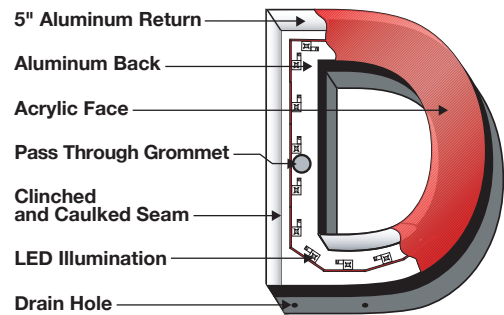
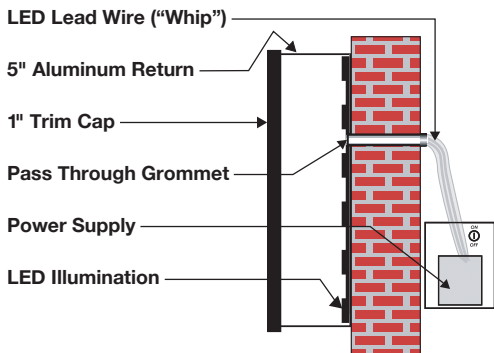




# FRONT LIT LETTERS



Front lit is the most common type of channel letter. Basic front lit channel letters have three separate color components – the acrylic face, the trim cap and the return. Standard return depths are 3" and 5".

## VINYL CONFIGURATION



Vinyl offers a method to alter the letter face appearance. These photos show a vinyl application outlining the letter within the face which produces excellent night legibility. Vinyl also provides additional face color options not offered by standard acrylic.

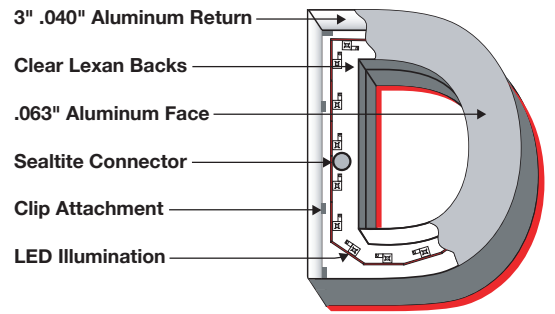
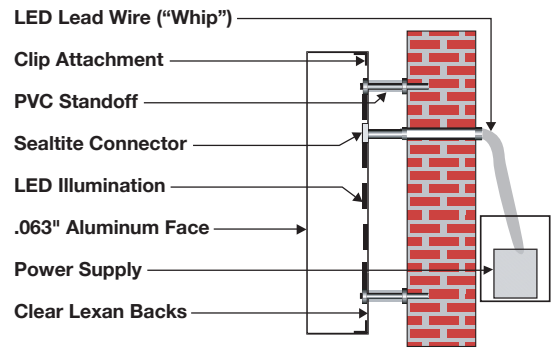
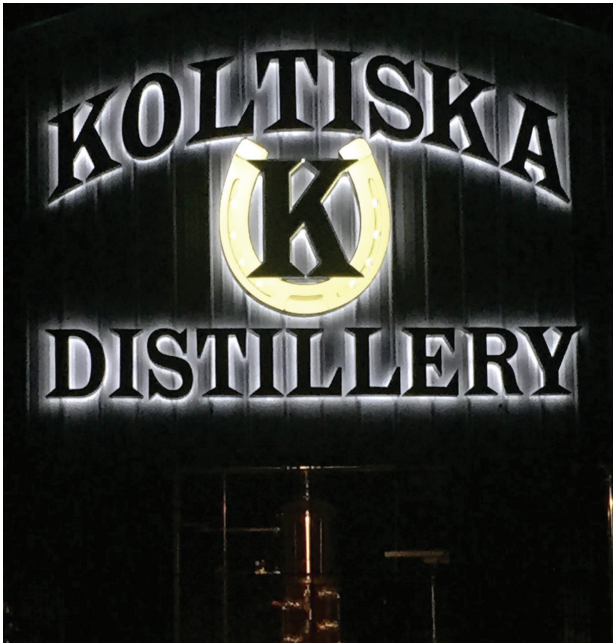
## DAY/NIGHT VINYL



Perforated (or day/night) vinyl provides a method for the letters to exhibit two differing face colors – one for the day and another color when illuminated at night.



# REVERSE LIT LETTERS



Reverse lit channel letters are constructed entirely of aluminum or Stainless Steel and can be painted to match your client's color requirements. A clear lexan back is placed on each letter to ensure even halo illumination.

## MIXED HALO COLORS



Reverse lit channel letter halos are not restricted to a single color. Letter sets with multiple halo colors may help your client match a branding color scheme and/or generate a higher level of sign visibility.

## REFLECTIVE BACKER PANEL



A backer panel can increase a reverse lit letter sign's halo visibility. The panel will both smooth and amplify the halo and provide an even illumination appearance that standard building facades cannot match.





## LOGO BOXES



A logo box is a contoured channel letter and is an optional letter sign element. It can be produced with a standard acrylic face like this Maple Leaf logo box. Logo boxes are available in both front and reverse lit configurations.

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## SIMPLE VINYL APPLICATION



Vinyl can also be applied to alter your logo box appearance for additional attention generating capacity.

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## MULTI-COLORED DIGITAL PRINT



Digital prints offer complete customization of your logo box appearance, along with an extended set of color options.



# DOS AND DON'TS



Unsightly Faded Acrylic



Bright Colorfast Acrylic

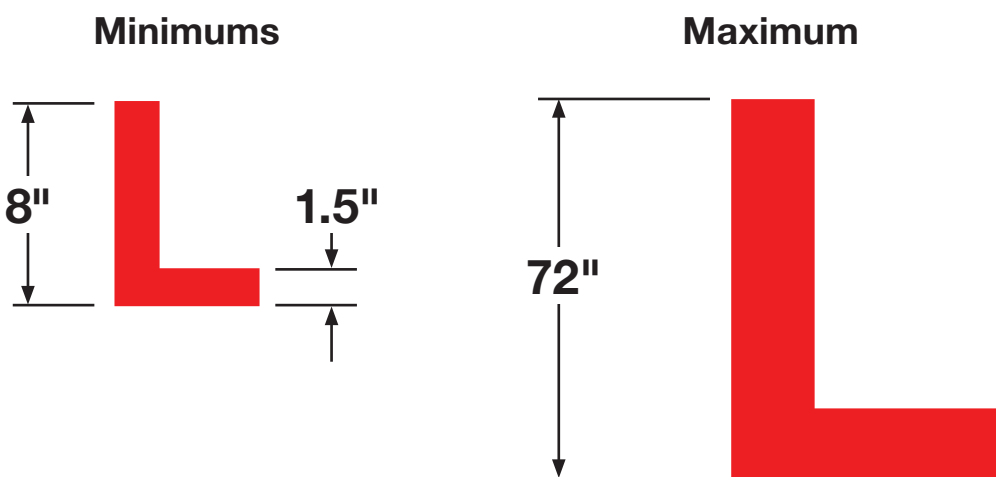
Low quality acrylic has the potential to fade which can result in a poor letter set appearance. High quality colorfast acrylic provides a bright and vibrant color appearance.

## FACE ILLUMINATION ISSUES



Certain acrylic and vinyl colors (such as dark blue, dark green and burgundy) tend to absorb more of the letter illumination rather than emitting it. Notify your client of this potential problem if they specify one of those face colors.

## LETTER HEIGHT AND STROKE



Channel letters have a 1.5" minimum letter stroke and 8" minimum height. The maximum standard letter height is 72". Letters taller than 72" require custom structural reinforcement and are not considered to be channel letters.