

## Channel Letter Guide

### Front Lit or Standard Letters

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



### Front Lit Day/Night Letters

A Special Front Lit face style is the “Daytime Black / Nighttime White” Face, which allows the best of both worlds. A dark colored face on a light background, but a white letter when the background turns dark at night. It’s an up charge to standard Front Lit channel letters because of the special vinyl used to make this cool feature but well worth the cost if you have “Black Lettering” in your logo.



### Reverse (halo)Lit Letters

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.



### Channel Letter Mounting

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.



Raceway Mounted

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.



Direct Mounted

### Anatomy of a Channel Letter

