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CHANNEL LETTER COLOR COMBINATIONS

Effective Channel Letter Color Combinations

1.	Red Face on a Black Return	Red is an exciting, active color that is best used to suggest boldness, quickness and efficiency. It's warmth is appetite inspiring.
2.	Yellow Face on a Black Return	Yellow creates a welcoming atmosphere. It suggests light and activity, especially in its redder shades and tints.
3.	White Face on a Blue Return	White can be used to suggest cleanliness and purity on a sign.
4.	Green Face on a White Return	Green is associated with living things, and also freshness, youth and purity. It is the predominate color of nature, and is powerful in creating naturalness and vitality. Green also connotates peacefulness.
5.	Blue Face on a White Return	Blue's coolness tends to connote dignity, serenity, wisdom and quiet. It also tends to suggest stability, so it is often used by banks and large corporations.

Source: Claus, K.E. and Claus, R.J. Visual Communication Through Signage Volume 1: Perception of the Message, Cincinnati, OH Signs of the Times Publishing Co. 1974

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