



## MULTI-ORDER FLAT CUT METAL AND ACRYLIC PROJECT

### CUSTOMER: CLAUDE NEON FEDERAL SIGNS

#### THE CLIENT

Claude Neon Federal Signs is Oklahoma's premier sign maker, and the largest company of its kind in the state. They have been in the Tulsa area since 1926, when the company expanded from Wichita, Kansas. They became Tulsa owned and operated in 1955, and since then have grown into a 33,000 square foot facility with the ability to build and install signage regionally – and ship nationwide. They specialize in a variety of large architectural, wayfinding, and branding signage for interior and exterior applications.

For this project, their customer needed three separate sign types for the State of Oklahoma primarily due to a logo update. Claude Neon found themselves with quick turnaround times, as the state was waiting for federal funding for the project. In the end, they had about two months to design, manufacture, and install signage.

#### PROJECT SPECS

- 1/2" Aluminum
- 50.99" logo width
- 51.08" logo height
- 164" total width
- 81.6" total height
- Stud with Spacers: 1" StandOff

## THE VISION

Normally, Claude Neon could have completed this multi-order project in-house. Given the tight deadlines, and ten installation locations across the state, it made sense to partner with Gemini Signage to get them complete on time. Since Gemini is a trusted partner, Claude Neon was assured that they would not only meet the project timelines, but also produce quality work that satisfies the needs of their customer.

The design files, which were previously completed by an architect, feature the new state logo – which included an intricate star pattern with ten colors and the word “Oklahoma”. It was vital to not only match the PMS colors but incorporate long-lasting finishes that can withstand environmental factors.

## THE DESIGN

Claude Neon set up files to-size and sent them to Gemini to be reviewed by a Gemini layout artist. Everyone worked in tandem to ensure quick communication for fast turnaround times on art proofs and approvals, which kept the project on track.

For one order, “Oklahoma” lettering and the star pattern was laser-cut on 1/2” thick aluminum. Then each of the ten aluminum star pattern pieces were masked and painted in the desired PMS colors.

Multiple components were needed for each project. On the “Welcome to Oklahoma” monument sign, additional lettering was created to place “Choctaw Country,” “Chickasaw Country,” or “Cherokee Nation” across the bottom. Other orders included acrylic signage with the star logo pattern and “Oklahoma” in two sizes (97.4” wide x 20.6” high and 78” wide x 16.07” high), acrylic signage that says “PIKEPASS” in red and black lettering (47.93” wide x 12.08” high), and large, 1/2” aluminum signage with the star logo and “Oklahoma” (250.5” wide x 126.23” high).

### TECHNIQUE DEEP DIVE:

#### COLORLAST: ALTERNATIVE FINISH

*At the time, Claude Neon requested full-painted logos. If their client was looking to recreate the logos, Gemini’s Colorlast is a great alternative to traditional multi-color paint without sacrificing quality.*

*Colorlast is a finishing process for multi-color logos that offers customers a cost-effective, exterior-grade product delivered faster than traditional multi-color paint. Suitable for flat cut acrylic and metal materials, Colorlast is a combination of paint and print that provides customers with a premium quality multi-color logo backed by Gemini’s Lifetime Guarantee.*

*Colorlast expands design capabilities with color gradients and many detailed colors customers could not get with traditional full-color paint. Utilizing a CMYK print process, Gemini can color match the painted base coat to any PMS or custom color, but other additional design elements will be printed. Colorlast reduces banding and dot patterns you may experience with traditional printing. The topcoat not only provides increased durability, but lends print a similar appearance to paint. This process offers the longevity of paint and design freedom of print.*

### THE RESULT

Not only were multiple signs manufactured and installed in time at each of the ten locations, but the sign quality itself exceeded expectations. Gemini's flat cut acrylic and flat cut metal offered quick production times. Gemini's flat cut acrylic is also extruded in house from 1/8 inch to 1/2 inch for uniform quality.

"Everything turned out great," said Joe Kesterson of Claude Neon Federal Signs. "We met the deadline, and everyone was pleased with the new welcome centers."

The installation process was also made easier by using Perfect Pattern, a computer-generated guide that traces the letters and provides exact mounting hole locations on a weather-resistant material. And, as with Gemini components, the products are protected by a lifetime guarantee. Should any of the durable products fail, Gemini will refinish or replace them at no cost. Claude Neon was pleased with the process, end results, and will look to Gemini in the future for support if needed.