



Define Yourself
CRESCENT BRONZE
The Metallic Products Specialist

Project: CENTURY 21® GOLD SIGN POSTS

Location: Nationwide

Project Date: August—September 2018

Products Used: CENTURY 21 GOLD (Custom Color)

Description: Painting new, and repainting existing, CENTURY 21 Sign posts in order to keep the sign color consistent with the rebrand while making them

Project Details

As part of their corporate rebrand, Century 21 Real Estate needed a solution to update their iconic sign posts that hold their realtor signage for each property. Crescent Bronze metallic paint was chosen as the paint of choice. In order for a paint with real metallic particles to hold up in a variety of external environments throughout the country, Crescent Bronze recommended a highly durable UV protective clear coat be applied over the CENTURY 21 Gold Post Paint.

The other main challenge was awareness. Because the process for painting, or repainting a sign with metallic paints was very different from the previous gold paint, a customer-specific visual guideline was created for agents to use, or provide to their paint applicators, throughout the United States. Ultimately, the entire system: primer, metallic paint, and protective clear coat were all water-based, VOC-compliant products that could be used anywhere in the country.

