

SECOND LAYER PRINTING ON FLAT CUT ACRYLIC

Customer: City Signs

THE PROJECT & VISION

City Signs is the premier printing service provider in Midvale, Utah. Since 1966, they've provided customers with superior design and printing services. Their portfolio of products includes architectural signage, custom banners, window graphics, trade show displays, vehicle graphics, and printed apparel.

A customer approached City Signs for help with a unique tradeshow display. They wanted signage with the words "Mind Shaft". Since it was a temporary installation, it was important to achieve this without high printing costs.



THE DESIGN

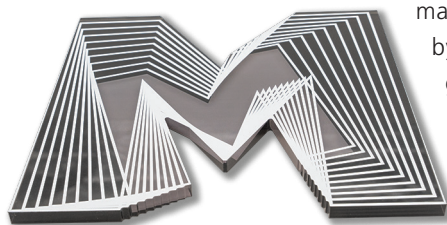
City Signs had an idea in mind for the design. They wanted to create a dimensional look with print, they just needed help manufacturing the signage quickly and ensure the highest level of quality. They partnered with Gemini Signage and sent along the art files.

To achieve a dimensional appearance, the design incorporated two printed layers. The first is a two toned grey and black base, followed by a second layer of white UV printed lines. After a couple iterations with a sample letter between the Gemini representatives and the customer, the desired end look was achieved.

THE RESULT

By using UV print, Gemini was able to successfully achieve a dimensional effect from intricate artwork. The sign was Giclee printed, front and back, on 3/4" thick clear acrylic with a semi-gloss sheen. The total sign size is 90.16" wide x 41.61" high, with each individual letter measuring at 19.38" high.

This project demonstrated how Gemini can take a complicated design and streamline it through the UV printing process, as well as second surface printing. Not only did it create the desired dimension and depth, but it was also done in a timely manner and is backed



by Gemini's lifetime guarantee. Should the need arise, the flat cut acrylic can be repaired or replaced at no additional cost.

TECHNIQUE DEEP DIVE:

Flat Cut Acrylic

Flat cut acrylic is a popular material choice for customers. For this project, it provided versatility and affordability without sacrificing quality, making it the perfect fit for a tradeshow display. Flat cut acrylic can be used for many other applications as well, including more permanent signage.

If a project requires a high level of precision, flat cut acrylic may be a good option. Flat acrylic sheets can be laser cut to exact design specifications. Acrylic letters are lightweight and easy to install. They can be custom painted or finished with UV Colorlast, an alternative multi-color finishing process. Acrylic can be used for indoor or outdoor signage and are offered in thicknesses from 1/8" to 1-1/2".

Overall, flat cut acrylic signage is precise, durable, and more cost-effective than you might expect.



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.