

Matching Existing Building Brick Means Harmony for New Integrated Monument Sign

Signs By Benchmark's years of experience truly shows when it comes to the detailed job of creating EIFS brick finish to match existing elements of a building. One year ago, working with K&M Signs (Ironton, MN), our team created a harmonious, integrated monument sign that fits right in with the Jessie F Hallett Memorial Library it advertises.



It fits so well that library staff now make special reference to the sign and its advertising power.

"We call it the "sign effect" at the Jessie F. Hallett Memorial Library," said Head Librarian Peggi Beseres. "Since our new Library electronic sign was installed one year ago, our programming participation has really grown. What a great way to communicate what we do for our community. Thank you to Kerrie of K&M Signs."

Kerrie Erikstrup of K&M Signs had this to say about the collaborative project with Signs By Benchmark:

"The whole process went great. From the original idea and concept, that was to surround an electronic message display that would look good and match the existing brick on the Library. Travis was very helpful in this area providing photos & ideas to present to my customer. In working out all the details of how this sign was going to actually work, Jamie provided us with drawings and information to get the site prepped, and the footings & posts correct for easy installation of their product. Both offered ideas & gave suggestions on what would work best. This was not only our first foam monument sign but also our first electronic message display. So their knowledge was greatly appreciated. When the actual sign showed up, it was perfect. Everything went as planned. What a pleasure to work with a company that has experience and attention to detail. In the 25 years we have been making signs, this is RARE to find these days. You can bet we will be using Signs by Benchmark for our next project."

In addition to the matching EIFS brick, the 88 1/2" high x 109 3/4" wide x 31" deep double sided monument features acrylic stucco finish and two Daktronics EMCs installed back-to-back within the sign frame. Copy was created by the Signs By Benchmark team. To help ensure durability, it was direct-mounted, then hard coated into the sign face.

Signs By Benchmark specializes in products that beautifully interpret your end customer's branding. While many products are custom, 32 [standard models](#) are also offered. Give our team a call at 800-658-3444 or 605-886-8084 to discuss your next project - whether it be exterior or interior signs, sign components such as bases, pole covers and tops, or unique architectural accents.