



TERRAZZO

LOGOS & DESIGN



DOYLE DICKERSON TERRAZZO

CASE STUDY ON LOGOS AND DESIGN IN TERRAZZO FLOORING



INTRODUCTION



Leave a Lasting Impression

*"This world is but a canvas
to our imagination."*

- Henry David Thoreau

Durability, low maintenance and sustainability gives terrazzo an advantage over other flooring finishes. However, it is the design of terrazzo that makes it a one-of-a-kind flooring option. Terrazzo is versatile, creating simple yet elegant floors or creating complex designs with geometric and multi-color patterns. The floor is your canvas, leaving a wide open space for you to virtually create any design imaginable. From logos, letters, graphics, businesses, schools and other commercial buildings can reap the benefits of including a unique design during the installation of a terrazzo floor. Terrazzo makes way for commercial buildings to strengthen their brands in a creative way. Logos and graphics can take any size, with a wide selection of aggregates and epoxy resins to find the perfect color combination for the floor's design. Leave a lasting impression with a terrazzo floor logo or design.



ABOUT THE COMPANY

To give your building some personality, Doyle Dickerson Terrazzo has an expert team of project managers and designers that can help guide you in the selection of specialty aggregates and epoxy colors to create a flawless terrazzo design.

Doyle Dickerson Terrazzo Inc. was originally formed by Doyle Dickerson as Doyle Dickerson Co. of Stone Mountain, Georgia in 1974. Chief Executive Officer Peter Mielcarek acquired the company in 2006 who, with his lifelong experience dealing with terrazzo, has improved and expanded its business across the Southern United States. Doyle Dickerson Terrazzo is located in Charlotte, North Carolina.

Today, Doyle Dickerson Terrazzo Inc. is a member of the The National Terrazzo and Mosaic Association (NTMA), Terrazzo Promotion Committee of the Southeast, Marble Institute of America (MIA+BSI) and The Green Building Council of North Carolina.

COLOR SELECTION

Doyle Dickerson Terrazzo offers design consultations to help architects and designers determine the best match for their terrazzo designs. We'll work with NTMA contractors to find the right aggregates and epoxy resin colors to be specified for a project.

SAMPLE CREATION

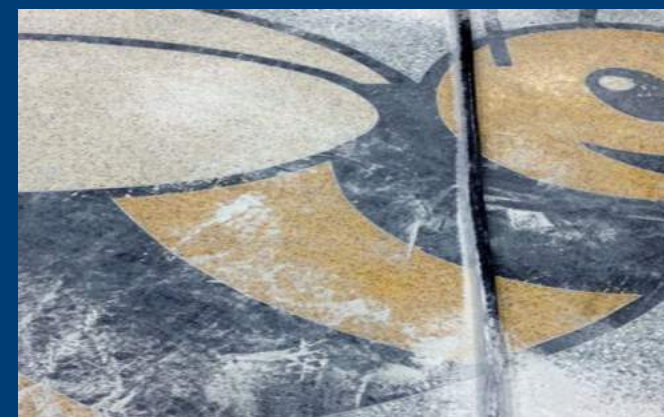
Whether to create a match to existing terrazzo or create a design from scratch, Doyle Dickerson Terrazzo works with manufacturers to produce samples to architects and designers prior to the flooring installation.

WATERJET DESIGN

Prior to the flooring installation, logos and graphics can be cut with precision and accuracy using today's waterjet technologies.

MAKING A TERRAZZO LOGO

Creating a logo design for a terrazzo floor is a fascinating process. Most schools and businesses already have an established logo design to work with; however, new and original designs can be developed as well. At Doyle Dickerson Terrazzo, the drafting department will etch out a cast using a waterjet. A drafter will take an detailed drawing of the design, upload the design to the waterjet's software, and watch as the waterjet precisely cuts the outline of the graphic. The waterjet has the ability to pierce through tough metals such as zinc, brass and aluminum. Divider strips are used in the terrazzo installation as well to separate colors and control joints. Once the cast is created, it is taken to the construction site. The floor is measured for correct placement of the logo or floor design. The next step involves mixing the right epoxy colors and aggregates together, finished off by placing the mixture on top the surface. Once the mixture is evenly distributed across the surface, a professional installer will put the finishing touches on the floor. They will grind the terrazzo floor followed by polishing the terrazzo floor to give the floor a nice sheen. In order to protect the floor, a water-based sealer is applied over the terrazzo. The results are extraordinary. People will walk over the terrazzo floors, with the terrazzo logo drawing the most attention. By properly maintaining the floors with a routine cleaning, the logo will flourish for decades.



Mango's Tropical Cafe

Orlando, Florida

General Contractor: US Construction

Architect: L2 Studios

If you happen to stop by Orlando, Florida, check out Mango's Tropical Cafe, a lively nightclub, dining and entertainment venue. It's one of Doyle Dickerson Terrazzo's most colorful terrazzo projects using over 10 epoxy colors throughout the building. The venue's owner had a vision that we helped create, making it one of the most-intricate designs in Florida, a state where terrazzo is common especially in South Beach. When approaching the venue, you will come across the entrance where in terrazzo lettering, Mango's Tropical Cafe invites you to "Come Fall in Love". Normally you wouldn't see epoxy terrazzo installed outside of a building, but we managed to make it work, which helps to create an inviting atmosphere before you even enter the doors. The venue gets even more exciting once you've stepped inside. The owner decided to use images that embody the adage "Come Fall in Love". Hearts, lips, and flowers are some of the common images seen throughout the building. Using recycled glass chips helps adds an extra touch of pop to make the floors stand out even more. Elsewhere, you will notice the Mango's Tropical Cafe logo displayed in different areas of the building. Doyle Dickerson Terrazzo installed the logo in the front entrance of the venue, inside the elevators, and right beneath center stage of the venue's performance area. Since opening its doors to the public, Mango's Tropical Cafe has become one of the biggest hot spots in Orlando, with occasional appearances from celebrities and always an entertaining atmosphere each night. It's an establishment that shows how terrazzo can take an idea and make it into reality.



George Mason University Science & Technology II

Fairfax, Virginia
General Contractor: Donley's LLC
Architect: Perkins & Will

Schools have evolved over the years. Today schools and universities can create an engaging learning experience for students, all with an epoxy terrazzo design. When students and faculty step into the Science & Technology building at George Mason University, they are surrounded by graphics associated with all-things science. In the main lobby of the building, students can study on tables with elements from the periodic table with images of DNA helix and atoms evident in the floor's design. The helix travels through the hallways to guide students to different areas of the building such as classrooms and study lounges. In one area of the building, a mixture of scientific numbers are dispersed in a unique pattern. On the upper level floor, words related to the scientific method are embedded into the floor in large-scale letters. Studies have shown that good design has a positive correlation to academic performances. Students immersed in a well-designed classroom have a better chance to remain productive throughout the school year, helping students learn the material and helping teachers achieve higher performance scores. Today, schools are the top sector using terrazzo as a flooring finish. Many schools and universities can use a bit of color in their floor design to help improve school spirit. With a good design in place, students will look back at their school years and have a fond memory of how one school's design helped prepare them for the future.



Fort Lauderdale Airport Terminal 3 Concourse F

Fort Lauderdale, Florida
General Contractor: Thornton
Construction Company, Inc.
Architect: Singer Architects

You can learn a lot about a city the moment you hop off a plane at your destination. Airports today are using epoxy terrazzo as a tool to guide travelers to and from their flights, as well as to tell a story about their city using images that are symbolic to that specific location. Fort Lauderdale International Airport has installed epoxy terrazzo in many of their concourses. Doyle Dickerson Terrazzo installed terrazzo at Terminal 3 Concourse F, which won the Harry H. Mellon of Excellence Award for its outstanding design. Known for its beaches, the airport design incorporates many of the sea life found the area. Also included in the floor's design is artwork cut from brass, which according to Thornton Construction Company, Inc. tells the story of the human journey. Artwork help depict themes of human history and discovery. But the most noticeable design is "Rainbow's End", a geographical landscape of the Florida peninsula showcasing local marshes, everglades, beaches and the sky. Airports are among the busiest places in the world. Terrazzo offers a way to introduce a traveler to a city all through design. Airports are finding unique ways to accommodate travelers, combining design with amenities to improve the overall experience. Whether you are making a quick pit stop or spending a few days in the city, airports will leave a lasting impression no matter where your destination may be.



North Carolina State University Student Talley Union

Raleigh, North Carolina
General Contractor: Rodgers Builders, Inc.
Architect: Duda/Paine Architects LLP

There are many designs that a university can incorporate into a terrazzo floor. North Carolina State University placed a terrazzo logo of their NC State Chancellor Seal on the first floor of the school's student union. The seal, which includes the Memorial Tower seen on campus is shown in fine details. Doyle Dickerson Terrazzo handcrafted this design. The schools colors of black and red blend well with the rest of the terrazzo floor.



Central Piedmont Community College Overcash Building

Charlotte, North Carolina

Central Piedmont Community College has multiple campus locations across the Charlotte area. Their seal includes a tree design in the center. This logo was designed using a waterjet and today sits in the center of the Overcash building, which is the academic and performing arts center for the school. When walking into the building, the logo design is the first thing you will see.



East Carolina University Minges Auxilary Gym Expansion

Greenville, North Carolina
General Contractor: T.A. Loving Company
Architect: Corley Redfoot Architects. Inc.

East Carolina University expanded its gym facility, which includes the well-known pirate logo. One of the most famous pirates, Blackbeard, resided along the coast near East Carolina University. Schools logos are a great way to build brand identity across campus and elevate school spirit and pride, especially for athletes who train at this gym in preparation for game days.



Duke University School of Nursing

Durham, North Carolina
General Contractor: KBR Building Group

The School of Nursing at Duke University is considered one of the top nursing programs in the country. So when graduate students apply for this program, it helps to know the facility is up to their standards. The Duke University School of Nursing building is mesmerizing with the seamless terrazzo floor in the lobby area. The logo showcases the gothic architecture seen throughout the Duke campus. Logos only adds to the prestige of a school.



Old Dominion University Health and Physical Education Building

Norfolk, Virginia

General Contractor: S.B. Ballard Construction

Architect: Corley Mosely Architects

According to Old Dominion University, walking across the seal is a rite of passage for graduating students. The seal depicts the origins of the state of Virginia, which established the first permanent English colony in America. Inside the large shield is four smaller shields that represent the Kingdoms of England, Scotland, Ireland and France, all of which is accurately illustrated onto the floor. The seal has so much history behind it, but with terrazzo it is guaranteed to help tell that story for many more generations to come.



Suffolk Municipal Center

Durham, North Carolina

General Contractor: KBR Building Group

Like many universities, towns and cities have their own seals. The city of Suffolk, Virginia incorporated its seal on the first floor of its government center. The logo seal combines both epoxy terrazzo with zinc divider strips creating outlines for some of the imagery present in the design. The seal represents Suffolk as an English colony that relied on cultivating crops and mixed farming for trade. Peanuts is also representative in the logo design, which became a major industry in Suffolk in the early 1900s. Suffolk later became the birthplace of Mr. Peanut, the mascot of Planters' Peanuts, which is one of the leading brands of Peanuts in the world today.



American Girl at Southpark Mall

Charlotte, North Carolina

General Contractor: Norcon, Inc.

Architect: Jacobs Engineering Group, Inc.

Retail stores can increase customer visits and revenue by including a terrazzo design as part of their store's interior. American Girl is a specialty dolls and accessories store. The entire store was designed to create an interactive experience for its customers, which included a bistro along with the shopping area. The American Girl logo includes stars. So to create an environment that young females would enjoy, Doyle Dickerson Terrazzo installed pink stars at various sizes to draw customers into the store. It's a store that will capture your attention when you stroll on by.



Camp Lejeune Child Development Center

Camp Lejeune, North Carolina

General Contractor: Blue Rock Structures

Architect: Dills Architect

Terrazzo logos can add a bit of style to local shops and student stores. Camp Lejeune has a section of its building dedicated to shopping. Before entering the store to browse around, visitors are welcomed by a the Camp Lejeune logo. This is a great way to entice visitors to walk on through to take a look around.



Alcoa High School

Alcoa, Tennessee

General Contractor: Merit Construction

One of the best places to install a terrazzo logo in an educational building is either at the front entrance of the school or in the middle of the school. This way students and faculty won't miss it on their daily commute back and forth to class. Alcoa High School just did that by including a large logo design in the center of the school. In large letters, the school's name is presented followed by the school's logo, a tornado. The terrazzo design at Alcoa High School is an example how you can extend a logo over a large area of space.



Lakeside Junior High School

Springdale, Arkansas

General Contractor: Baldwin & Shell

Architect: Wittenberg, Delony & Davidson

Lakeside Junior High School was a new construction project that Doyle Dickerson Terrazzo was involved with. Schools can establish a brand identity way before the construction development begins. The school became the Golden Eagles and created an elaborate logo that will be the staple of the school as new students enroll at this school's location. This logo combines the school's mascot with the school's name in eye-catching colors.



Dawson County Courthouse

Dawsonville, Georgia

General Contractor: Winter Construction Co.

Architect: Rosser International

The star-shaped design at the Dawson County courthouse is an elegant work of art. Terrazzo has been a reliable choice of flooring for government establishments for its high-polish that helps create a professional style of flooring. It's hard not to notice the logo which spans across the first floor; however, the design of the building allows visitors to take a glance at the logo even as they are walking on the upper floor of the building.



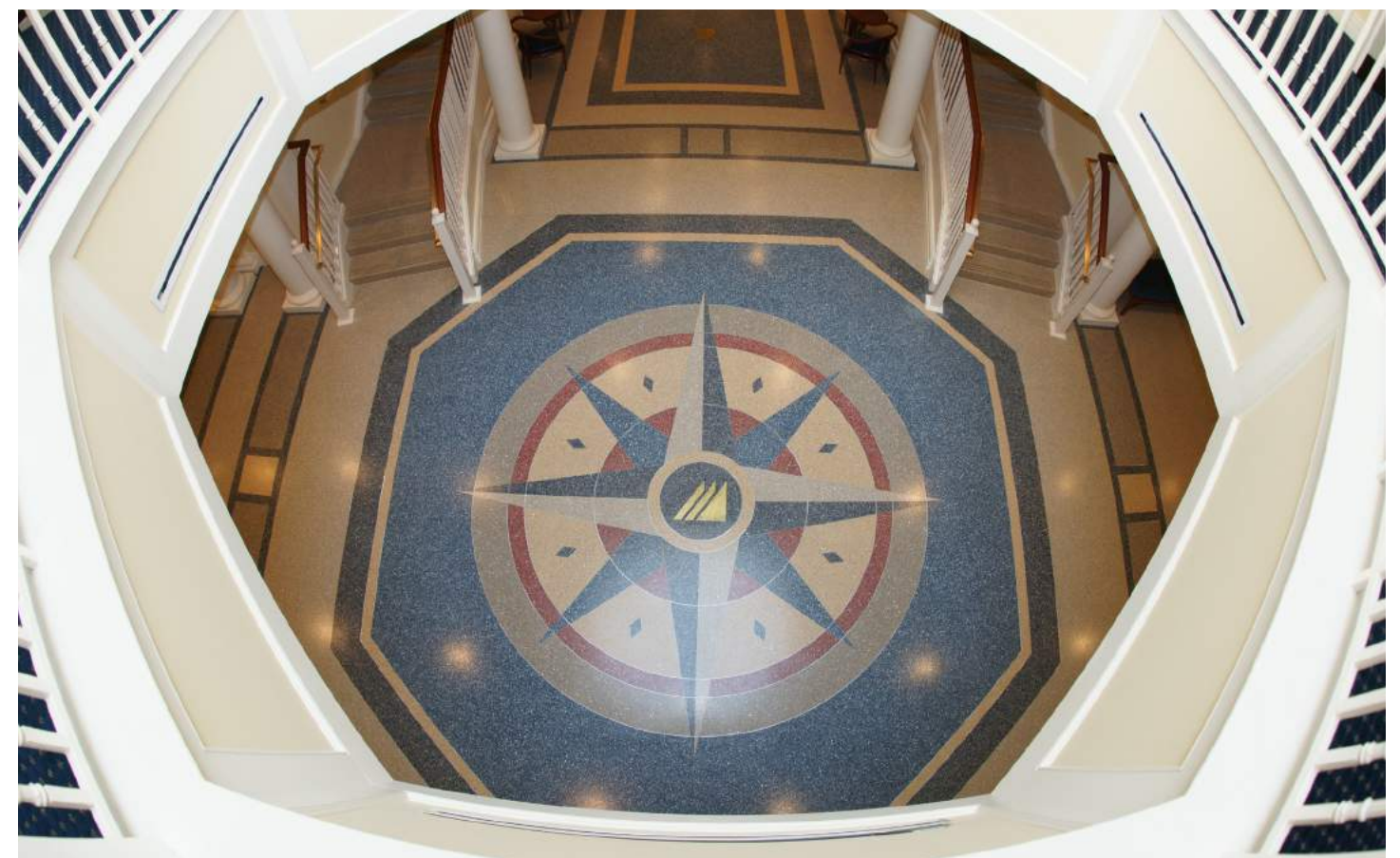
Christopher Newport University Freeman Center

Newport News, Virginia

General Contractor: Stone Corporation

Architect: Glave & Holmes Associates

In this expansion building to the university, visitors are greeted by the immaculate terrazzo design in the center of the Freeman Center. The terrazzo design is a compass-based design that uses a wide array of colors that complement each other, with a graphic made from brass that lies in the center of the design. This logo shows that it is possible to create a geometric pattern that will surely impress the students and visitors as they walk across the space.



Fort Myers Beach Library

Fort Myers Beach, Florida

General Contractor: Manhattan Kraft Construction

Architect: Harvard Jolly Architecture.

If you enjoy laying out on the beach and soaking up some sun, then you will appreciate the design that was installed at Fort Myers Beach Library. The library uses imagery of the marine life common to the area. The library also adds its logo on the floors and walls. Imagine yourself reading a book and being surrounded by terrazzo. It feels as if the book has come to life.



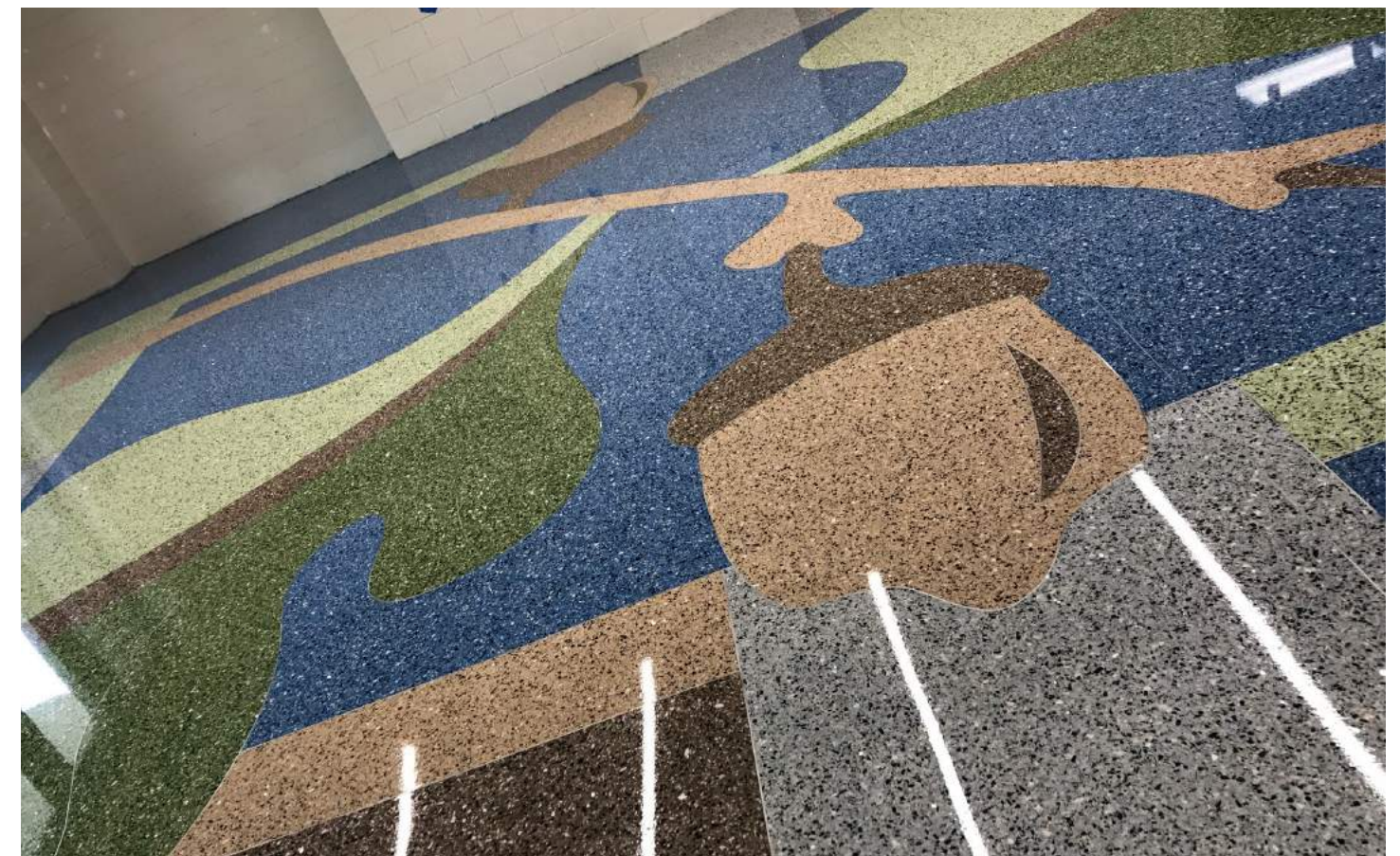
Carolina Park Elementary School Sewee Academy

Mt. Pleasant, South Carolina

General Contractor: Thompson Turner Construction

Architect: Jumper Carter Sease Architects, PA

Elementary schools can strategically use terrazzo to guide young minds as they start their educational journey. Using playful images and vibrant colors are appropriate for kids of this age. Certain colors can have an effect on the performance of specific types of tasks. For the design at Carolina Park Elementary School, the floor incorporates an acorn hanging off a tree branch. It can be seen as symbolism that students bring new life to schools and schools are there to help nurture and help guide each student as they continue to grow academically.



Northside High School

Roanoke, Virginia

General Contractor: Martin Brothers Contractors, Inc.

Architect: RRMM Architects

With epoxy terrazzo, you can extend a terrazzo logo from one end of a room to another. At Northside High School, Doyle Dickerson Terrazzo installed the school's mascot, an image of a Viking, that starts at the front entrance and flows straight down the hallway.



University of Tuskegee Margaret Murry Washington Hall

Tuskegee, Alabama

General Contractor: Van Winkle Construction

When you enter the campus at the University of Tuskegee, you are walking on history. The University of Tuskegee is a historically black university that was established by Booker T. Washington. The terrazzo logo inside Margaret Murry Washington hall takes over the space from one end to another. With the university colors of Old Gold and Crimson, the floor design is a distinguished look that radiates from the center of the room.





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