



CHANNEL LETTERS 101

What is A Channel Letter Sign?

Illuminated channel letters are perhaps the most common and cost-effective way to advertise your business and attract consumer attention. Preferred by most national brands as well as individual retailers, channel letter signs are almost universally accepted by property owners and governing municipalities.



Front-Lit Individual

Fabrication Styles...Front-Lit and Reverse-Lit

Front-Lit or standard letters use aluminum backs and translucent acrylic or polycarbonate faces. Light is emitted from the front of the sign and which gives the Front-Lit letter style the best overall visibility.

Reverse or halo-lit letters are essentially the opposite as they mostly have aluminum faces and clear polycarbonate backs. Light is emitted from rear of the sign and projects a halo or soft lighting effect on the building.



Reverse-Lit Individual

Mounting Methods...Raceway and Individual

Raceway mounted channel letters are attached to a long, custom fabricated aluminum box that is mounted to the building and houses electrical components required to power the LED or neon. The raceway method is often specified by building owners and local codes and is generally easier to install.

Individual or direct mount channel letters are attached directly to the building facade. Wiring is routed through the wall to an interior cavity, drop ceiling, or other available space. Although installation is more time consuming, direct mount channel letters have an unmistakable look.



Combination Front-Lit / Reverse-Lit Individual

Illumination...Neon and LED

Neon has been lighting signs for almost 100 years and remains the primary method for channel letter illumination. Neon is a glass tube injected with various gases to produce some of the most brilliant colors available for sign lighting. It is generally less expensive to fabricate but is fragile, temperature sensitive, and can require more maintenance.

LED or (Light Emitting Diodes) is not only a newer technology but is quickly becoming the method of choice for both national brands and sign companies alike. Ease of installation, flexibility of design, and energy efficient qualities will one day help LED to be the new champion for lighted signs.



Front-Lit Raceway

The Right Sign for Your Business

The first step is determining what you are allowed to have. Building owners and local municipalities will each have a sign criteria or sign ordinance that dictates the type and size of your sign. Size is often based on wall area, linear store frontage, or total square footage of the tenant space. Your salesperson at Commercial Signs can assist you in researching this as well as obtaining the required permit. From there we can design, build, and install a custom sign that not only fits your budget but insures that your business makes a great first impression.

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