



BROTHERS OUTDOOR WORLD CAST ALUMINUM SIGN

JACKSON, MICHIGAN

Challenge: Brothers Outdoor World, a professional landscaping company, sought to better identify their office and boost branding with a logoed sign. They did not have any signage in their office reception area to identify the company. Brothers wanted something that would complement their contemporary industrial-themed office space while showcasing their logo in a unique way. In addition, they wanted a metal sign to stay true to their office's design aesthetic and feature their logo's gradient coloring.

Solution: Matthews Architectural Products' project managers reviewed the Brothers logo and the possible signage options. They proposed using a painted cast aluminum plaque as an interior sign. Though typically used in an exterior application, the non-traditional interior use of an aluminum cast plaque complements the office décor, while the painted finish provides a customized and contemporary feel. Project management oversaw the project to ensure the pattern and plaque were created in the likeness of the Brothers logo.

Products: 60" x 25.5" cast aluminum plaque, custom shape, multiple color hand-painted background, satin finish and stud mounting.

HOW IT'S MADE

1 PATTERN CREATION

Matthews Architectural Products custom creates a pattern for every plaque prior to production. Matthews utilized the Brothers logo to design their sign. This project used a handmade multiple level pattern to make sure the detail of Brothers logo was captured in the plaque.

2 SAND CASTING

Matthews uses a true, age-old sand casting process to create bronze and aluminum plaques. The Brothers pattern was pressed into the sand to create a cavity for the metal to be poured into and then the plaque formed within the mold.

3 FINISHING

Every plaque goes through multiple inspection check points during the process to ensure a high-quality product is produced. Specialized tools were used to perfect the Brothers plaque by removing any impurities in the metal prior to painting.

4 PAINTING

The plaque received a custom, hand-painted background to show the gradient of the sunset and grass detail in the Brothers logo. Once the paint dried, a protective coating lacquer was applied to the plaque. The piece then passed through a final inspection stage before shipping to the customer.

5 INSTALLATION

The completed plaque successfully identified the Brothers reception area with a modern and industrial look that complemented their existing decor. Brothers was thrilled with their new sign and immediately mounted it to their reception wall using stud mounts.

