

GUIDE TO CHANNEL LETTERS



Illuminated channel letters are one of the most cost effective ways to advertise your business and capture customer attention twenty-four hours a day. Whether you choose front or halo lit, direct or raceway mounting, we can design, build and install letters ideally suited for your location. We meet high quality standards and can assist in obtaining the necessary permits in any city or retail development.



FRONT LIT



HALO LIT



FRONT/HALO LIT



FRONT LIT CHANNEL LETTERS

Front lit channel letters have aluminum sides (returns) and backs with colored acrylic faces and are illuminated from the inside with LEDs. It is called a "front lit channel letter" because the front face is lit up.



FRONT LIT CHANNEL LETTERS



HALO LIT CHANNEL LETTERS

Reverse lit channel letters are often referred to as “halo lit” and typically have aluminum faces and clear polycarbonate backs. The result is a halo of light around the letters at night.



FRONT & HALO LIT CHANNEL LETTERS

This channel letter combines the standard front lit letter along with the halo lit letter. The sides of the letter are aluminum, the faces are polycarbonate and the back of the sign is open to reflect the LED off of the wall. This combines the best of both worlds.



INSTALLATION



A *raceway mounted* set of letters is much easier and more cost-efficient to install. While individually installed letters (non-raceway mounted) may cost less to purchase, the steps for proper installation can take much longer to complete. Learn more about our installation methods below.

RACEWAY

Raceway mounted channel letters are attached to a long, narrow rectangular aluminum box called a raceway. The raceway contains all the electrical components such as wiring and power supplies. Instead of each individual letter being mounted to the wall, the letters are mounted to the raceway which is then mounted to the building. Raceways allow for easier installation and service and can be painted to match the wall.

BACK PANEL

A back panel is basically a flat structure mounted behind the sign letters. The primary purpose of a back panel is to provide a strong contrasting background color for a sign or to cover a problematic building façade. Back panels are typically constructed of aluminum. The advantages are light weight, high tensile strength, and strong corrosion resistance.

DIRECT MOUNTED

Direct mounted channel letters are attached directly to the surface of the building. The wiring is then fed through the wall to an interior cavity where the power supplies are located. Direct mounted channel letters require more installation time and drilling of holes into the building.

On-Wall

By attaching the sign to the wall, this installation creates a sharp back-lighting effect.



Off-Wall

Installation with a spacer creates a room between the sign and the wall, which is suitable for uneven surfaces

