At Principal LED, we celebrate the art, ingenuity, and creativity of the sign industry. This Lookbook reflects the innovative ways people are incorporating our products into signs across the country.

One of the ways we promote the amazing work of our clientele is to hold a biannual sign design photo contest. The entrants range from distributors to sign shops. After narrowing down to a few finalists, votes were taken online to select the top three winners, who won a cash prize and trophy for their originality and execution.

Many of the signs featured in the Lookbook were submitted for the What’s In Your Sign Photo Contest. The other signs included are some of our favorites from previous contests.

This Lookbook covers a wide range of applications and design elements. We hope you enjoy seeing how our products are used every day in the field.

Thank you for all that you do!

Sincerely,  
The P-LED Team

Submit your testimonials today:  
www.p-led.com/testimonials

Trademarks shown in testimonial images in this publication belong to the rightful owner of same and Principal LED claims no ownership of such marks.
We needed a lighting solution that would not fight excessively with the decision to use incandescent bulbs on the exterior, so we went for Street Fighter Standard. They illuminate great, are easy to install, and our company has been using them for years. The temperature and overall aesthetic through a backed up acrylic face makes for a very dynamic piece of signage, which matched our client’s needs.”

- Kevin Harbaugh, Graphics Department

PRINCIPAL LED PRODUCT
INTERIOR OF SIGN
STREET FIGHTER STANDARD™
(PL-OP2-SF3-P-TW)
Progressive Products
Joe Ontjes • Luminous Neon Art & Sign Systems

“Luminous Neon operates six locations across Kansas. Matt Gamber, production manager for the company’s western region, chose Qwik Mod because of their wide coverage, cost-effectiveness and reliable performance.”
-Joe Ontjes, President

“We’ve used Principal LED products for years, but the Qwik Mod Series represents a step change in the evolution of LEDs for signage. We’re finding application for Qwik Mod 3 in cabinets with varying depths. Plus, our assemblers appreciate the Qwik Release Tabs and ease of application.”
-Matt Gamber, Production Manager for Western Region

PRINCIPAL LED PRODUCT
QWIK MOD 3™
(PL-QM3-TW200-P)
We chose Principal LED for this project because of the versatility and dependability of the Street Fighter line. We illuminated both the monument sign and wall letters with Street Fighter LED modules. White LEDs gave the bottom portion the monument clarity, and the channel letters of both signs were reverse lit with red. The red was chosen for the warm, retro vibe it gives off; reminiscent of an old neon sign peering through a misty swamp.”

- Chuck Knight, Owner

**PRINCIPAL LED PRODUCT**

STREET FIGHTER HEAVYWEIGHT™
(PL-OP2-HW3-P-TW)

STREET FIGHTER COLORS™
(PL-OP2-SC3-P-RD)
“Boondocks Grill & Bar, isn’t your average restaurant. It’s a place where you can eat, listen to live music, and view some of the most spectacular hand-carved wood, art and decor reminiscent of the 1940’s Louisiana Bayou. It only made sense for us to design their sign to mimic the wood and rustic art theme that runs rampant throughout the restaurant.” - Chuck Knight
We gave a presentation to SWA (architect) and showed them a mock up letter using P-LED warm white Street Fighters. Our presentation illustrates the quality and service we get from P-LED and GSG. That was enough to change the lighting to P-LED. This architect now trusts us to provide lighting specifications for signage.”

-David Stone, Partner

PRINCIPAL LED PRODUCT
STREET FIGHTER HEAVYWEIGHT™ WARM WHITE
(PL-OP2-HW3-P-WW)
Flexibility with RGB

Brandon Snyder • Lassiter Industries

“
The project originally called for blue LEDs, but when we suggested using the Principal RGB LEDs with the RGB remote control, the client became very excited about the ability to change the logo color for holidays, remembrances, showing solidarity with causes, etc. Principal was instrumental in the process, answering any questions we had about the installation of their products, and the layout services ensured we had everything we needed to ensure our client was overwhelmed with the finished product.”

-Brandon Snyder, Director of Graphic Design

PRINCIPAL LED PRODUCTS
RGB LIGHT TAPE
(PL-LT1-BL1-P)
RGB CONTROL SYSTEM & AMPLIFIER
(PL-CT-A02-A AND PL-GL-CT-B)
QWIK BOX™
(PL-QB1-MVXX-S)
UNIVERSAL 60W POWER SUPPLY
(PL-60-12-U)
The Price is Right
Howie Thompson • Ziglin Signs

“... We chose the Principal LED Street Fighter for the price, warranty, and most importantly the reliability.”
-Howie Thompson, Sales and Marketing

PRINCIPAL LED PRODUCT
STREET FIGHTER STANDARD™
COOL WHITE
(PL-OP2-SF3-P-CW)

Keeping it Simple
Julie Knutsen • Outdoor Dimensions

“...Surrounded by the rolling hillsides and panoramic vistas of Orange County, Altair has elevated the master-planned living experience to a new level of luxury. The electrical monument sign for Altair had to reflect that elevated luxury feeling. The client was very pleased with the clean simple design and final fabrication of the halo lit channel letters and lighting provided by Principal LED products.”
-Julie Knutsen, IT Manager

PRINCIPAL LED PRODUCT
SPEC VALUE LONG™
(PL-SP3-WHP-P LEGACY PRODUCT)
Great product, it exceeded what I as a business owner needed. The first thing that happened is before we could finish the job we had to leave on an emergency call for someone else leaving the retro job half done (thus the photo).

Going back there that night to see how it was shaping up my brother had to take a shot because of the dramatic difference in lighting. He took the picture and then sent it to me... all he said was, “WOW!”

That same night the customer called my brother to tell him how elated he was with the difference. That always feels good when that happens. Then as far as my company is concerned the change out was as easy and looked as good as my GSG salesman said it was going to be, that’s hard to beat.

Cool white on top, Tap Out™ on the bottom.”
-Wade Flake Jr.

**PRINCIPAL LED PRODUCT**

**TAP OUT™ STIK**

(PL-OP2-TO3-P/ST-DS-YY-TW)

YY= LENGTH
WRAPPING THE DEN
Matt Goodman, N. Glantz
Melinda Arko, YESCO

Case Western Reserve University
Cleveland, OH

“Melinda’s employees that worked on the project said that this was the easiest product to work with. The job turned out amazing and has opened up more opportunities for them and me.”
-Matt Goodman, Account Executive

PRINCIPAL LED PRODUCT
STREET WRAP BORDER™ RED
(PL-LE3-SC3-P-RD)