



HALO-LIT AND PUSH-THROUGH GRAPHICS

How Edge-Lighting Effects Help Position Your Brand

In sign design, there are many ways to customize or differentiate a branding message. Through the design process, Holiday Signs consults with its clients to formulate the best sign designs to match their intended brand positioning. Most of our clients want their valuable brands to make above-average impressions on their customers and communities, and sign lighting is one design element frequently used to make high-level branding statements.

Two Recent Case Studies with Specialty Lighting Solutions

1) After ten years in the making, Centra Health, a regional hospital group in Lynchburg, Virginia, was ready to roll out the name of their new lodging facility on campus: The Rosemary & George Dawson Inn, named after the former Centra CEO and his wife. The new inn filled the needs of a growing number of out-of-town patients and their families by providing lodging for them while being treated at nearby health centers like the Alan B. Pearson Regional Cancer Center. They wanted the new facility's signage to tie in with their existing sign system while at the same time differentiate the new and unique lodging facility from the rest of the campus.

2) Reynolds Crossing, an award-winning mixed-use development in Richmond sought to market its brand at its highly visible entrance. It wanted to leave a definitive impression through iconic signage at its campus style setting by using distinctive design elements to set off its brand in a way that differentiated it from other developments in the area.

In both instances, our clients relied on Holiday Signs to suggest the right specialty lighting techniques for their custom situations. For the hospital we recommended push-through graphics. Technically speaking, push-through graphics are made by routing out the sign background (sign face) and pushing router-cut graphics, usually made of acrylic, through routed graphic openings. The graphics are flanged at the backs or raised from a whole sheet, and they stay



Push-through graphics with translucent vinyl on "Dawson" and hospital's brand.

secure in the openings because they are securely cemented and/or mechanically fastened to the back of the aluminum sign faces. Depending on the desired look, the thickness of the push-through graphics can be either the same (flush) or thicker (raised) than the thickness of the face substrate.

For the developer, we recommended a unique and iconic structural design. October 2013 Push Thru Graphics Newsletter 3ign as well as halo-lit graphics, which are opaque, fabricated, dimensional graphics most often back-lit with LED lighting or sometimes lit by fluorescent lamps from within the cabinet.

Signs manufactured with push-through or halo-lit graphics provide an eloquent and sophisticated look for any kind of business or organization. When the sign is lit, the background is totally opaque and the edge or face-lit letters create a very unique and classic image. Because the backgrounds are opaque and only the graphics light up or are haloed, both halo-lit and push-through graphics have a low impact environmentally. They create high quality signage that is attractive and appropriate for many locations that need to balance visibility needs with aesthetics, and are a great choice for signs facing residential or professional districts where reduced glare and low light emission is important.

Push-through graphics balance visibility needs with aesthetics.



Fabricated, halo-lit letters and logo on entrance sign to the Reynolds Crossing mixed-use development. Notice how halo lighting emphasizes the three-dimensional qualities of the sign often lost at night.

Contact: Mark Hackley, Account Executive
mhackley@holidaysigns.com (540)416-3154