



## The Sign Guide 2018: Improve Sales with the Help of Our Catalog

Our catalog, [The SIGN Guide 2018](#) is out now! The Sign Guide has every type of sign we manufacture, color selections and specifications. It is a great tool to take with you when meeting potential customers or just to have on hand.

On the first page, you'll find our contact information as well as our standards of service. There's some amazing information in the "Service & Benefits" section, such as what you can expect when ordering from us, our website, and the instant quoter. So, make sure you check it out! On the same page, we advertise our [Sales Kit](#). This is a wonderful addition to your sales presentation and it includes a full-size illuminated channel letter that you can order in two colors (Red & White), various trim and acrylic samples, and color books to show your customer or keep as a reference for yourself. If you have any questions or would like to order a Sales Kit, call us today at (800) 544-6381 or e-mail us at [signfab@signfab.com](mailto:signfab@signfab.com).



After the introduction pages, are the product pages. These pages feature the specifications, color options and examples of signs. Below is an image of pages 3 and 4 in the catalog.

**Channel Letters - LED Illuminated**

**Specifications LED-Illuminated Channel Letters**

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Channel Letters are currently the number one choice of sign identification for business professionals. These products can be used for internal and external storefronts. Sign Fab offers a complete range of channel letter products, type-styles, and custom logos. Our channel letter accessories offer you diversity, providing your customer with a wide range of options.

Illuminated Channel Letters	Preformed Channel Letters	Non-Illuminated Channel Letters	Welded Channel Letters
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**TACO & BURRITO BAR**

**Pho BC**

**Preformed Channel Letters - Raceway Mounted**

Face: Letters, Capsule - 7328 White; Capsule - 2500-22 Black;  
Logo - 2447 White with digital print to match  
PMS 7544C Gray, PMS 1807C Red, PMS 326C Teal, White & Black  
Trim: Black  
LED: White

**Preformed Channel Letters / Welded (Capsule Logo) - Raceway Mounted**

Face: Pho BC - 2793 Red; Capsule logo - 7328 White with Capsule logo - 2500-33 Red, 2500-15 Yellow & 2500-22 Black  
Trim: Black  
Return: Black  
Raceway: Painted White

White-18	Black-18	Slate Green-18	Orange-18	Brown-18
White-18	Black-18	White-18	White-18	White-18
White-18	Black-18	White-18	White-18	White-18
White-18	Black-18	White-18	White-18	White-18

White-18	White-18	White-18	White-18	White-18
White-18	White-18	White-18	White-18	White-18
White-18	White-18	White-18	White-18	White-18
White-18	White-18	White-18	White-18	White-18

**Channel Letters - LED Illuminated**

**Preformed Channel Letters - Raceway Mounted**

Face: 2447 White with Bliss - digital print; Logo - digital print  
Trim: Black  
Return: White  
Raceway: Painted PMS 7528C Beige

**Preformed Channel Letters - Raceway Mounted**

Face: 7328 White with ta logo - 2500-143 Poppy Red with multiple colors of vinyl  
Trim: Red and Black  
Return: Painted Black  
Raceway: Painted SW 6378 Crisp Linen

**cricket cricket**

**RYCO**

**Preformed Channel Letters, Flat Cut Aluminum Backer - Raceway Mounted**

Face: 2447 White; cricket -5590-133 Black perf. vinyl; k -5590-122 Black perf. vinyl and 2500-106 Brilliant Green  
Trim: cricket - Black; k - painted to match 2500-106 Brilliant Green  
LED: White  
Raceway: Painted SW 6123 Baguette

**Preformed Channel Letters - Raceway Mounted**

Face: 7328 White with 2500-127 Intense Blue  
Trim: White  
LED: White  
Raceway: Painted PMS Cool Gray 1U

White-18	Orange-18	Blue-18
White-18	Orange-18	Blue-18
White-18	Orange-18	Blue-18

White 7328-18	Red 2385-18	Orange 2329-18
Red 2793-18	Blue 2114-18	Clear 18
Green 2388-18	White 2340-18	White 2340-18
White 2447-18	White 2340-18	White 2340-18

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[www.signfab.com](http://www.signfab.com)



These pages are great for referencing when customers ask you questions. They include everything from standard sizes of acrylic and trim to the suggested aluminum thickness and return sizes. Hardware and mounting options are also listed. Color options at the bottom of the pages refer to the signs on that page or page spread. You won't find the reverse channel colors on a standard channel letter page. This makes it easier to show some of the most common color options directly to your customers without having to flip through several pages to get to the larger color charts. You can reference that color on the same page with the same type of sign.

After the main product pages, we have a section dedicated to mounting and electrical options. This is a wonderful tool for seeing just exactly what mounting options we offer, and of course, if you ever have any custom questions that you can't find an answer to in our catalog, feel free to contact us for more information. We will try our best to match or get the products you want/need.



Next in the catalog are the color pages. These are similar to the color selectors on the product pages, but they only focus on the colors of each type of product – from the acrylic to the raceway. Colors we stock, plus additional colors are on these eight pages. You can show your customer a close representation of a color they have in mind by simply flipping through these pages.

Printing processes may cause misrepresentations of color swatches so keep that in mind. These are almost exact representations of the color swatches; however, for actual color references, simply call or e-mail us for a sample. We have a wide variety of colors that are great on most signs.

The next 16 pages are dedicated to our sign examples and descriptions. These are just a handful of what we are capable of manufacturing and can be used as inspiration for your signs!

The sign on the right was pulled straight out of the catalog to show what information is provided on each example. We list everything from what type of sign it is, down to the color of the raceways. This is another great way to see how certain colors may look together or figure out what type of sign would best match the project at hand.



**Welded Cabinet**  
 Alum. Face: Cabinet Top and Bottom - Painted Black and 2500-253 Cardinal Red & 5570-120 White;  
 Cabinet Middle - Painted Matthews MP 28448 Umbra Grey Metallic (satin) and Brushed Aluminum  
 Plex Faces: Letters - 7328 White 2500-253 Cardinal Red; Cabinet (bottom) - 7328 White with 1/2" push thru  
 Trim: White  
 LEDs: White





# SIGN FAB®

wholesale sign manufacturer

After the sign pages, comes the winners of the year, for our Be Sign Fabulous Photo contest. This contest is chance for companies to win a 5% discount and be featured in our newsletter, which goes out once a month. All you have to do is submit pictures of signs that we have manufactured and you are eligible to win. The contest runs every month, so even if you don't win one month, you could win another!

**2017 WINNERS**

Customers can enter their sign photos for a chance to win a **5% DISCOUNT** and be highlighted in our newsletter as the sign of the month! \*Must be a sign that we manufactured. Connect with us on social media!

Send photos to [advertising@signfab.com](mailto:advertising@signfab.com) by the end of every month for your chance to win!

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**2018 SIGN GUIDE**  
A Resource for Sign Professionals

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The next two pages are dedicated to raceway and remote installations and our fabrication limitations. Be sure to check this page out – it has very helpful information about placing seams, faces on large signs and how they may be damaged due to installations and lining up seams on large mounting patterns. Also included is information on letter size and stroke width to help with artwork before sending it to us.

Next, we have our sales information which includes more in-depth contact information, our Terms of Sale, artwork specifications, order procedure, and warranty terms. These are excellent to keep around and reference when necessary. After the additional information pages, we have our sign glossary, which defines some of the most popular terms in the sign industry.

We put a lot of time into our catalogs so we can provide you with as much information as we can. We want to support each and every sign company because you are our supporters and we are here to help you. If you can't find the answer you're looking for in our catalog, don't hesitate to contact us! We're always a phone call or e-mail away. Thank you for your business!