

The Benefits of Channel Letters

by Thomas Lorenz

Channel Letters are large letters that can contain type and or graphics that allow clients to easily identify and find your business. Channel letters are usually installed on a portion of the building that is readily visible and that allows the letters to be lit up at night. The benefit to using these types of letters over a traditional sign face is that more square footage will be allowed by the city building codes. With a traditional sign the "rectangle" of the face is counted against the allowed square footage. With channel letters only the letters themselves are taken into account. The face of the building will not be viewed as a sign face; therefore the letters can be much larger and viewed from greater distances than a normal sign.

Channel letters use technology called "LED" (Light Emitting Diode) to allow your customers to see them at night. The letters themselves are constructed with either metal or high grade plastic around the sides and

The image shows the words "VISUAL" and "EDGE" in a bold, 3D, blocky font. "VISUAL" is rendered in a bright yellow color, and "EDGE" is rendered in a vibrant blue color. Both words have a slight shadow underneath them, giving them a three-dimensional appearance as if they are floating or attached to a surface.

translucent colored Plexiglas faces that allow light to emit from each letter when the power supply is turned on. This technology is superior to neon for a variety of reasons. Neon lights are costly and time consuming to fabricate and they can be broken easily. Neon also contains chemicals such as mercury that have been deemed hazardous by the Environmental Protection Agency. With the emphasis on being "green" neon has been largely replaced by LEDs. The easiest analogy between the two technologies is comparing a string of Christmas lights to a florescent tube. LEDs can be repaired

by replacing the diode in the string that has gone out whereas the entire tube must be replaced if your neon letter goes out. An additional benefit to LEDs is that they last so long as compared to neon that they rarely fail or need to be replaced.

These pieces are not limited to letter shapes, they can also be formed into logos to help your branding and identification. There is a nearly infinite range of colors and fonts available as well as custom molding to your exact specifications. To expand the possibilities there is also a three dimensional aspect that can be added to your logos. We can fabricate letters with bevels or add depth to your logo. This look can help to set your business apart from the rest and increase your brand loyalty.

For some people the sign codes can get a little overwhelming. We can help your business navigate through the requirements by either offering assistance or performing the legwork for you depending on your time constraints. Pulling a permit through the city or governing body that your business is located is just one of the necessary tasks to installing channel letters. Depending on the ownership of the building it may also be necessary to get landlord approval as well. We offer our expertise and experience in this process.

At the Visual Edge Signs and Design, Inc. we can help you conceptualize and design one of the most important aspects of your store front. Businesses must advertise in order to attract customers and channel letters are one of the easiest ways to do that. Our expertise and your ideas will meet in order to get you the perfect solution!