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CREATE YOUR IDENTITY - INSIDE & OUT!

- Signage, Wayfinding, & Interior Displays
- Consistent Product Properties
- High Quality
- Durability & Longevity
- Lightweight for Easy Install or Relocation
- Interior & Exterior Applications

CASE STUDY: 3A COMPOSITES MATERIALS AID IN BRAND CONSISTENCY FOR CORPORATE IDENTITY PROGRAMS

Branding in the corporate identity marketplace can be seen in signage, wayfinding and interior displays. The materials in which are specified for these applications vary due to several factors including durability, application duration, aesthetics and price point. Architects, designers, and brand managers often specify specific product lines for their consistency in the product's properties and therefore the ability to create a fluent brand image, even if the same company does not manufacture the signage or displays.

In an interview with 3A Composites Graphic Display USA, Mike Goldner of Artisan Colour, a digital commercial printing company in Arizona, gives us an exclusive insight into the corporate identity (CID) process from his perspective as an account manager as he has specified numerous 3AC materials for CID programs on both the interior and exterior.



Goldner states, "For the exterior, we would certainly recommend Dibond. Depending on the geographic location, Sintra® can work as well, but here in Arizona we have to worry about UV and direct sun exposure, but a good coat of automotive grade paint, like Matthews takes care of those concerns. Sintra®, with its smooth surface and solid core is great for paint applications."

For the interior, Goldner utilizes several 3A materials, particularly Gatorfoam®, which Artisan Colour specifically uses to add unique depth by layering the material. "Recently, we have been using black core, white face Sintra® board for a large grocery store roll out...the client likes the clean black edge and we don't have to worry about flooding the black material with white ink to print to it...the thin white layer gives that same nice bright starting point to lay down color," further explains Goldner.

When it comes to recommending materials for the CID marketplace, Goldner states that longevity, durability and cost are the "sweet spot, where form meets function." This of course is critically important to Artisan Colour and the end client [their customer]. If a client is looking for longevity, "...like graphics of a grocery outlet that need to look good and perform for years," Goldner states, "then Sintra® is the best choice." However, as Goldner further describes, "If the installation is exterior or the artist really wants to add effect, then brushed or white Dibond® aluminum composite would be the best solution."

Photography courtesy of © Artisan Colour



"Quality is a focal point for the brand manager, sign manufacturers, printers and fabricators in order to ensure that each project meets or exceeds client expectations."

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