

BRANDED CAST PLAQUE FOR BREWING COMPANY

Customer: Scott Signs

The founders of Mount Arrowsmith Brewing Company wanted to provide locally made craft beer on the east coast of Vancouver Island in British Columbia, Canada. They set out to establish a family-run craft beer destination in Parksville/Qualicum Beach for both locals and visitors to the area. The facility was to feature a cozy 20-seat tasting room and store, where they can provide tasting flights, growler fills, bottle sales, and tours of their facility. The timeline was to open their brewery in early 2017. For the opening, Mount Arrowsmith Brewing created a logo for promotional materials, but they also would need signage. As with many openings, creating and installing signage is often the final consideration, and usually under tight timelines.

Mount Arrowsmith turned to Scott Signs Ltd. to get their signage completed in time. Scott Signs has been providing high quality signs and graphics to Vancouver Island and the surrounding areas since 1968. They provide a range of services, from basic cut-vinyl graphics to custom sign design, fabrication, and installation. They strive to utilize state-of-the-art tools and innovative techniques.



CAST PLAQUE

MATERIAL - Aluminum
 SIZE - 25.75"w x 34"h
 QTY - 1
 DEPTH - 1/2"
 SHAPE - Custom
 COPY - Recessed
 FINISH - Sand background, horizontal brushed & painted surface
 BORDER - Per art
 COLOR - PMS 425C Gray, PMS 1235C Orange (s.gloss)
 STYLE - Per art supplied
 CLEAR COAT - Semi-gloss
 MOUNT - Blind studs with 3/8" spacers

RETURNS/EDGES - Painted PMS 425C Gray

RAISED

 Aluminum



PMS 1235C Orange

RECESSED

 PMS 425C Gray



PMS 1235C Orange

THE VISION

For this project, Scott Signs partnered with Gemini Signage order an aluminum cast plaque for the brewery. Not only were there time constraints to consider, but also quality considerations that can occur with this product.

Branded signage is often the crown jewel of a new business or other facility – and helps to turn a dream into reality. It provides that finishing touch that can help owners truly feel the excitement of owning a business. In many of these situations, the branding and design work is completed with a focus on print and online materials. Business owners may not think about branded signage and how artwork may need to be slightly altered for specific applications. Often, modifications may be required to make logo/signage artwork achieve the customer's desired end effect.

THE DESIGN

Recessed copy is typically not recommended for cast plaques. Due to the nature of casting, recessed areas tend to fill in, and large areas of exposed metal on the surface can appear discolored or show flaws as a result. The Gemini layout artist slightly altered the original files Scott Signs provided to stop this from happening.

"To prevent the letters and graphics from filling in, I thickened or enlarged them, but still maintained their overall shape," said Gemini layout artist Linda Lopez. "The plant also took special care in finishing and will re-pour a plaque if the surface has too many imperfections."

In addition to tweaking the line weights of the letters and graphics, the layout artist also worked to round corners and match paint colors in the design. Throughout the process, great care was also taken to stay as true to the original artwork as possible as logos are recognizable assets for brand awareness.

THE RESULT

The 25.75" wide x 34" high sign was installed on the building exterior in February 2017. The sign itself is on 1/2" thick aluminum with recessed copy. It has a sanded background, a horizontal brushed and painted surface, and semi-gloss clear coat.

TECHNIQUE DEEP DIVE: METAL CASTING

Metal casting is a process that dates back 6,000 years, and has truly withstood the test of time. In this process, a mold of sand or clay is crafted into the desired shape. Then molten bronze or aluminum is poured into the mold and allowed to solidify. It results in a durable, one-of-a-kind plaque that can be finished and mounted to fit any desired application.

Gemini has metal foundries that can produce casts up to 96" wide. Aluminum casts can be up to 60" high and bronze up to 36" high. Cast plaques also offer integral sculpting and background textures, greater depth and dimension, letters 1/4" or taller, multiple castings, a higher level of recycled content, and a greater selection of border styles and mounting options compared to precision tooled plaques.

Having physical sign installed outside, and the brewery posting a picture about it on social media, helped to generate buzz for the brewery opening later that year. The durability of the materials will ensure that Mount Arrowsmith Brewing will be able to have this sign outside their building for years to come. And with Gemini's lifetime guarantee, materials will be repaired or replaced at no cost, should the need arise.

With this project, Gemini was able to troubleshoot and find solutions to make a desired product and effect work for the customer. This demonstrates Gemini's dedication to partnerships with customers and crafting the best quality products.

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.