



## ADDING CUSTOM LOGOS & GRAPHICS TO YOUR PROJECT

*Learn how SUNDEK contractors create logos using templates or hand drawings and multiple colors of overlay*

If your client wants a floor with a unique look, a custom logo or graphic is a great option. Schools, sports facilities, community centers, and even homeowners love having an eye-catching design that can serve as a piece of art you can walk on. A custom logo or design is a perfect way to meet their needs!

Production Manager Guadalupe Velazquez at SUNDEK of Washington and SUNDEK's Resource Development Manager Michael Mercado have worked with many project managers and clients on logos and custom graphics. Here they provide suggestions for a smooth installation.

### TEMPLATES VS. DRAWING ON THE SURFACE

A contractor will take one of two approaches when installing a logo or design.

#### 1. Use a template.

Your contractor can commission a print shop that manufactures custom templates (which is basically a stencil) for the project. The print shop will need the design and desired measurements, so make sure all the details are verified before the template is created. There are many companies who make

**Guadalupe Velazquez explains that templates make it easy for clients to visualize how the finished product will look.**

custom templates, and a contractor who is experienced in creating custom logos or designs should know which print shop to order from. Some shops create their templates out of paper with sticky backing while others use a rubbery material that won't slide around on the surface.

## 2. Draw the design directly on the surface.

If your contractor goes with this option, they should create a small-scale drawing of the design, and work out all the measurements before beginning the project. Plan with your contractor that you and the client will sign off on the drawing to approve the measurements and make sure that everyone is on the same page before they begin. Confirm with the client exactly where they want the design placed on the surface.

## HOW A CUSTOM LOGO OR DESIGN IS INSTALLED

Here's a general summary of what will happen on the job site:

### 1. Surface preparation.

The surface must be properly prepared just as it would be for any other coating installations. At this stage, the contractor should resolve any cracks or other damage and use a pressure washer to decontaminate the floor.

### 2. Base coat application.

Confirm with the contractor that the base coat will be the same color as the grout lines. Let the base coat dry.

### 3. Template or drawing placement.

If the contractor is using a template, they will place the template in the desired spot on the surface.

**It's important that the contractor pulls the template and/or tape off soon after applying the coating so it doesn't get stuck to your surface.**

Sundek of San Antonio installed this custom logo for the Medina Valley Panthers in Castroville, TX.



The contractor should confirm that this is the proper location. Be sure to triple-check with the client to verify that they are happy with the logo or design location. If the contractor will be drawing the logo directly on the surface, they still need to verify the location with you and the client and provide a visual of the actual size.

#### 4. Protection of surrounding areas.

To ensure that the nearby areas are protected, the contractor should cover the surroundings with drop cloths. If your design has multiple colors, they will cover or tape off areas that shouldn't be sprayed.

#### 5. Overlay application.

The contractor will continue this process of covering

the surroundings and taping off areas that shouldn't be sprayed until the design is complete.

### TIPS & TRICKS

- Have the clients sign off on everything—colors, logo placement, logo size, etc.

To prevent misunderstandings or unhappy clients, verifying client approval is critical. It's also important to get approval from all stakeholders involved in the project. Whether you're working with business partners at a commercial project or a married couple at a residence, it's critical to confirm that both are happy with the decisions being made at each step in the process so there are no surprises.

SUNDEK of San Antonio installers created this Harley-Davidson logo on a garage floor.





SUNDEK products were able to closely match the colors of the requested Pantone color alongside their partner, T.B. Penick & Sons, on the Raiders logo, located just outside the apparel entrance of Allegiant Stadium in Las Vegas.

- Mind the weather.

“Weather always plays a big role in what we do,” says Michael Mercado. Watch the forecast so you don’t end up with a mess. In addition to ruining your work, the rain or even wind can ruin your template. The contractor who is installing the logo or design should keep an eye on this, but it doesn’t hurt to have a second set of eyes watching for potential setbacks.

- Make sure the installation spot is level.

With your client, choose an appropriate spot that’s level. If the contractor applies the logo or design to a surface that’s uneven, it may end up looking distorted.

To welcome diners, Gold Coast Surfaces, Inc. created this logo outside the entrance to a restaurant.



## About Templates

Ask the contractor to use a template rather than a hand drawing if possible. Guadalupe Velazquez explains that templates make it easy for clients to visualize how the finished product will look. He suggests placing the template on the surface then having your client approve the location before the contractor applies any product. "If the client doesn't like the spot you put it in, it's easy to pick it up and move it," he says. If the logo is drawn directly onto the surface and the customer doesn't like where you've put it, you're going to have an issue.

## Removing the Template and/or Tape

It's important that the contractor pulls the template and/or tape off soon after applying the coating so it doesn't get stuck to your surface, so check with them to find out what their plan is before the project begins. Some coatings require you to remove templates or tape sooner than others. For

SUNDEK of Washington used SunCanvas microtopping with SunH2O water-based stains for this logo on the floor of a Chinese restaurant.

example, at SUNDEK we know that when creating a stipple texture using our Classic Texture product, it's typically easy to peel the template off. However, coatings such as SunStone and SunStamp dry quickly and need to be taken off within 5 to 10 minutes after applying the coating.

## FIND A LOCAL SUNDEK INSTALLATION CONTRACTOR

SUNDEK has project managers and over 60 installation contractors nationwide to serve you.

### CONTACT US

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