

# YOUR GUIDE TO DIMENSIONAL LETTERING

By Phil White, Signarama Limerick

Choosing the right sign for your business is a huge step when setting up your new commercial space. There are hundreds of options on the market, from cut vinyl signs to banners and everything in between. One such form of signage is dimensional lettering.

These signs are an affordable and sleek alternative to many of the other sign products out there. They exude professionalism and look great when designed in a way to be a feature. When artfully done, dimensional letters can set your brand apart from the competition.

With all of this in mind, there are so many different types of dimensional lettering, and it is important to choose the right form for your business. You wouldn't want to put up an unlit channel letter sign on a building that doesn't see much light. Read more to learn about dimensional lettering in our Ultimate Guide.

## What Is Dimensional Lettering

Among the many types of signs available, dimensional lettering is some of the most unique. Not only do they stand out from other signage, but they also protrude out from the walls of your

business. These signs are made from a variety of solid materials and offer depth to your signage. This gives the effect of being three-dimensional (because it truly is).

Dimensional lettering is made of a variety of different materials, each for different applications. Some of the materials include plastic, brass, bronze, aluminum, acrylic, and foam. These letters can be mounted on any surface regardless of texture.

## How Should I Choose My Signage?

Choosing a dimensional product comes down to several factors. For one, the cost is important and understanding your budget is the first thing you should think about when planning out your design.

Once you have a budget, it's time to start designing your project. Working with your sign company is key, as they will be able to take your brand aesthetic and match the signage to it. Your signage must be consistent with your branding so that it does not confuse your customers.

When choosing materials, it is also important to design your signage with the location in mind. If your sign is outdoors, you must choose materials that can handle



The Junkluggers of Berks, Chester, & Lancaster Counties



Getting junk out of your life, keeping it out of landfills.

### What we offer:

- Same and next-day appointments
- Quick, dependable, on-time service
- Fully insured trucks and employees
- Tax deductible receipts for any donations made on your behalf
- We'll take items like furniture, TV's, appliances, clothing, household goods, and much more!

**\$25 OFF**  
a 1/4 truck or more

Mention when booking to redeem. Only participating locations. Limit one per household. Offer cannot be combined. Tax is not included.

COUPON CODE: ROUTE422

**1-800-LUG-JUNK • JUNKLUGGERS.COM**

Call or book a job today for a **FREE**, no-obligation estimate!

**ROYERSFORD EXIT OF 422**

**Hello Fall!**  
**Hello New Signs!**



**Signarama** Limerick®

Texas Roadhouse Shopping Center  
70 Buckwalter Rd. | Suite 407 | Limerick, PA 19468

**484.961.8802**

## Balestrieri Services LLC

*Servicing Residential and Commercial Properties*

Family-Owned • Exceptional Work

Core Principles: Integrity, Honesty, and Reliability



- interior and exterior painting
- drywall installation and repair
- pressure washing
- driveway sealing
- HVAC, plumbing
- electrical
- various handyman services
- free estimates
- licensed and fully insured

Phone: 610.310.3694 • email: [balestrieriservicesllc@gmail.com](mailto:balestrieriservicesllc@gmail.com)

the elements while also being visible. An invisible sign leads to an invisible business, and no one wants that. Additionally, making sure that the lettering is sized appropriately will boost visibility.

One of the most effective styles of dimensional lettering is channel letters as these are an easy way to light up your logo. Most signs that you see on buildings are channel letters, and for good reason. Channel letters are easy to service and maintain and are affordable, considering the impact that they have.

Choosing the right signage is vital for getting your business's brand and messag-

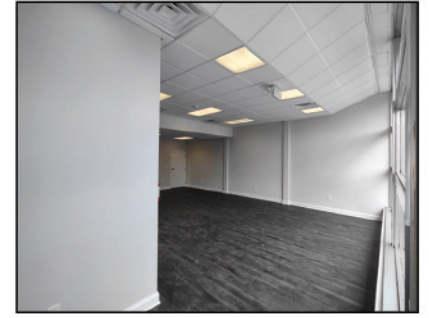
ing out into the world, and dimensional lettering is a great way to do that. With so many different options available, there is something that can fit just about any budget or aesthetic, making them the most effective type of sign out there.

If you are ready to pull the trigger on a high-quality sign package that includes dimensional lettering, look no further than Signarama Limerick. Our team of experts will take your brand and ideas from concept to completion. We specialize in high-quality interior and exterior signs but can also produce vehicle graphics, banners, and more. We can't wait to work with you!

## Office / Retail Space Available for Lease

364 E. Main Street, Suite B, Collegeville, PA 19426

650 Square Feet • \$975 Per Month



Contact: Rowan Keenan  
Keenan Ciccitto and Associates

610.489.6170

Saint  
Peters  
Village

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