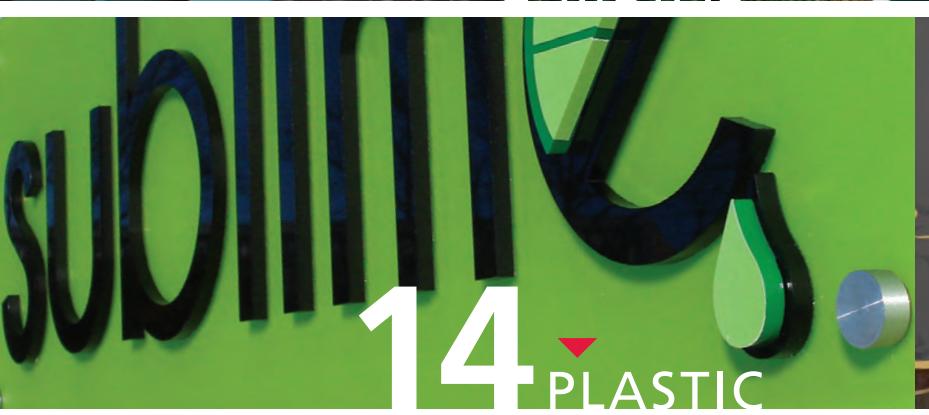


SIGNS OF

INSPIRATION

MADE-TO-ORDER ▼ MADE TRUE





# Your sign is your handshake with the world.

A sign is your larger-than-life introduction to your prospects and customers—reflecting your brand and quality, your personality and promise, and ultimately, your value. Throughout this guide you'll experience a host of solutions designed to inspire the way you want to be seen. But this is only a starting point to help you explore the possibilities of design, materials, colors, size, lighting, impact and more—creating a dimensional sign expression that conveys the essence of your brand and makes your business or facility stand out among others.



*In businesses large or small, from consumer retail to corporate services, to schools and universities, studies show that professional signs raise consumer awareness and perceptions, boost measurable customer traffic and spend, and communicate value that drives a greater return on investment than any other form of marketing.*



enduring  
beauty

A



Nothing communicates quality, strength and sophistication like handcrafted metal letters, logos and plaques. The classic and enduring look of bronze, aluminum, stainless steel, or other alloys can be created to deliver a timeless signature of extraordinary style.



▼  
*Letters, logos and plaques come in a variety of metal and alloy options including aluminum, bronze, stainless steel, brass, copper, Core-Ten® steel, plus a host of finishing options.*

B



A. Fabricated stainless steel, polished copper titanium finish  
B. Custom cast bronze, oxidized finish

## CUT METAL

The choice of leading corporations, luxury properties and brands alike, cut metals make a distinctive statement, offering affordable custom sign and architectural solutions that perform beautifully within the demands of any environment. Flat-cut metal letters and logos are precision crafted with computer-guided water jets or lasers, providing unmatched detail, durability and style.



▼

*Choose the performance of aluminum or stainless steel, or for a more exotic look select bronze, brass or copper. Custom-cut metals are available up to one inch thick and offer numerous finishing options.*



- A. Custom cut aluminum, painted gold finish
- B. Cut aluminum, polished finish
- C. Cut stainless steel, brushed finish
- D. Cut aluminum, painted and brushed finish





2001 WESTHEIMER



## CAST METAL

Financial institutions, government buildings, universities and trusted brands have long favored hand-finished cast bronze or aluminum letters, logos and plaques for their classic character, dimensionality and timeless durability that spans generations. Your sign elements are sculpted, forged by hand and finished to exquisite quality standards by master craftsmen and women.



*Cast bronze and aluminum metal letters, logos and plaques are poured and finished one-at-a-time by hand in environmentally-friendly electric furnace foundries. Despite their high-end appearance, custom cast sign solutions are within reach of your budget and available in less time than you might think.*



A



B

- A. Cast aluminum with flat cut aluminum backers, painted finish
- B. Cast aluminum, painted finish
- C. Custom prismatic cast aluminum, painted finish
- D. Cast aluminum, painted finish
- E. Cast aluminum, painted finish



D



E

## ARCHITECTURAL PLAQUES

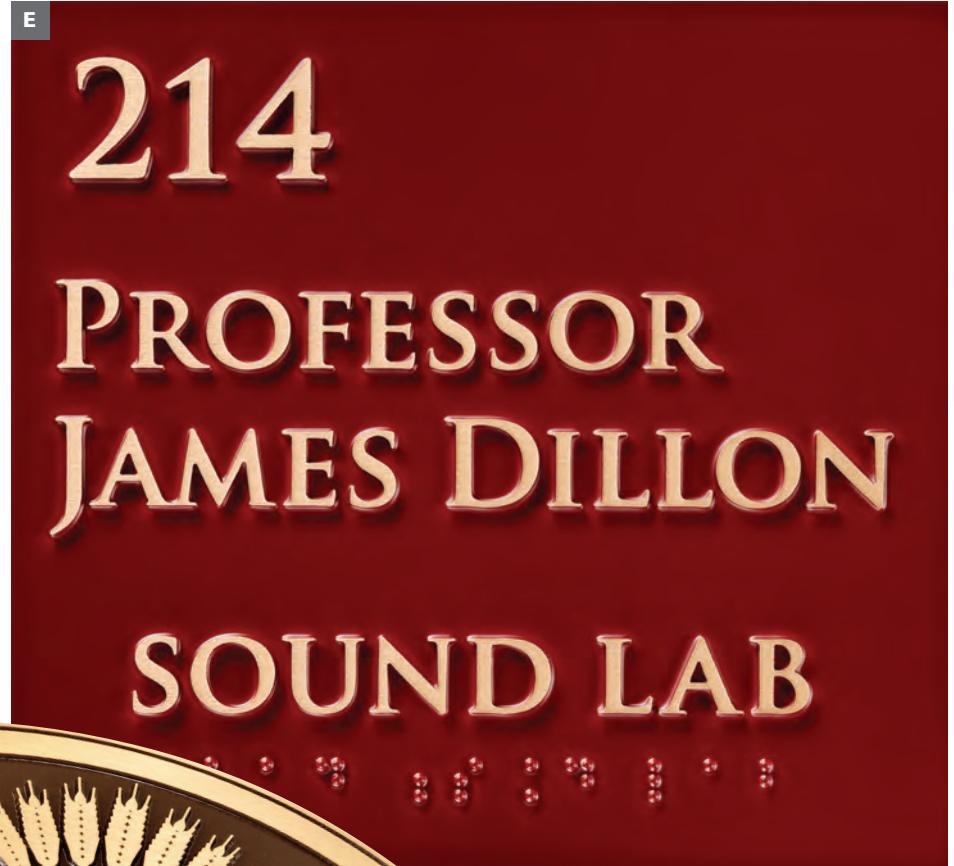
Architectural plaques help convey a sense of integrity, permanence and architectural depth. You'll often see plaques used for commemoration, in government or university settings, as well as for wayfinding and even branding when a more formal image is needed.



Rosettes are optional decorative covers made to fit over the screw heads in your plaque. They can add a certain flourish to the design and might be just the finishing touch you're looking for.



Pair the right paint and finish with one of several available background textures for a striking result.



Logos and other custom graphic images can be precisely and accurately portrayed in a stunning plaque, even in an extended size. Many companies use them as branding tools or entrance signs for a grand, historical appeal.

- A. Precision tooled bronze, brushed finish
- B. Precision tooled aluminum, brushed finish
- C. Cast bronze, brushed and bead-blasted finish
- D. Precision tooled bronze, hi-resolution printed finish
- E. Precision tooled bronze with ADA, brushed finish

Choose from fabricated stainless steel or aluminum with a wide variety of finish options from brushed, polished, titanium coatings or your custom paint color.

Projecting timeless qualities of strength and trusted by hundreds of the world's most recognized brands, precision-fabricated metal letters and logos capture fine details and sophistication. Fabricated metal offers versatility, durability and the widest ranges of size, depth and finishes to create dramatic impact that stands apart.



- A. Fabricated stainless steel, painted finish
- B. Fabricated aluminum, painted finish
- C. Fabricated stainless steel, painted finish
- D. Fabricated stainless steel, brushed finish
- E. Fabricated stainless steel, painted finish
- F. Fabricated aluminum, painted finish







unlimited  
versatility



High-performance plastic letters and logos deliver infinite design possibilities at an economical price. Choose from many standard pigmented colors, plus paint colors matched to your exact requirements. Plastic sign media offers excellent durability, weather resistance, dimensional versatility and nearly unlimited scale to satisfy any design vision.



▼  
Your logo and brand colors can be replicated precisely, no matter the size.

- A. Custom prismatic formed, custom painted finish
- B. Custom prismatic formed, medium blue finish

B

The Lakes  
AT • RENAISSANCE • PARK  
14000

## CUT PLASTIC



Available in thicknesses up to one and one-half inch, custom laser-cut acrylic offers smooth, precise edges and extraordinary quality. Transform 2D art into dramatic 3D expression, and easily add further depth and impact by layering your design.



- A. Custom cut acrylic, black and custom painted color
- B. Custom cut acrylic, custom painted second surface
- C. Cut acrylic, metallic gold finish
- D. Cut acrylic, black finish

**B**



## FORMED PLASTIC



Economical and earth-friendly, formed plastic letters and logos are made from a tough, recyclable material that lets you create sign components of nearly unlimited shape, color and dimensional qualities.



Choose from a wide variety of intrinsic pigments or match your brand color precisely with durable paints. You can even choose the look of polished or brushed chrome exquisitely reproduced in plastic.



- A. Prismatic formed plastic, metallic silver finish
- B. Custom formed plastic, white finish
- C. Custom formed logo, custom painted finish
- D. Custom formed plastic, black and red finish

D

colour  
& design  
inc.

Designed to mimic the look of cast metal letters and logos, light weight injection-molded plastic offers extreme durability, custom color options and affordability for any project. Choose from a selection of standard font styles.



▼  
*Suitable for indoor and outdoor use, injection-molded letters offer a distinctive appearance with high performance at a lower cost.*





- A. Injection molded, white finish
- B. Injection molded, painted dark blue
- C. Injection molded, painted metallic gold
- D. Injection molded, painted metallic silver
- E. Injection molded, painted metallic gold
- F. Injection molded, painted duranodic bronze

From exhibits and retail displays to lobby reception areas, your interior signage and experiential branding projects will stand out with elegant laminate display letters that artfully infuse metals, plastics and specialty materials.

## interior expression

HONEST HARLAND CLARKE



EVOLVE PROGRESSIVE TRANSPARENT  
FOCUSSED ENGAGEMENT TEAMWORK TRUST RESPECT  
PASSIONATE AGILE GROWTH PERFORMANCE  
ADVANCED INNOVATE ASSESSMENT TECHNOLOGY  
WORLD-CLASS SOLUTIONS REACH ALIGNMENT  
LINKAGE EXCELLENCE

▼  
*Bring your most ambitious interior design vision to life with the unlimited possibilities of premium materials, including metals, polymers, exotic finishes, digital printing and even hardwoods, laminated to lightweight substrates.*

**B****C****E**

Metal or acrylic laminates over foam offers distinctive depth and visual impact with lighter weight and lower cost.

- A. Metal laminate on acrylic, brushed silver on blue acrylic
- B. GemLeaf, polished brass on metallic gold acrylic
- C. Metal laminate on acrylic, polished brass on yellow gold acrylic
- D. Metal laminate on foam, satin silver on black foam
- E. Metal laminate on acrylic, brushed aluminum on platinum acrylic

everlasting  
**presence**



With energy-efficient, maintenance-free LED illuminated letters and logos, your brand is omnipresent at viewer level or commands 24/7 attention from roadways with massive scale. The choice of retailers worldwide, face-lit illuminated letters offer vibrant color and brilliant visibility day or night. While stunning, halo-lit letters and logos make a dramatic statement in all ambient conditions, indoors or out.



*Whether used in popular face-lit letters and logos, or in halo-lit applications, energy-efficient LEDs are the new choice for illumination, offering unprecedented brilliance, extraordinary life and no maintenance.*

B

THE LASALLE GROUP

Constant Care  
Family  
MANAGEMENT

A. GemLite, translucent white with white LEDs

B. Fabricated stainless steel, painted finish with white halo lighting

In daylight, dusk and in darkness, your brand shines with visibility and impact when illuminated. From fabricated translucent plastics, to stunning printed 3D formed graphics, your letters and logos come to life day or night with brilliant, energy-efficient LED lighting.

- A. Hi-resolution printed GemLite panel
- B. Hi-resolution printed GemLite panel
- C. Luxe face and halo lighting
- D. GemLite letters, translucent red and white face lighting
- E. GemLite letters, red halo lighting
- F. Luxe, face and halo lighting



A



B



C

Rich detail, stunning vibrancy and unlimited dimensional impact are magnified with brilliant LED illumination.



Formed letters and logos with LED lighting offer design versatility, dimensional impact and high visibility in any conditions.

The addition of LED illumination to fabricated stainless steel and aluminum, or cast aluminum and bronze letters and logos, creates an exquisite look of sophistication and presence. Choose the richness of diffused halo lighting in one of five LED colors, or the high visibility and color versatility of an acrylic face surrounded by stainless steel or aluminum to add dramatic depth and impact.



- A. Fabricated stainless steel, white halo lighting
- B. Fabricated stainless steel, red halo lighting
- C. Fabricated stainless steel with cut-out face, white acrylic and face lighting
- D. Gold titanium coated stainless steel, white halo lighting
- E. Painted stainless steel, white halo lighting



*Integrated LED lighting offers consistent illumination, low energy consumption and the longest, maintenance-free life.*

C

A large, illuminated sign is mounted on a wall. The sign features the word "CONCIERGE" in a bold, sans-serif font, with the number "25" integrated into the letter "E". The entire sign is backlit with a bright white light, creating a glowing effect against the dark background. The sign is held in place by two metal brackets.

CONCIERGE 25



# Now let's talk about your sign.

## Made-to-order. Made true.

We hope we've been able to inspire you, but the ideas shown here are just the beginning. Your sign professional has the vision, knowledge and experience to help bring your brand to life. When it comes to your sign, the sky truly is the limit. Thanks to durable new materials, lighting innovations and state-of-the-art sign production technologies, the possibilities are unlimited.

While your trusted sign professional will guide you at every step along the way in designing, fabricating and installing your sign, here are some basic things to consider.

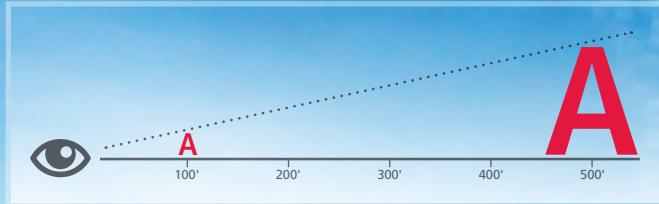


## Location. Location. Location.

The optimal location of your sign is the first consideration that drives many other decisions. Is your sign to be located indoors or out? Are you in a busy retail setting or isolated? Is your sign intended for pedestrians, passengers in cars, or both? How far away are people from your sign and how fast are they traveling? What are the rules of your location when it comes to signs? It's a lot to think about, but your sign professional knows how to create a solution that maximizes your results.

## Show your colors.

Your brand colors are a place to start, but you must also consider the contrasting color of your sign background to optimize readability. Whether the desired effect is bold, vibrant and attention-demanding, or subtle and elegant, your choice of colors, textures and the background surfaces impacts the way your sign is seen.



### **Size matters.**

A good rule of thumb for sign letter readability is one inch in height for every 10 feet of viewing distance. That's to say, if you want your sign to be legible from 100 feet away, the height of your letters should be 10 inches. If your viewers are 500 feet away and traveling by car, you should look at sign letter height of 50 inches.



### **Your name in lights.**

Even if your location is not open around the clock, it pays to maximize the marketing power of your sign day and night. Advances in LED lighting offer a brilliant solution with vastly reduced energy consumption and costs, plus the advantages of long, maintenance-free life.



### **Think outside the sign.**

Today, whatever you can imagine can be brought to life in new ways. Integrate graphics and photography into your designs. Add drama with unique lighting effects. Build signs of massive scale and impact. The possibilities have never been greater, and your sign professional can create a sign solution that satisfies the highest expectations.



AUTHORIZED  
RESELLER PARTNER

