



design | service | solutions

PUTTING YOUR NAME IN LIGHTS: How to get your brand noticed with eye-catching, illuminated signage

Much like moths to a flame, consumers are attracted to lighted signage. It gains attention in the early morning, during twilight and at night as well as on overcast days. Even after business hours, a sign that's left illuminated alerts prospects to your business and piques their interest for a future visit. And, among a row of competitive signs along a busy stretch of highway, the lighted ones usually stand out among their non-illuminated neighbors.

The good news? For all the many benefits of illuminated signs, there is no shortage of options from which to choose for your business or organization. Here are some of the most common types:



- **Backlighting letters and logos:** These can be translucent and lit from within, or constructed of a solid material and illuminated from behind. This latter effect is often referred to as “silhouette” or “halo” lighting.
- **Digital signs:** Capable of showing static text, scrolling messages, still images or videos, these lighted signs employ light-emitting diodes (LEDs), liquid crystal displays (LCDs) or projection. As with other illuminated choices, they can be stand-alone solutions or elements within monument, post-and-panel or pylon signs.
- **Exterior illuminated signs:** One of the easiest and most cost-efficient options, these signs are illuminated by an external light source (such as a spotlight) that's at the face of the sign (and not lit from within). From roof, storefront and wall-mounted signs to pole signs, monument signs and even temporary signs and banners, almost all signage can benefit from exterior lighting.
- **Front-lighted letters or panels:** These are translucent channel letters or message panels that are integral to light boxes, pylon signs or monument signs. Illuminated from behind or containing a light source, the translucent face conveys the light forward.
- **LED signs or electronic message centers:** These feature changeable text or illustrations and employ computer software or other technology to automatically deliver a series of different messages.
- **Lightbox cabinet signs:** Typically constructed of aluminum and finished with an automotive-grade paint and/or a powder coat, these signs feature a plastic or acrylic face with a business name and logo that's backlit with LEDs or fluorescent tubes. Lightbox cabinet signs can be mounted directly to a building or incorporated into the design of a monument sign, post-and-panel sign or pylon sign.
- **Neon signs:** A long-time favorite and one still used to convey a nostalgic feel or classic design, these are fashioned from continuous hollow tubing bent in the shape of letters or images. Filled with gases, they glow brightly in various colors when electrical current passes through the tubing.
- **Storefront lighting:** With this option, an entire storefront or building sidewall is illuminated by ground- or wall-mounted floodlights. The indirect lighting provides a pleasing aesthetic while drawing attention to the store, its signage and any distinctive architectural features.
- **Time-and-temperature displays:** These electrified signs with a variable lighted message often display the current time alternating with the current temperature. Time-and-temperature displays are often used as elements in larger monument or pylon signs created for banks and credit unions, as well as for other organizations seeking a steady audience.

CONTINUED >

A final word on the importance of illuminated signage and branding

At your location, your signage serves as the flagship of your brand. And, while *any* well-crafted, custom-designed sign can strengthen the relationship between you and your

customers, an *illuminated* sign takes your presentation—and reputation—to a higher level.



design | service | solutions

For signage solutions of all types, rely on Signs Now

As a value-added graphic communications provider, our team at Signs Now will serve as your business consultant. We offer expertise on the best use of graphics to promote your brand, image and marketing messages. Look to us for complete solutions—including digital imaging for outdoor and indoor signage, exhibit and vehicle graphics, magnetic signs, banners, window graphics, wayfinding and ADA signage, dimensional letters, directional systems and other visual communications.

©2017 Sign & Graphics Operations LLC. All rights reserved. The trademarks and copyrighted designs contained herein are the property of the respective owners. Signs Now® Centers are independently owned and operated. Signs Now® Centers may or may not perform or offer to perform electrical and/or installation work; it is the responsibility of each Center to comply with their state licensing and regulation code requirements.