

# Bassett

SINCE 1902

## *Creative Collaboration Delivers Enhanced Visibility for Bassett*

When Bassett Furniture's Mason, Ohio, location transitioned from a traditional brick façade to a wall of glass, its signage became a unique challenge. Installing halo-illuminated channel letters on glass presented two critical challenges.

- Developing a secure mounting solution for the letters on glass.
- Preserving the dramatic halo-illumination effect without a solid surface behind the sign.

### The Solution

Working closely with the project architect, our team engineered an alternative mounting system specifically designed for the glass façade. Once the structural approach was approved, attention turned to enhancing the sign's visual performance.

To recreate the impact of halo illumination, we incorporated a custom contour-cut backer behind the reverse-lit letters. This innovative addition provided a reflective surface that amplified the lighting effect and strengthened the visibility of the Bassett logo after dark.

### The Result

The finished sign delivered the brand consistency Bassett wanted while overcoming the limitations of a glass storefront. The contour-cut backer significantly enhanced nighttime visibility, creating a bold, polished presentation that stands out both day and night.

