

# The Advantages of Using 3D Letter Signs to Draw Attention



There are several factors to think about while creating company signs and fascia. They are there to give your property a name and advertise what you do or sell and present yourself to the world in the manner you see fit. One sign is a lot to ask for.

Your [signage](#), in addition to conveying the intended message, must also be aesthetically pleasing. Successful signs and fascia tend to be very conspicuous to catch the eye of passers-by as quickly as possible.

## How do you define 3D letter symbols?

3D signs are flat signs that have been given depth by adding a third dimension. With little creative thinking, any flat sign may take on a three-dimensional appearance.

### **Built-up Letters:**



This occurs when the text and logo are physically transformed into a three-dimensional shape with varied depth. These are shown by the Subway signage we created a while ago. This is the style that most people envision when they think about 3D letter signs or flat cut letters.

[Built-up letters](#) perform very well when formed as a lightbox and lit from the inside; other options include illumination from the side, front, or behind the design. When utilised in combination with proper materials, colours and finish may play a significant role in producing a distinctive overall appearance that is certain to attract the attention of others.

The design of the whole 3D letter sign is up to you. This may be a very effective method to employ your company's branding colours or highlight other parts of your branding.

You may also get a vintage aesthetic by using neon and open-faced 3D lettering. This seems more complicated than it is: tube neon lights within an open box shaped like your letters. While neon lighting has been out of favour for some time owing to the lack of colour variations and poorer intrinsic quality than LED lighting, it might be ideal for your business's signage in certain circumstances.

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**Flat Cut Letters:**



These exquisitely effective signs are now quite popular. They comprise individually cut-out letters placed at a distance from the wall to produce a floating look. In addition, you may place lights behind the object to create a spectacular halo effect.

A advantage of [flat cut letters](#), 3d letters signs is that individual sign components are not needed to be joined. You may use a sans serif font with giant, cut-out letters for your name, followed by a smaller serif font to convey a slogan or supporting information.

This ability to manipulate depth and shadow patterns provides a striking aesthetic impact. It makes the sign seem more intricate and costly (mainly if it's made of metal) – setting it apart from any neighbouring flat, generic signage.

## What's so great about those 3d letters signs?

It provides a wide range of lighting options to maximise the sign's effect. With today's environmentally friendly and efficient LED lighting, you may illuminate a sign from the inside or the back, eliminating the need for traditional top-down or bottom-up illumination. When seen from a distance or at night, this has a significant impact by creating a tangible presence. People will see your brand for longer lengths of time. More potential buyers will be able to find your shop.

Using a variety of lighting effects, you can make your 3D letters stand out from the crowd and attract more attention to your sign. For instance, you may decide what to highlight (e.g., the logo), which is a fantastic method to either further establish a well-known logo (think of the golden arches of a specific fast food business) or generate interest in a less famous brand.

Almost any material, from metal and wood to acrylic, is suitable for their construction. This is particularly useful for lightbox signage. It may be given a variety of finishes to get the desired look.

Even if you don't want to illuminate your 3D letter sign, the clever use of depth will still draw in curious onlookers from all sides. Under the right conditions, its shiny finish will even reflect light. [Contact Iris Signs](#) today for 3D Letter Signs.

**Also Read:** [Why Should Your Business Use Indoor LED Signs?](#)

#### **Conclusion:**

3D letter signs are flat signs that have been given depth by adding a third dimension, such as built-up letters, flat cut letters, and [neon](#) and open-faced 3D lettering. They can be used to create a distinctive overall appearance that attracts attention. [Iris signs](#) provide a wide range of lighting options to maximise the sign's effect. Our signs create a tangible presence, making it stand out from the crowd and attract more attention.

#### **Original Source:**

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