



## CROSSWINDS

Kyle, Texas

FSG worked alongside Outback Masonry and the property's landscape architect to produce a colorful, eye-catching sign welcoming residents and visitors

**Owner**  
Outback Masonry

**Contract Type**  
Signs

**Contract Amount**  
\$16,000

**Signs Contractor**  
FSG

**Electrical Contractor**  
FSG

### CHALLENGE

The client, Outback Masonry, reached out to FSG to engineer and construct a sign that would incorporate well with their stonework and follow the property's landscape architect's design. Outback was seeking a special, floating sign, known as a cantilever design, that would fit well within the horizontal bridge portion of the masonry work that was already laid out from the conception of the sign's construction.

### SOLUTION

The Crosswinds' sign needed to be delicately incorporated within the landscape architect's vision. The collaboration between FSG, the landscape architect, along with Outback Masonry was crucial. FSG Signs provided color samples to the landscape architect to match the overall design intent. When the overall design was agreed upon by both parties, FSG went to work to create a 25-foot cabinet that wraps around the masonry column and displays Crosswinds channel letters extending away from the masonry column in the precise text and color palette. With the help of the landscape architect, FSG completed the project on time and within budget.

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