



CORPORATE HEADQUARTERS- LUCK STONE Manakin-Sabot, Virginia

NOT BY CHANCE

Some say luck is all you need. Holiday Signs contends that when executing an effective entrance sign for a corporate headquarters, skill and planning are the most important factors of success.

When Goochland County changed the setback provision, allowing signs to be 10' closer to the road, Luck Stone planned to put a new sign on top of a nice wall they would build using some of their product and then landscape around it.

Bob Morin, our company's owner, was at a Planning Commission Meeting representing a different client on a case before the Board. Luck Stone's presentation was deferred because they couldn't quite explain what they wanted to do. We called Luck Stone's Project Manager the next day to offer our assistance on the project, saying that it might be helpful to prototype the sign as a way to explain to the Commission what they were hoping to do. It turned out they were working with a design firm with which we've done several projects through the years.

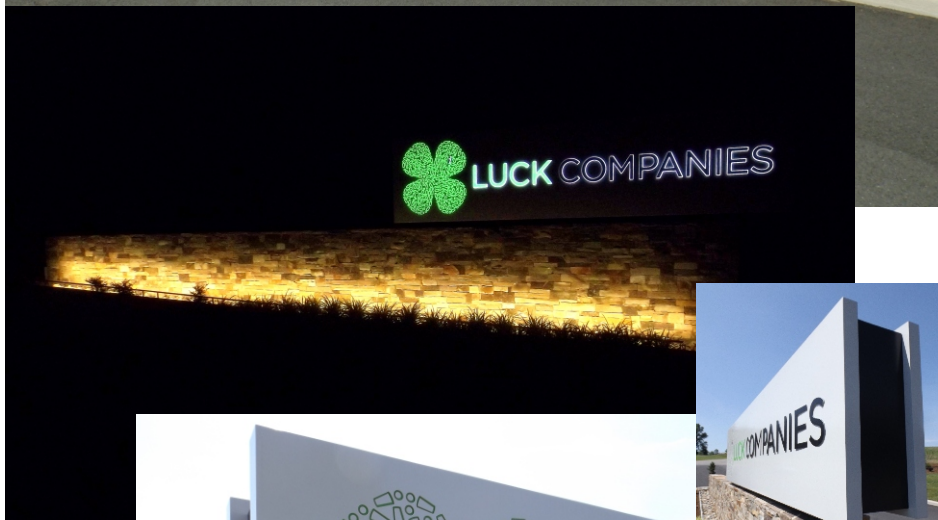
COLOR CHALLENGES

The most technically challenging aspect of the job involved the accurate graphic reproduction of the corporate brand. Luck Stone had just developed a new logo of which they are very proud and wanted it faithfully reproduced on the sign. The logo uses a specific color of green and they wanted it to appear the same during the day as at night.

Because the sign employs a translucent vinyl graphic film on top of relatively thick-stroked acrylic elements that push-thru the sign face and on thin-stroked elements that are the plastic-backed surfaces routed in the 1/8" face of the sign, shadowing and lighting made these elements appear significantly different. We experimented to find the right combination of type and amount of lighting, thickness and color of plastics and color of vinyl or paint for each element to produce the desired result for both daytime and nighttime viewing.

Ultimately, teaming up with Luck's designer, John Crank of 1717 Design, we produced several samples and prototypes for review by everyone involved and ultimately Mr. Luck. The design firm tweaked the design based on the samples and prototypes and we built the sign using the tweaked design. The recommended design was presented to Mr. Luck as a final prototype. It was closely reviewed and then approved. Mr. Luck and everyone involved with the project were very happy with the end result!

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