

Signage Terminology Glossary



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4SI:

Snap-In Retainer for ESP-4 Products.

Architectural:

Products that work together as a system to provide a standalone signage solution with everything from mounting legs to connectors and trim.

Bleed Trim:

For Flex Face signage, it covers the return of the frame, providing a seamless transition between the frame and the vinyl face.

Changeable Copy:

Signage allowing users to alter displayed copy with movable letters.

CLRW (Channel Letter Raceway):

Used for mounting channel letters, providing a safe environment for wiring, hardware, and power supplies.

Corner Angle:

Used to align Excellart frame pieces.

Custom Miter:

An angled cut made across the face, or width, of an extrusion, typically less than 45 degrees.

Divider Bar:

Divides cabinet face.

DF (Double Face):

Signage with two faces.

Extrusion:

Process used to create objects of a fixed cross-sectional profile by pushing material through a die of the desired cross-section.

FCO (Flat Cut Out):

Typically cut from acrylic or aluminum, affixed to the outward facing surface of a rigid face.

Flex Clip:

Used to tension flex face material to the frame.

Flex Face:

Flexible vinyl material for digitally printed logos and designs, tensioned to a frame system. Pros include versatility, wind resistance, light weight, and seamlessness.

Flex Frame:

Frame designed for flex face material.

F:

F-shape retainer (adds 5/8" to cabinet depth per side).

FF:

Largest F-shaped retainer (adds 1 5/8" to cabinet depth per side)

FF2:

Largest F-shaped retainer (adds 2" to cabinet depth per side)

Frame:

The main structure in creating a sign cabinet.

Hinged Frame:

Incorporates a hinged shape in the profile, allowing retainers to be hinged open.

IDS:

Internal retainer system component series.

Integrated Frame:

Flex face frames that integrate structure to the profile, allowing standalone use or as a structural member for double face flex frames.

Kerf:

The space left in a material equal to the width of a saw blade.

Kerf-Cutting:

The process where frames are partially cut, leaving kerfs, allowing flexibility in shaping.

LF:

Narrowest retainer (adds 7/16" to cabinet depth per side).

Mill Finish:

This is the description of the surface texture (or finish) of metal after the extrusion die process.

Miter or Reverse Miter:

An angled cut made across the face, or width, of an extrusion, typically ranging from 0 to 45 degrees.

OD (Outer Dimension):

Is the x & y dimension of the sign frame.

Perimeter:

The continuous line forming the boundary of the sign frame.

Piano Hinge:

A low profile hinge system.

Push-Thrus:

Typically acrylic letters pushed through a rigid face sign material and illuminated from behind.

Radius:

Refers to the arc size of a corner, measured as the distance from the center point of a circle to the outside circumference.

Raceway:

Used as a signage component to house and conceal wires, power supplies, and other electrical components.

Retainer:

Used to secure rigid faces on a signage cabinet.

Retainer Gusset:

Used to align Excellart retainer pieces.

Rigid Face:

Materials like expanded PVC, Polycarbonate, and aluminum used for rigid face signs. Pros include dimensional designs, ease of handling, and the ability to incorporate various design features.

SF (Single Face):

Signage with one face. Internal retainer system component series.

Splice Plate:

Braces a seam on two adjoining pieces.

Standard Frame:

Standard components that mate together with flat and square surfaces.

Standard Trim:

Trim for Flex Face signage covering the return and a few inches on each side of the vinyl face.

Tension Bar:

A textured bar that is wrapped by the flex face of a sign and then inserted into a flex clip in order to tension the sign face.

WM (Wall Mount):

Framing solution which mounts to a wall.