

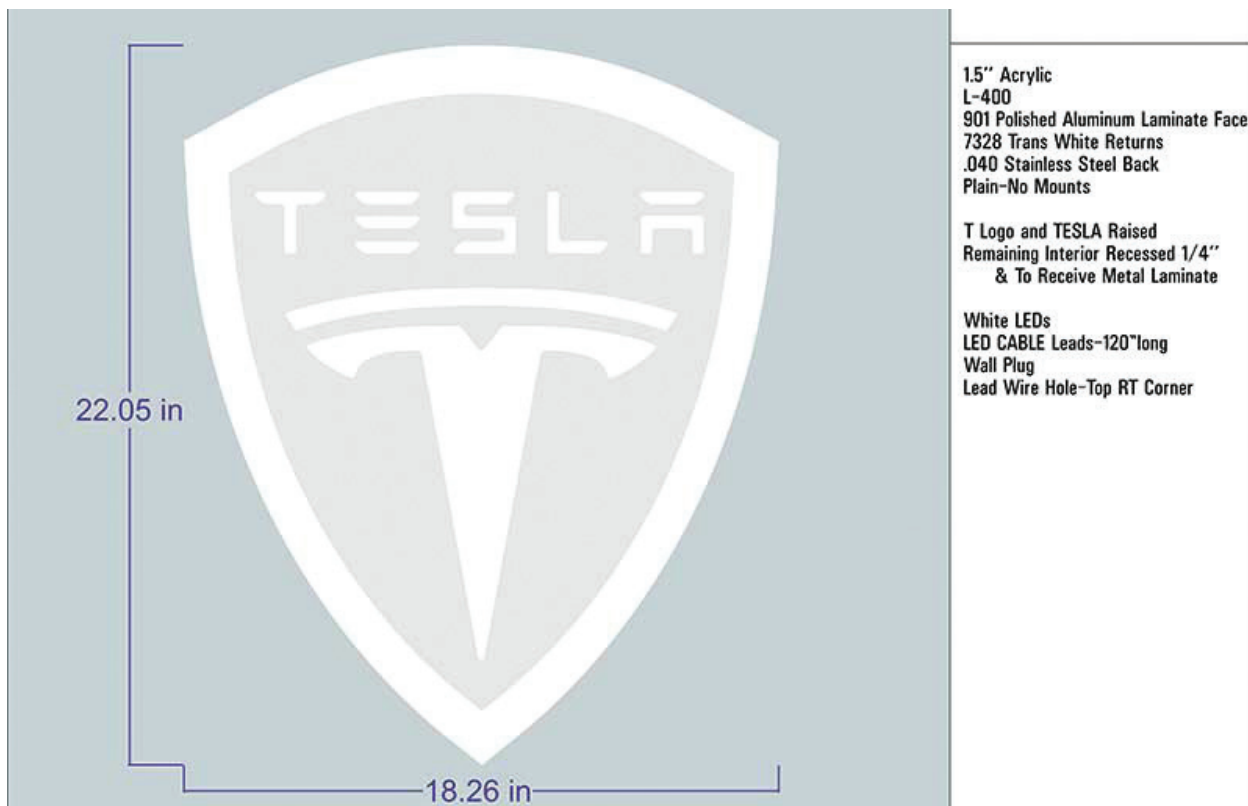
NOTABLE LIT LAMINATE SIGN

Gemini In-House Project

THE VISION

Every year, Gemini supports the signage industry by attending tradeshows to meet with prospective customers and have an opportunity to highlight a breadth of offerings. At the time, most of Gemini's tradeshow signage traditionally featured simple, unilluminated letters and logos. Gemini wanted to create a distinct, eye-catching sign to create broader conversations about their capabilities.

Gemini decided to feature an illuminated sign, also known as lit signage, to provide increased visibility to help draw customers in. Lit signage can be a visually appealing element to a space or building and is a powerful tool for branding. Gemini jumped at the chance to add a one-of-a-kind piece to the display and experiment with their capabilities.



THE DESIGN

Gemini selected to recreate the logo of a notable brand, Tesla. The Tesla sign was manufactured 18 inches high by 22 inches wide on 1 ½ inch acrylic. Its shape represented a shield and featured push-thru acrylic Tesla and T lettering with an acrylic outline around the face. Gemini also added a Chemetal 901 polished aluminum laminate to the center of the sign. The laminate surrounded the Tesla and T lettering, covering over half of the logo surface.

The main challenge in creating the logo was recessing the center of the sign to add the push-thru translucent acrylic and laminate. The sign's center was recessed ¼ inch to allow raised Tesla and T lettering and raised the translucent white acrylic around the outline of the sign. With narrow strokes and gaps between the lettering, Gemini's layout artists had to slightly modify the art to ensure the sign and logo integrity. By adding the translucent acrylic to the face and return, LEDs inlaid on the back created a diffused face and side lit glow. Face lighting contours to the shape of the individual letters, and side lighting creates a soft glow outlining the logo shape. Recessing the center of the sign added depth and dimension.

Traditionally, illuminated laminate and acrylic materials fall under Gemini's L-400 acrylic side lit letter product line. This layout combined L-400 letter and Gemini's L-300 - an acrylic face and side lit letter. The polished aluminum laminate looks like a mirror with its reflective, almost brushless façade. The acrylic pops over the laminate and captures the attention of any passersby. This project consisted of a non-standard manufacturing process but illuminated signage has improved from neon and fluorescent letters. And the results created a stunning, unique sign.

TECHNIQUE DEEP DIVE:

Lit Acrylic with Metal Laminate

Gemini combines the colorful durability and elegance of modified extruded acrylic substrates with Chemetal sheets for several desired finishes to produce an alternative to metal letters and logos. Gemini's laminates are precision CNC and laser-cut for clean, sharp edges and intricate designs. From 1/8" up to 3" thick returns, add depth without the weight of metal for indoor applications.



THE RESULT



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.