

BIG STORM BREWING CO.

Iconic lighthouse sign is a beacon attracting customers.

Florida-based Big Storm Brewing Company's new 25' sign is one-of-a-kind.



INFINITY-RGB: 10mm pixel pitch (5' x 10')



LED DISPLAY TECHNOLOGY

Big Storm Brewing Company

Big Storm Brewery (Big Storm) began in 2012 in Tampa Bay, Florida, and in spring 2016 completed construction on a 16,000 square foot brewery and tap room in a converted warehouse in Clearwater, Florida.

Challenge

To visually identify and brand this new facility the owners knew they needed signage that was just as outstanding and unique as their beers and that could play off of the company's name. Additionally, they wanted the sign to incorporate compelling LED displays to promote products, specials, events, and increase foot traffic.

"We had a vision of what the sign should look like, then it was just a matter of finding the right

company that could implement and manufacture our idea," commented Jonathan Golden, CEO Big Storm Brewing Company.

Solution

Continuing with their commitment to authentic and local, they turned to Clearwater, Florida-based and 47-year-old national sign manufacturer Thomas Sign & Awning Company, Inc., who designed, manufactured, and installed a custom pylon to resemble a New England-style lighthouse amidst a brewing storm, to play off of the company's name.

The sign resembles an actual lighthouse and has become a neighborhood landmark. The windows that wrap up the side of the lighthouse are lit internally for a unique, real-life night appearance. And to grab the center attraction, two beautiful



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“THE CLEAR, HIGH-RESOLUTION MESSAGES DRAW PEOPLE TO OUR TAPROOMS AND EVENTS.”

— Jonathan Golden CEO, Big Storm Brewing Company

5' x 10', 10mm pixel pitch, Infinity-RGB LED displays by California-based Optec Displays, Inc. The dynamic displays feature a variety of product and promotional messages including daily specials, featured seasonal beer, and special events.

Result

The electronic message center was pre-programmed so everything was ready simultaneously for the grand opening. Optec trained the company's workers on the EMC and also assisted in developing compelling messages to attract customers.

"We're located off a six-lane street, where traffic is passing by at 40 to 50 miles per hour," says Jonathan Golden. "This one-of-a-kind sign with unique architectural elements, and the clear, high-resolution messages draws people to our taprooms and events."

As Big Storm continues to add additional locations, the company will be installing new landmark signs, including Optec LED displays, that are equally as important as the iconic lighthouse at attracting customers to the brewery.



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