



*Jobing.com logo -
Glendale, AZ*

"This is the largest sign we have ever made", said Andy Salcido of bluemedia, the firm hired to create this enormous sponsorship advertisement on the roof of the Glendale Arena. The layout is 290 feet wide by 120 feet tall with the largest letter being the "J" in Jobing.com. It measured 45 feet tall by 35 feet wide. The next largest letter is the "A" in ARENA which measures 32 feet tall by 37 feet wide.

A massive layout like this is created by first marking out a 10-foot by 10-foot grid on the roof surface. Each of these squares are then broken down in to smaller grids that allow the details to be accurate within 2 inches.



Photos courtesy of:

bluemedia

Project Spotlight

Jobing.com Arena, Glendale Arizona



The conditions and requirements for this project made it necessary to select a color stable finish that was capable of withstanding the harsh Arizona sun and compatible with the existing roof substrate. **KYMAX**, a fluoropolymer topcoat from UNITED COATINGS, was selected based on its physical performance properties. **KYMAX** was developed with assistance from Kynar Aquatec™, who supplies the trademarked fluoropolymer resin. Kynar Aquatec™ is widely recognized as the world leader in the production of long-lasting, color stable coatings for coil steel used in metal building construction.

The logo was first laid out using **ROOF MATE Basecoat**, which provides a highly cohesive bond to both the base substrate and the **KYMAX** topcoat. The design layout was then approved from arial photos.

KYMAX was tinted using the highest quality, UV stable pigments available, and carefully applied according to factory specifications. With proper maintenance the logo on the roof will last well beyond its 10 year warranty.



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