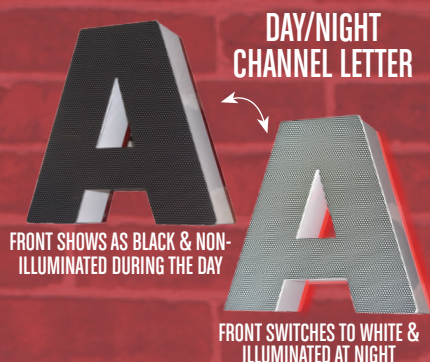


## INDOOR & OUTDOOR SIGNAGE



**NON-ILLUMINATED  
FLAT CUT-OUT  
ACRYLIC LETTER**



**NON-ILLUMINATED  
CHANNEL LETTER  
w/TRIM CAP**



**HALO LIT  
CHANNEL LETTER**



**FRONT LIT ILLUMINATED  
CHANNEL LETTER**



**FRONT LIT ILLUMINATED  
CHANNEL LETTER**



**COMBINATION LIT  
ILLUMINATED  
CHANNEL LETTER**



**NON-ILLUMINATED  
CHANNEL LETTER**



### OVERVIEW

The Howard Company offers a complete package of building signs including channel letters, cabinet signs, monument signs, pole signs and neon. All signs are fully customized to your needs.

- Front Lit Channel Letters are the most common. They are usually constructed with an acrylic face in any color you chose, UV rated trim cap, and aluminum returns and backs with internal LED illumination. The light shines through the acrylic letters.
- Halo Lit/Back-Lit/Reverse-Lit Channel Letters have metal faces, aluminum returns and clear poly-carb backs. Letters are mounted with a stand-off so that the light reflects off the mounting, creating a "halo" effect.
- Combination-Lit Channel Letters have acrylic faces in any color with aluminum returns and colored poly backs, perhaps in a different color than the front. They allow for both lighting effects by allowing light to shine through the face and create the halo effect through the clear back.
- Most channel letters have a return of 3", 5" or 8", which is often determined by the sign package for your building, your lease agreement or by the municipality.
- Non-illuminated channel letters are also available.
- Monument Signs
- Cabinet Signs
- Pole Signs
- Neon Signs

### CHANNEL LETTER MOUNTING OPTIONS

- Raceway Mounts are metal boxes that house the electrical components. They are often required by the building owner and typically are painted to match the building façade. This mounting requires the least amount of wall penetration.
- Direct/Flush Mount is the neatest installation as the sign is attached directly to the wall and electrical is pulled behind the façade. Standoff spacers are used with halo-lit installations.
- Backer Mounts are similar to raceways but the letters themselves are attached to the metal box, which is usually larger than, and frames the letters. Electrical can be housed in the box or pulled through the façade.

COMBINATION LIT ILLUMINATED (FRONT & HALO) LOGO SIGNAGE



OTHER SIGNAGE OPTIONS:



CABINET SIGN



NEON



MONUMENT SIGN