



EXPRESS
YOUR BRAND
WITH
EXCELLENCE



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2022

Wholesale Products

At Selkirk Signs, we understand that buying a sign is complicated. You may be asking yourself many questions such as - what material should it be, what style suits your brand best, and what does your budget allow? To help answer those questions, please find our user-friendly sales catalogue at your disposal!

WHY SELKIRK SIGNS?

We believe the same quality and integrity that went into creating your brand should be put into physically displaying it.

From start to finish, we wish to elevate your brand and get you noticed in the marketplace.

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01

Front Lit Channel Letters

Illumination through the face of the letters

Channel Letters

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Channel letters are right for you if you want brightly illuminated individual letters.

Channel letters add an element of depth to your signs. They are produced with an aluminum coil, plastic trim cap and an acrylic face. The channel letter components are manufactured using a CNC router to cut out the backs and faces and a CNC bending machine to form the sides. Each letter is populated with energy-efficient LED lighting to create eye-catching illumination, ensuring your brand is visible at night.



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01

Front Lit Channel Letters

Illumination through the face of the letters

Letter Style Basics

Types of Letter Styles

Se

San Serif Font

Se

Serif Font

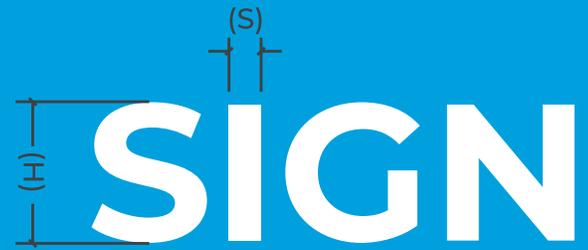
Se

Script Font

Channel Letter Size

Minimum Requirements

San serif letters provide the best flexibility due to height and stroke thickness requirements.



MINIMUM REQUIREMENTS FOR CHANNEL LETTERS

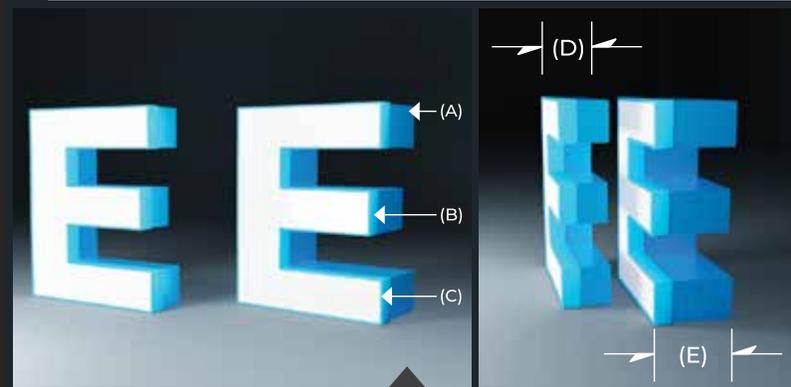
(H) = MINIMUM HEIGHT IS 8"

(S) = MINIMUM STROKE WIDTH IS 1.5"

Channel Letter

Detail Specifications

- ▶ (A) Return built from aluminum coil.
- ▶ (B) Trim cap.
- ▶ (C) Illuminated acrylic face.
- ▶ (D) 3.375" finished depth.
- ▶ (E) 5.375" finished depth.



CHANNEL LETTER DETAILS

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Front Lit Channel Letters

Illumination through the face of the letters

Channel Letters Installation Options

INSTALL TYPE 01: *Direct mounting is right for you are able to pass the letter power leads through your exterior wall.* Mounting directly to the wall gives the letters a prestigious feel with a refined, finished look. Direct mount channel letters add a level of sophistication to your signage solutions.

INSTALL TYPE 02: *Raceway mounting is right for you if you are not able to have the letter power leads pass through the exterior wall.* A raceway allows for ease of installation and minimizes the amount of mounting holes in your building's exterior. The raceway is typically painted to match the building, so it does not stand out.

INSTALL TYPE 03: *Full-size backer mounting is right for you if you are not able to have the letter power leads pass through the exterior wall.* Backer mount channel letters are very versatile. Your backer's paint color can be used to add contrast to your logo, providing maximum impact from a distance. When it comes to ease of installation and versatility, you cannot beat backer mounted channel letters.

01

INSTALL TYPE

STORE

02

INSTALL TYPE

STORE

03

INSTALL TYPE

STORE

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01

Front Lit Channel Letters

Illumination through the face of the letters

Installation Details

INSTALL TYPE 01: *Direct mounting*

- ▶ Letters are mounted directly to the wall.
- ▶ Power leads pass through the wall to power supplies inside the building

INSTALL TYPE 02: *Raceway mounting*

- ▶ Standard raceway depth is 2".
- ▶ 8" high raceway for letters up to 27" tall.
- ▶ 12" high raceway for letters from 27" to 40" tall.
- ▶ Raceway height for letters over 40" is determined on a case by case basis.

INSTALL TYPE 03: *Backer mounting*

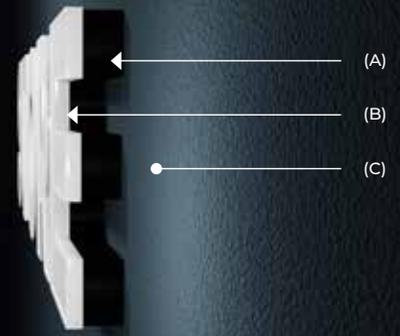
- ▶ Standard backer depth is 3.625".
- ▶ Backer panel can be painted any colour.
- ▶ Backer panels can be used with front lit channel letters or halo lit letters.

Installation Details

- ▶ (A) Return built from aluminum coil.
- ▶ (B) Trim cap.
- ▶ (C) Building wall.
- ▶ (D) Raceway.
- ▶ (E) Full-size backer.

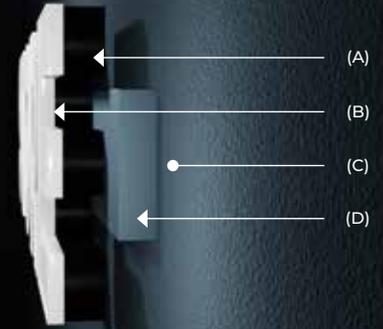
01

INSTALL TYPE



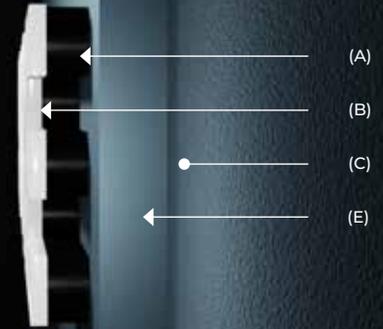
02

INSTALL TYPE



03

INSTALL TYPE



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Front Lit Channel Letters

Illumination through the face of the letters

Price Guideline

We believe that by providing you with some general price guidelines, you will be able to narrow down the best sign solution for your needs.

Front Lit Direct Mount

Letter Height

	Stroke Width	Factory Trim/Coil Per Letter	Custom Painted Trim/Coil - Per Letter	Serif or Script Font Per Letter	Vinyl/Print Per Letter
< 8"	1.5 to 3" Stroke	\$167.00	Add \$36.00 Per Letter	Add \$23.00 Per Letter	Add \$15.00 Per Letter
10"	1.5 to 3" Stroke	\$174.00	Add \$36.00 Per Letter	Add \$23.00 Per Letter	Add \$17.00 Per Letter
12"	1.5 to 3" Stroke	\$181.00	Add \$36.00 Per Letter	Add \$23.00 Per Letter	Add \$20.00 Per Letter
15"	1.5 to 3" Stroke	\$198.00	Add \$39.00 Per Letter	Add \$23.00 Per Letter	Add \$23.00 Per Letter
18"	2 to 5" Stroke	\$214.00	Add \$39.00 Per Letter	Add \$23.00 Per Letter	Add \$26.00 Per Letter
20"	2 to 5" Stroke	\$237.00	Add \$46.00 Per Letter	Add \$23.00 Per Letter	Add \$30.00 Per Letter
24"	2 to 5" Stroke	\$265.00	Add \$58.00 Per Letter	Add \$28.00 Per Letter	Add \$35.00 Per Letter
30"	2 to 5" Stroke	\$334.00	Add \$69.00 Per Letter	Add \$28.00 Per Letter	Add \$41.00 Per Letter
36"	3 to 6" Stroke	\$472.00	Add \$81.00 Per Letter	Add \$32.00 Per Letter	Add \$48.00 Per Letter
42"	3 to 6" Stroke	\$610.00	Add \$115.00 Per Letter	Add \$35.00 Per Letter	Add \$55.00 Per Letter
48"	3 to 6" Stroke	\$748.00	Add \$161.00 Per Letter	Add \$37.00 Per Letter	Add \$62.00 Per Letter

Custom shapes and logos need to be priced individually to ensure accuracy.

Price example - one 20" letter with painted trim and coil, serif font and vinyl graphics is \$336.00 plus taxes.

Pricing Version 1.4

Please Note Pricing Is Subject To Change

- ▶ Pricing does not include freight or installation.
- ▶ Pricing does not include GST or other applicable taxes.
- ▶ Price is based on direct mounting to wall.

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Price Guideline

We believe that by providing you with some general price guidelines, you will be able to narrow down the best sign solution for your needs.

Raceway Height

Raceways and Backer Panels		
< 8"	\$30.00 Per Linear ft	3.5" Deep Painted One Colour
10"	\$33.00 Per Linear ft	3.5" Deep Painted One Colour
12"	\$37.00 Per Linear ft	3.5" Deep Painted One Colour
18"	\$54.00 Per Linear ft	3.5" Deep Painted One Colour
24"	\$72.00 Per Linear ft	3.5" Deep Painted One Colour
32"	\$90.00 Per Linear ft	3.5" Deep Painted One Colour
36"	\$108.00 Per Linear ft	3.5" Deep Painted One Colour
42"	\$127.00 Per Linear ft	3.5" Deep Painted One Colour
48"	\$145.00 Per Linear ft	3.5" Deep Painted One Colour
60"	\$182.00 Per Linear ft	3.5" Deep Painted One Colour
Pricing is based on raceway or backer height multiplied by the length.		
Price example - one 32" high backer panel 10' long is \$900.00 plus taxes.		

- ▶ Pricing does not include freight or installation.
- ▶ Pricing does not include GST or other applicable taxes.
- ▶ Price is based on one raceway or backer panel.

Pricing Version 1.4
Please Note Pricing Is Subject To Change

02

Halo Lit Channel Letters

Provide a sophisticated glow around letters

Halo Lit Letters

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Halo lit channel letters are right for you if you want illuminated individual letters but are looking for softer overall illumination.

Halo lit letters are used when our clients are seeking a glamorous image with softer illumination. These channel letters are manufactured with aluminum faces and returns. They're mounted stood off from the wall, allowing light to be transmitted behind the letter, creating a halo illumination. A polycarbonate back allows light through but keeps unwanted wildlife from making it home.

SIGN TYPE 01: Mounted directly to wall.

SIGN TYPE 02: Mounted to a backer panel.

01

SIGN TYPE



02

SIGN TYPE



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02

Halo Lit Channel Letters

Provide a sophisticated glow around letters

Halo Lit Letters

Installation Options

Direct and backer mounting both have advantages; what works best for you depends on your site-specific conditions.

SIGN TYPE 01: Direct mounting your halo lit channel letters adds a level of refined sophistication to your sign.

SIGN TYPE 02: Backer mounted halo lit channel letters are a great option when there are issues that don't allow for direct mounting. Backer mount channel letters are very versatile; they can add contrast to your logo by the colour they are painted, allowing you to have maximum impact at a distance. When it comes to ease of installation and versatility, you cannot beat backer mounted channel letters.

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02

Halo Lit Channel Letters

Provide a sophisticated glow around letters

Price Guideline

We believe that by providing you with some general price guidelines, you will be able to narrow down the best sign solution for your needs.

Halo Lit Direct Mount

Letter Height

	Per Letter <small>3" Letter Depth</small>	Serif or Script Font
< 8"	\$259.00	Add \$28.00 Per Letter
10"	\$270.00	Add \$28.00 Per Letter
12"	\$282.00	Add \$28.00 Per Letter
15"	\$299.00	Add \$28.00 Per Letter
18"	\$316.00	Add \$28.00 Per Letter
20"	\$334.00	Add \$28.00 Per Letter
24"	\$368.00	Add \$28.00 Per Letter
30"	\$414.00	Add \$28.00 Per Letter
36"	\$460.00	Add \$28.00 Per Letter
42"	\$506.00	Add \$28.00 Per Letter
48"	\$552.00	Add \$28.00 Per Letter

Pricing is for one individual letter.

Price example - one 20" high halo lit letter with a 3" depth and serif font is \$362.00 plus taxes.

Pricing Version 1.4
Please Note Pricing Is Subject To Change

- ▶ Pricing does not include freight or installation.
- ▶ Pricing does not include GST or other applicable taxes.
- ▶ Price is based on direct mounting to wall.

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Halo Lit Channel Letters

Provide a sophisticated glow around letters

Price Guideline

We believe that by providing you with some general price guidelines, you will be able to narrow down the best sign solution for your needs.

Backer Height

	Backer Panels	
< 12"	\$37.00 Per Linear ft	3.5" Deep, Painted One Colour
18"	\$54.00 Per Linear ft	3.5" Deep, Painted One Colour
24"	\$72.00 Per Linear ft	3.5" Deep, Painted One Colour
32"	\$90.00 Per Linear ft	3.5" Deep, Painted One Colour
36"	\$108.00 Per Linear ft	3.5" Deep, Painted One Colour
42"	\$127.00 Per Linear ft	3.5" Deep, Painted One Colour
48"	\$145.00 Per Linear ft	3.5" Deep, Painted One Colour
60"	\$182.00 Per Linear ft	3.5" Deep, Painted One Colour

Pricing is based on backer height multiplied by the length.

Price example - one 32" high backer panel 10' long is \$900.00 plus taxes.

Pricing Version 1.4
Please Note Pricing Is Subject To Change

- ▶ Pricing does not include freight or installation.
- ▶ Pricing does not include GST or other applicable taxes.
- ▶ Price is based on one backer panel.

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03

Replacement Faces

New faces for your existing sign

Replacement Faces

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A sign face replacement is right for you if there are existing signs on site that only require a new or refreshed look.

SIGN TYPE 01: If you are a new tenant moving into an existing mall location, there may be existing signs you can utilize. If there is an existing fascia building sign, it is likely the existing face can be updated with your logo or graphics.

SIGN TYPE 02: Face replacements are also possible with many freestanding pylons. Repeating your branding multiple times on the same site ensures brand recognition and maximum visibility so your customers can always find you.

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SIGN TYPE



02

SIGN TYPE



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03

Replacement Faces

New faces for your existing sign

Price Guideline

We believe that by providing you with some general price guidelines, you will be able to narrow down the best sign solution for your needs.

		Width								
		< 72"	84"	96"	108"	120"	132"	144"	156"	168"
Height	< 12"	\$199.00	\$205.00	\$210.00	\$216.00	\$222.00	\$228.00	\$248.00	\$269.00	\$290.00
	18"	\$216.00	\$228.00	\$248.00	\$279.00	\$311.00	\$342.00	\$373.00	\$404.00	\$435.00
	24"	\$248.00	\$290.00	\$361.00	\$373.00	\$414.00	\$455.00	\$497.00	\$538.00	\$580.00
	30"	\$311.00	\$399.00	\$414.00	\$466.00	\$518.00	\$569.00	\$621.00	\$673.00	\$725.00
	36"	\$373.00	\$435.00	\$497.00	\$559.00	\$621.00	\$683.00	\$745.00	\$807.00	\$869.00
	42"	\$435.00	\$507.00	\$580.00	\$652.00	\$725.00	\$797.00	\$869.00	\$942.00	\$1014.00
	48"	\$497.00	\$580.00	\$662.00	\$745.00	\$828.00	\$911.00	\$994.00	\$1076.00	\$1159.00
	54"	\$559.00	\$652.00	\$745.00	\$838.00	\$932.00	\$1025.00	\$1118.00	\$1211.00	\$1304.00
	60"	\$621.00	\$725.00	\$828.00	\$932.00	\$1035.00	\$1139.00	\$1242.00	\$1346.00	\$1449.00
	66"	\$683.00	\$797.00	\$911.00	\$1025.00	\$1139.00	\$1252.00	\$1366.00	\$1480.00	\$1594.00
	72"	\$745.00	\$869.00	\$994.00	\$1118.00	\$1242.00	\$1366.00	\$1490.00	\$1615.00	\$1739.00

Pricing is for one white polycarbonate face - basic vinyl or print image.

Price example - one white polycarbonate face with basic print or vinyl image 30x120" is \$518 plus taxes.

Pricing Version 1.4
Please Note Pricing Is Subject To Change

- ▶ Pricing does not include freight or installation.
- ▶ Pricing does not include GST or other applicable taxes.
- ▶ Price is based on one replacement face.
- ▶ Clear plastic, second surface copy increase price by 30%.
- ▶ Blank white face, no graphics reduce price by 40%.

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04

Building Fascia Signs

With polycarbonate face substrate

Polycarbonate Signs

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Polycarbonate fascias are right for you if you want a small to medium sign. Fascia signs provide the best value per square foot available for illuminated signs.

SIGN TYPE 01: Black frame and cabinet.

Fascias provide full illumination of the sign face with energy-efficient LED lighting inside the cabinet. We stock prefinished black and white frame and cabinet material to give you the best value possible.

SIGN TYPE 02: Custom painted frame and cabinet. We can also paint your frame and cabinet to any custom colour you would like. Your frame and cabinet can be painted to match your logo or even your building to meet your desired aesthetic look.

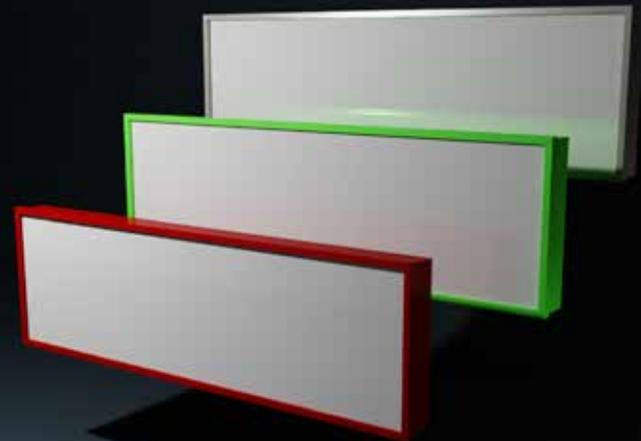
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02

SIGN TYPE



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04

Building Fascia Signs

With polycarbonate face substrate

Price Guideline

We believe that by providing you with some general price guidelines, you will be able to narrow down the best sign solution for your needs.

		Length					
		72"	96"	120"	144"	168"	192"
Height	< 18"	\$1741.00	\$2092.00	\$2310.00	\$2539.00	\$2767.00	\$2995.00
	24"	\$1833.00	\$2202.00	\$2432.00	\$2673.00	\$2913.00	\$3153.00
	30"	\$2108.00	\$2452.00	\$2797.00	\$3073.00	\$3349.00	\$3627.00
	36"	\$2214.00	\$2574.00	\$2937.00	\$3227.00	\$3563.00	\$3896.00
	42"	\$2546.00	\$2960.00	\$3336.00	\$3711.00	\$4096.00	\$4480.00
	48"	\$2673.00	\$3108.00	\$3545.00	\$3896.00	\$4301.00	\$4705.00
Pricing is for polycarbonate face with basic graphics, black or white cabinet.							
Price example - 36 x 168" polycarbonate face, white or black frame and cabinet is \$3563.00 plus taxes.							

Pricing Version 1.4
Please Note Pricing Is Subject To Change

- ▶ Pricing does not include freight or installation.
- ▶ Pricing does not include GST or other applicable taxes.
- ▶ Price is based on one fascia sign.
- ▶ Custom painted frame and cabinet add 20%.
- ▶ Custom multilayer graphics priced additionally.
- ▶ Price is based on direct mounting to wall.

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04

Building Fascia Signs

With flex face substrate

Flex Face Signs

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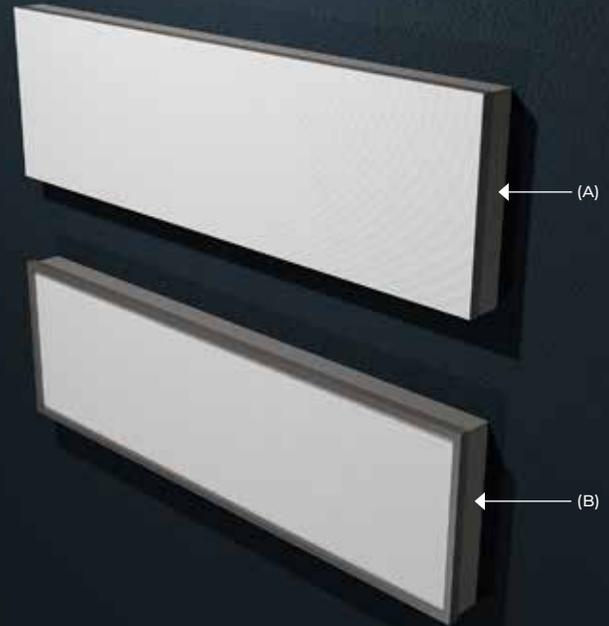
Flex face fascias are right for you if you want a large or very long sign. Fascia signs provide the best value per square foot available for illuminated signs.

SIGN TYPE 01: Flex face fascia signs are used for very large signs such as gas canopies. These signs provide full illumination of the sign face with energy-efficient LED lighting inside the cabinet.

- ▶ (A) The top sign is a frameless flex face. 100% of the face area is visible.
- ▶ (B) The bottom sign has frame covers, covering 1.5" to 2" around the perimeter of the sign face.

01

SIGN TYPE



01

SIGN TYPE



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Building Fascia Signs

With flex face substrate

Price Guideline

We believe that by providing you with some general price guidelines, you will be able to narrow down the best sign solution for your needs.

		Length					
		72"	96"	120"	144"	168"	192"
Height	< 18"	\$2003.00	\$2406.00	\$2658.00	\$2921.00	\$3182.00	\$3444.00
	24"	\$2109.00	\$2533.00	\$2798.00	\$3074.00	\$3350.00	\$3627.00
	30"	\$2424.00	\$2820.00	\$3217.00	\$3534.00	\$3851.00	\$4172.00
	36"	\$2546.00	\$2960.00	\$3379.00	\$3711.00	\$4097.00	\$4482.00
	42"	\$2929.00	\$3405.00	\$3838.00	\$4268.00	\$4712.00	\$5160.00
	48"	\$3074.00	\$3575.00	\$4078.00	\$4482.00	\$4946.00	\$5411.00
Pricing is for flex face with basic graphics, black or white cabinet.							
Price example - 36 x 168" flex face, white or black frame and cabinet is \$4097.00 plus taxes.							

Pricing Version 1.4

Please Note Pricing Is Subject To Change

- ▶ Pricing does not include freight or installation.
- ▶ Pricing does not include GST or other applicable taxes.
- ▶ Price is based on one fascia sign.
- ▶ Custom painted frame and cabinet add 20%.
- ▶ Custom multilayer graphics priced additionally.
- ▶ Price is based on direct mounting to wall.

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