

ON THE JOB

Excellent Signs Creates the Perfect "Halo"

BY JILL
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IF YOU HAPPEN TO BE IN London, Ontario, driving down Veterans Memorial Parkway, the sign for "Hanwha L&C", a 200,000 square foot state-of-the-art facility will catch your attention, with the vivid colors of the sign by day or its bright halo at night. At night, the sign can be seen more than three kilometers down the freeway. The sign was designed, fabricated and installed by Excellent Signs, also located in London, Ontario.

Excellent Signs and Displays Inc. won the job due to their strong reputation of

having exemplary customer service and expertise in custom signs. They have been in operation in London, Ontario, for more than 40 years.

Presented with the Hanwha logo, the award winning design and engineering department at Excellent Signs went to work to create the sign. They chose SloanLED ChanneLED 4 white shorts to create the perfect halo. The sign sits on the top of a 21.33 meters tall building and the logo portion of the sign is approximately 4.88 meters squared and accompanied by 1.93 meter-tall channel letters, making this sign the biggest LED sign built in their shop.

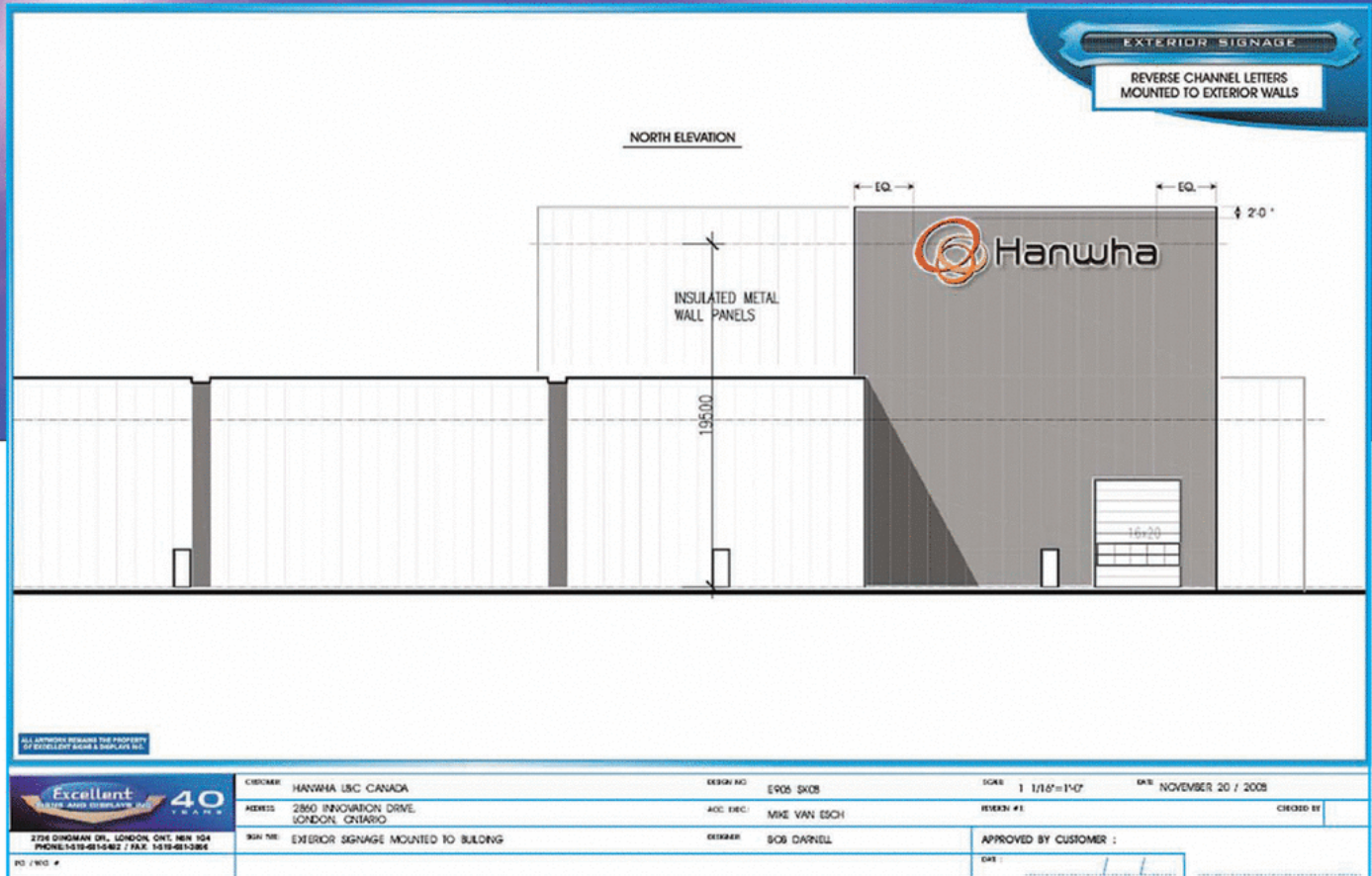
"We chose SloanLED lighting because we have found their product to be reliable and the company to be easy to work with," says Paul Statham, Shop Supervisor for Excellent Signs.

Getting a soft halo effect can be challenging, as the wall surface and illumination all need to be considered. Projecting a halo lit letter on a rough, non-reflective surface is optimal for getting a smooth, feathered effect. There are tricks that



This sign and logo for Hanwha, with LED halo effect, is the largest LED sign built by Excellent Signs.





Original plans for the project.

can be done to dull down the surface. In this scenario, the wall surface was going to work perfectly. The design team at Excellent Signs also tested to see how far away from the building they could go to get maximum light spread and brightness to correspond with the larger-than-life size of the sign. Through testing, they found that 4" away from the wall seemed to be the best formula. Mounting the LEDs on the back of the face of the letter and projecting them on to the wall seemed to be the answer. A clear Lexan lens was used on the back, to protect the letters from the elements building up inside the letters/logo.

Having the sign up prior to opening the doors is great advertising. However, for the installer, this can make installation difficult if it is January, -17 °C outside and 70 feet in the air. To make the install go smoothly, the largest part of the sign (the logo) was built in six pieces. Using a large zoom boom over several days, the signs were successfully installed on both sides of the building. **SDG**



Installation was a serious challenge due to the 70 foot height—and the -17°C weather.

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