

CREATIVE RETAIL SIGNAGE

EXAMPLES FROM TEXAS MAIN STREET IMAGE LIBRARY

GLOSSARY OF TERMS

Sandblasted – a dimensional effect in sandblasted signs is created by blasting a sign blank covered by a rubber mask. The mask-protected areas remain “raised” above the blasted surface (clear grade lumber or HDU sign foam)

Façade – a sign attached in some way to the street facing side of a building, normally above the canopy/awning and transoms, but below the second story windows

Pendant – a hang-down sign suspended either from a bracket extending perpendicularly from the façade, or directly underneath a canopy

Extension – a sign mounted on one or more fixtures extending perpendicular from the facade

Dimensional Lettering – Individual letters installed in such a way as to give depth; includes 3-dimensional, flush mount letters and flat, bracket mount letters

Ghost – an historic hand-painted wall sign that has endured time; whenever possible, these should be preserved to create a sense of place; contemporary examples should only be applied to previously painted brick walls



PENDANT



Framed laser cut metal

DIMENSIONAL LETTERING



Machine-cut metal; off-set mounted

FAÇADE



Hand-stenciled on bead board with distressed wood frame

SANDBLASTED



SANDBLASTED



With goose-neck lighting

SANDBLASTED



Sandblasted, hand painted HDU

PENDANT



Ornate metal bracket, font choice and “hang-down from hang-down” create a sophisticated feel

FAÇADE



Unusual shape and outlined lettering give a vintage feel

FAÇADE



Contour cut with painted flourish outline and engraving on main text

FAÇADE



Contour cut and drop shadowing give sense of depth

FAÇADE



Contour cut, flourished outline with vinyl lettering(?); flush mount

FAÇADE



Framed sign with applique lettering

FAÇADE



Machine cut sheet metal; offset from facade

FAÇADE



Machine cut sheet metal; offset from facade

DIMENSIONAL LETTERING



DIMENSIONAL LETTERING



Flush mount, individual wood lettering on wooden façade

DIMENSIONAL LETTERING



DIMENSIONAL LETTERING



Plastic(?) lettering with separate icon; goose-neck lighting

EXTENSION



Metal on metal

EXTENSION



Machine cut sheet metal over framed, painted metal

EXTENSION



Framed metal, with vinyl drop shadow lettering

FAÇADE



Contour cut, painted aluminum(?); off-set from façade

FAÇADE

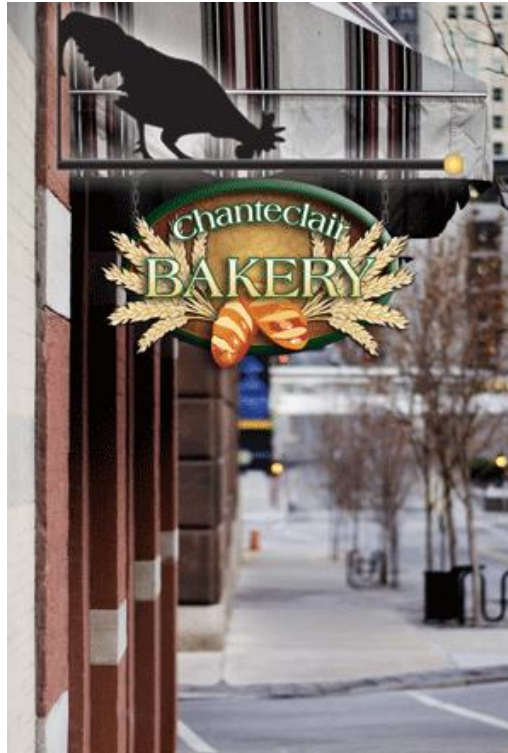


Routed wood with gold leaf lettering

WINDOW APPLICATION



EXTENSION



Note cut metal bracket

EXTENSION



Custom carved/molded bracket; routed wood with gold leaf lettering and detail

PENDANT



FAÇADE



Wood with vinyl lettering; concave cut corners; outlined border

FAÇADE



Irregular shape; routed wood with wooden applique in relief; probably a pedestrian level sign

GHOST SIGN



Contemporary wall painted sign in the form of an historical ghost sign; note goose-neck lighting

GHOST SIGN



Note sign on canopy to denote new building use

PENDANT/HANG DOWN



EXTENSION/MARQUEE



EXTENSION/MARQUEE



SANDWICH/A-FRAME



BOX SIGN (UN-LIT)



ARTISTIC HYBRID



EXTENSION; FAÇADE



Note use of both pendant and façade signage

PENDANT



Contour cut wood with graphic applied and simple chain/wood bracket

PENDANT



Note product offerings listed as flush mount lettering on façade

DIMENSIONAL LETTERING



SANDBLASTED PENDANT



Note symmetry of dual signs between three banks of transom windows

FAÇADE (FLUSH MOUNT)



Contour cut; note placement relative to historic signage frieze

FAÇADE



Note depth created by bracket mounting, contour cut and border outline

FAÇADE



Unified sign for two businesses within one building; awning detail and bold window graphics distract the eye from clutter of offices inside

DIMENSIONAL LETTERING



GOLD LEAF



Timeless gold leaf window application

GOLD LEAF



Vinyl on wood

PENDANT



Contour cut; outlined; simple chained hang-down from canopy

EXTENSION; GOLD LEAF



Directional sign on corner, similar to sandwich board

EXTENSION; GOLD LEAF



Multi-tenant sign

PENDANT



Note ornate wrought iron bracket in foreground

GHOST



Ghost style sign with 3-dimensional icon; note placement within historical signage recess

ARTISTIC/HYBRED



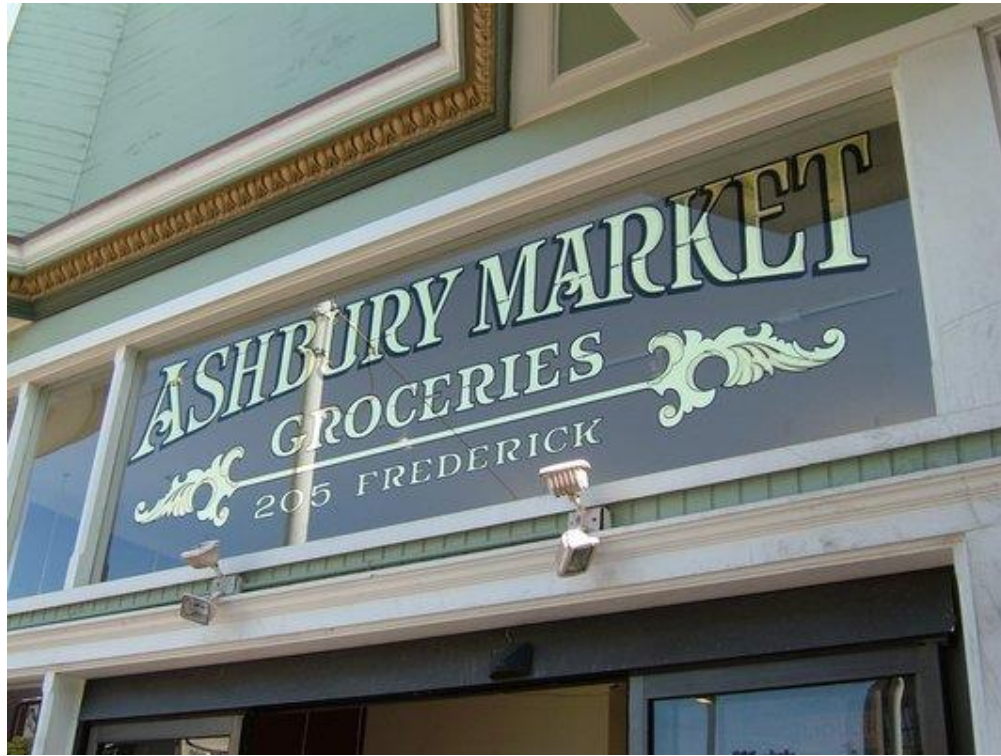
Note use of building kick plate, window and sidewalk for product advertisement and brand I.D.

AWNING/CANOPY



Excellent use of canopy end piece

GOLD LEAF



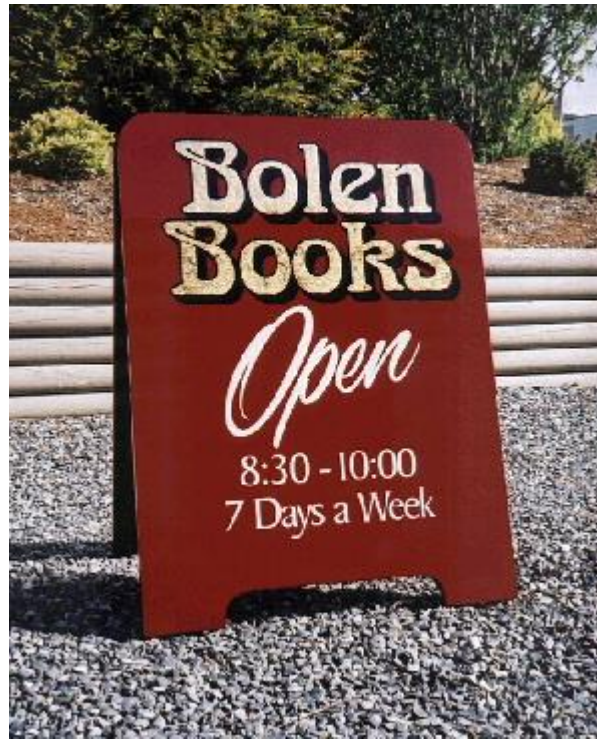
Classic gold leaf lettering with drop shadowing

FAÇADE



Note similarity of outlined contour cut, flush mounted signs with common goose-neck lighting along a single building frontage; most likely vinyl lettering on wood

SANDWICH/A-FRAME



SANDBLASTED PENDANT



SANDBLASTED PENDANT



GHOST SIGN

