacture the plaque—further strengthening the collaborative relationship.

Dimensional signage components included but were not limited to Flat Cut Metal Signs with Colorlast, Precision Plaques, and Etched Plaques.

THE RESULTS

The signage at McFerrin Plaza supports Texas A&M's continued growth while honoring the legacy of its traditions. From detailed plaques to bold letters and wayfinding markers, Highpoint Signs & Apparel, with manufacturing support from Gemini, brought the university's vision to life with precision, pride, and on-time delivery—even with a pressing installation schedule.

"Communication with Gemini was smooth and efficient throughout the project," said Homer Acosta, Highpoint Signs & Apparel Supply Chain Manager. "Thanks to their commitment to excellence and collaborative approach, Gemini played a key role in the successful completion of this project."

The result is a cohesive system of bold and durable signage that will serve the Texas A&M campus for years to come.

McFERRIN PLAZA 8"

95.4"

GRAHAM 8"
ATHLETIC COMPLEX

18.9"

65.3"

11" **ATM** 4.7"
13.4"



Flat Cut Metal
Stainless Steel

Flat Cut Metal
Aluminum

Precision Plaque
Aluminum

