



Signage Catalog

Signage Products



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Product Descriptions

All Signs can be fully customized to meet your project needs!

Architectural Elements

High-end signage. Design elements are integrated as a structural element and adds stylistic intention to the building design (incorporated into the design of the building.)

Awnings

Projecting structure that creates protection from sun or rain off storefronts, windows, or doorways. A logo can be added in a various ways depending on the application.

Blade Signs

Eye catching and directs pedestrians to a location. Mounted perpendicular on a building facade, and made of substrate materials such as: metal, plastics, wood, and aluminum. Can be internally illuminated.

Cabinet Signs

Provides visibility day and night. Durable, energy saving (LED), and versatile. Types: Flat face, routed and backed, push thru, illuminated, and non-illuminated. Freestanding, or mounted on a wall, monument, or pole.

Channel Letters

Externally or internally assembled dimensional letters or numbers. Materials include acrylic, polycarbonate, and aluminum. Mounted in a variety of ways including flush with bolts or with metal angles on a canopy.

- **Illumination Types** - Front-Lit, Edge, Halo, Dual Lit, and Drop-In Acrylic.
- **Mounting Options** - Direct, Raceway, Wireway.
- **Styles** - Trim-less: Seamless look from the side to front edge.
Trim Cap: Metal and plastic trim cap options.

Directional Signage

Defines the direction or position for the user experiencing it. Also considered wayfinding signage. Exit signs are a great example.

Drive Thru Signs

Indicate the location of the drive thru and provide clearance information for which vehicles can use the lane.

Flat Cut Out (FCO)

Router cut letters from sheet material to add dimension. Range in materials including metals, plastic, and wood. Attached flush or away from a wall, or on a backing panel.

Full Window Coverings

High-resolution imagery transposed onto a vinyl material, applied inside or outside of a glass surface. Perforated vinyl options allow for privacy while being transparent on one side.

Monuments

Mounted low with little or no space from the ground. Fabricated from masonry, metal, wood, or similar materials. Illuminated or non-illuminated, and available in many different styles and designs.

Vacuum Formed Faces (Pan Formed)

A metal cabinet with a plastic vacuum formed face. Can be dimensional with a vinyl overlay or with embossing, resulting in a partial elevation from the background.

Pylons

Versatile and commonly designed as a cabinet top on a metal pole. Can also be structural with decorative cladding with high-end finishes. Comes in many face types depending on size and desired appearance.

Vinyl Lettering

A large roll cut using precision tools that utilize blades and lasers. Available in a wide variety of colors and applied to smooth surfaces including walls, floors, columns, and windows. Heat applied vinyl is utilized in textural applications.

Case Studies



Office Depot

Situation / Objective

Broadway National was consigned by Office Depot of Germantown to construct a 36" tall monument sign. The client did not want an illuminated face sign, prompting our team to create concepts with halo illuminated letters. Typically, halo illuminated letters stand off the sign face by roughly one inch. However, with the required 36" height of the sign, this style of signage would become vulnerable to vandalism.

Solution

Our team designed a routed face sign with push-through acrylic, 1/2" proud. We then covered the acrylic faces with 1/4" oversized aluminum while maintaining the desired Office Depot logo font and size. Lastly, we chose to diffuse the light to achieve a lighting effect that would be similar to halo illuminated letters without being as vulnerable to vandalism.

Result

By thinking outside the box, we created a safe and secure sign that looks great at all times of the day.



Chipotle

Situation / Objective

Chipotle of Mohegan Lake reached out to Broadway National regarding a drive through entrance sign and clearance bar that were proving to be problematic. Both installments could not be secured into the ground the way the client had originally planned due to underlying issues.

Solution

After surveying the sight and discussing all options with the client, the town inspector, and a structural engineer, our team was able to devise a plan to safely secure the objects without costing the client any additional money. The entrance sign was anchor bolted directly into the concrete rather than using a rebar footing, which would have destroyed the newly laid concrete. When moving onto the clearance bar, our team built a custom rebar cage designed specifically for this property to prevent damage to pipes running under the clearance bar.

Result

By cooperating with multiple parties, our crew was able to turn a "no win" situation into something the client was happy with by securing both installments and passing inspection.

Case Studies



Walmart

Situation / Objective

Walmart of Marietta, GA requested Broadway National's assistance repairing a sign that was struck by a car. Upon reviewing the damages done to the sign, it became clear that the sign would have to be completely replaced. The client needed the sign to be replaced like for like, however they were not in the possession of the construction rendering or the original plan renderings of the original sign.

Solution

In order to gather what we could about the original sign, our team utilized multiple on-hand discovery tools, including Google Maps, as well as conducting a thorough site survey of the framing material left behind after the accident.

Result

With persistent investigative work from our project manager, and the talents of our signage artist, and technicians, we were able to deliver a replacement sign that was identical in size and dimension to the original.



Motorola Solutions

Situation / Objective

Broadway National was engaged by Motorola of Phoenix with a request to create a new monument sign after their previous sign was struck by a car. They were looking for a natural looking structure that would complement the colors of their building.

Solution

Our design included creating a 9'x6' man-made rock structure, constructed with concrete materials to mimic the look of natural granite and stone. The logo was then etched, and hand painted in Motorola's signature colors in the center of the "rock" structure.

Result

The end result of the man-made structure successfully resembled a natural structure that complimented the colors of their building.



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