

HOUSE OF SIGNS • SILVERTHORNE, COLORADO

HOUSE of SIGNS
SINCE 1989

THE HOUSE OF SIGNS COLLECTION

The Art of Custom Carved Signage

Signature • Classic Dimensional • Classic Carved • Monument • Illuminated • Glazed & Textured

houseofsignsco.com • 970-668-5232

Custom signs should feel like architecture.

A guide to dimension, detail, and craftsmanship in carved HDU sign systems.

House of Signs creates custom carved signage designed for mountain towns, destination properties, retail storefronts, restaurants, and resort environments.

Every sign is designed for its setting. Every material is selected for Colorado weather. Every detail is carved, painted, and assembled by hand.

SINCE 1989 • DESIGNED, CARVED & INSTALLED IN COLORADO



HOUSE OF SIGNS

Three levels of carved detail

Not three different products — three levels of carved construction in one product family, built with the same craftsmanship.

LEVEL 3 • 3D

Signature

Layered, pocketed, glazed, fully dimensional.

DIMENSION	● ● ●
DETAIL	● ● ●
FINISH COMPLEXITY	● ● ●

LEVEL 2 • 2.5D

Classic Dimensional

Raised elements and carved detail with a streamlined build.

DIMENSION	● ● ○
DETAIL	● ● ○
FINISH COMPLEXITY	● ● ○

LEVEL 1 • 2D

Classic Carved

One-piece carved HDU with texture and raised details.

DIMENSION	● ○ ○
DETAIL	● ○ ○
FINISH COMPLEXITY	● ○ ○

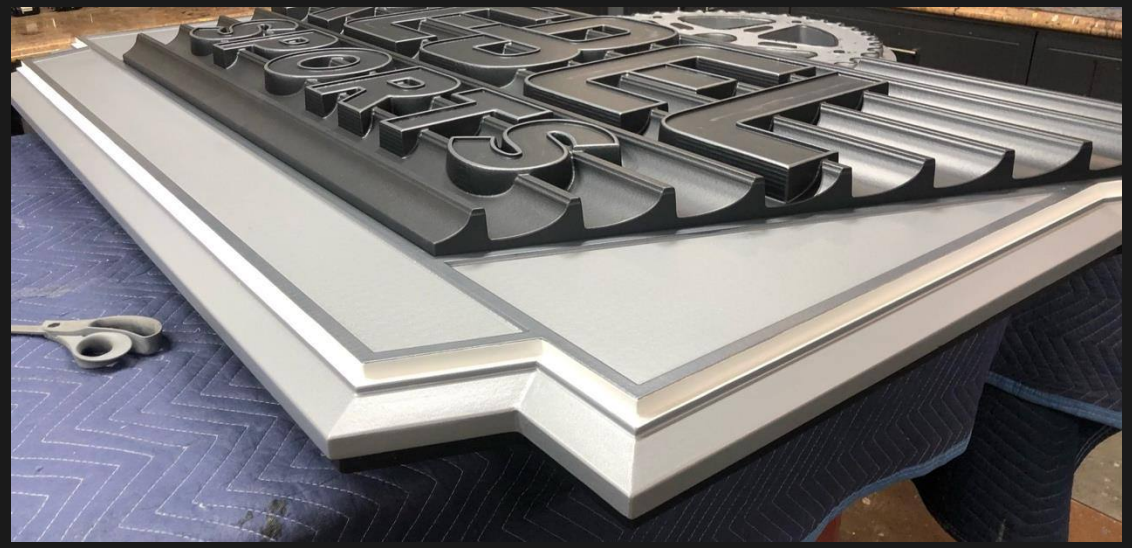
All three options are fully custom, expertly designed and constructed with premium materials. Options differ only differ in dimensionality, finish complexity, and component assembly.

What creates dimension?

The difference is not just shape — it is how the sign is built.

Pocketed letters and logo pieces are carved separately, painted separately, then set into the sign face. This creates cleaner color, painted sides, deeper shadows, and a richer finished profile.

- More shadow lines
- More color separation
- More depth from every angle
- More hand-finished detail





POCKETED CONSTRUCTION, IN THE SHOP

Why we build with HDU

High-Density Urethane is the foundation of our carved sign systems.

HDU is engineered for exterior carved signage. It machines with sharp detail, holds paint beautifully, and stays stable in extreme environments.

Moisture resistant

Will not absorb water or swell

Stable in weather

Built for freeze-thaw mountain climates

CNC detail

Machines with crisp, sharp carved edges

Paint longevity

Holds finishes far longer than wood

No rot

Never rots, cracks, or invites insects

Low maintenance

Years of service with minimal upkeep



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3D SIGNATURE PROJECTS

The Signature Collection

Our highest-detail custom carved sign style — layered, dimensional, pocketed, glazed, and expertly built to become part of the architecture.

LEVEL 3 • FULLY DIMENSIONAL CONSTRUCTION

Signature Collection

The signature style House of Signs is known for.

Deep relief, pocketed components, painted sides, carved texture, and hand-finished detail — every element carved separately and assembled in layers.

- Multiple HDU components
- Pocketed raised letters
- Separate logo elements
- Carved textures throughout
- Glazing and layered paint finishes
- Shadow lines, reveals, and trim details

FULLY DIMENSIONAL • LAYERED • HAND-FINISHED



Signature Collection examples

Hero projects from our most dimensional work.







Signature Collection project views

Additional work from this collection.



Every component carved, painted, and assembled by hand in Silverthorne, Colorado.

Pocketed letters and separate components

Built for depth, crisp color separation, and visible shadow from every angle.







Texture, glaze, and hand finish

The small details are what make a carved sign feel custom.



Hand-applied glazing deepens every carved contour.



Carved texture gives the surface life before paint is applied.

When to choose Signature

For signs that make an unforgettable statement worthy of the destination.

Signature is the strongest direction when the sign should become part of the architecture and carry the most visual weight from the street.

- Best for destination storefronts, restaurants, hospitality, and resort properties
- Highest level of dimensional detail
- Most flexible for unique shapes, custom textures, and brand storytelling
- Strongest curb appeal and most distinctive finished look



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2.5D PROJECTS

The Classic Dimensional Collection

A refined custom carved style with dimensional details, fewer components, and refined color separation.

LEVEL 2 • DIMENSIONAL CRAFTSMANSHIP, STREAMLINED BUILD

Classic Dimensional Collection

Dimensional character with a streamlined build.

A refined dimensional build — fewer layers and a tailored color story, with the same custom carving and hand craftsmanship throughout.

- Raised letters and selected logo elements
- Carved background texture
- Refined color palette
- Less glazing and fewer separate pieces
- Clean professional architectural finish

RAISED ELEMENTS • FEWER PIECES • STREAMLINED BUILD



Classic Dimensional examples

Hero projects from this collection.







Classic Dimensional project views

Additional work from this collection.



Dimensional carved signage with a streamlined construction direction.

What changes from Signature?

Less component depth, fewer finish effects — with the same custom carving and craftsmanship.



SIGNATURE • LEVEL 3

More layers, more separate pieces, more glazing, stronger shadows.



CLASSIC DIMENSIONAL • LEVEL 2

Fewer layers, refined paint, streamlined construction, still dimensional.

When to choose Classic Dimensional

Custom and dimensional, with a streamlined composition.

The strongest direction when the design calls for carved dimension with a tailored, architectural composition.

- Full custom craftsmanship in a streamlined composition
- Works well for storefronts, wall signs, blade signs, and smaller custom projects
- Still reads as a handcrafted carved sign from the street
- Streamlined finish direction with a refined presence



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2D PROJECTS

The Classic Carved Collection

Our most streamlined carved HDU style — one-piece construction with carved texture, raised elements, rolled tops, and a clean architectural look.

LEVEL 1 • ONE-PIECE CARVED CONSTRUCTION

One-piece carved construction

Everything integrated into a single carved substrate.

The background, border, lettering, and logo elements are carved from a single HDU panel. This keeps everything integrated into one carved substrate.

- Single HDU panel
- CNC-carved texture
- Raised lettering and logos
- Rolled tops for a finished look
- Complementary border color
- No separate pocketed letters

ONE PANEL • CARVED TEXTURE • RAISED LETTERING



Classic Carved examples

Hero projects from this collection.







Classic Carved project views

Additional work from this collection.



One-piece carved HDU signage with clean, architectural character.

When to choose Classic Carved

One-piece construction with a clean, architectural presence.

Classic Carved is the strongest direction when the design calls for handcrafted carved character in a clean, single-panel form.

- Best for confident logos and straightforward sign copy
- Maintains a handcrafted carved appearance
- Excellent for code-compliant signage where carved character is required
- Uses the same premium HDU material as our more dimensional collections



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FREESTANDING SYSTEMS

Monument Signs

Custom signs can extend into posts, steel, masonry, lighting, and site architecture.

Monument signs and freestanding systems

Site-built sign systems for properties, entries, and high-visibility locations.







Monument details

Posts, foundations, steel, trim, lighting, and finish all become part of the sign language.







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LIGHTED SIGNS

Illuminated Signs

Lighting can extend the life of a sign after dark while reinforcing the architectural character of the project.

Illuminated sign examples

Goosenecks, external fixtures, and integrated light details can be tailored to the setting.







Decorative brackets and lighting

The support system can be part of the design language.



Custom steel and scrollwork brackets, built for the sign.



Fixtures selected to reinforce the architecture after dark.

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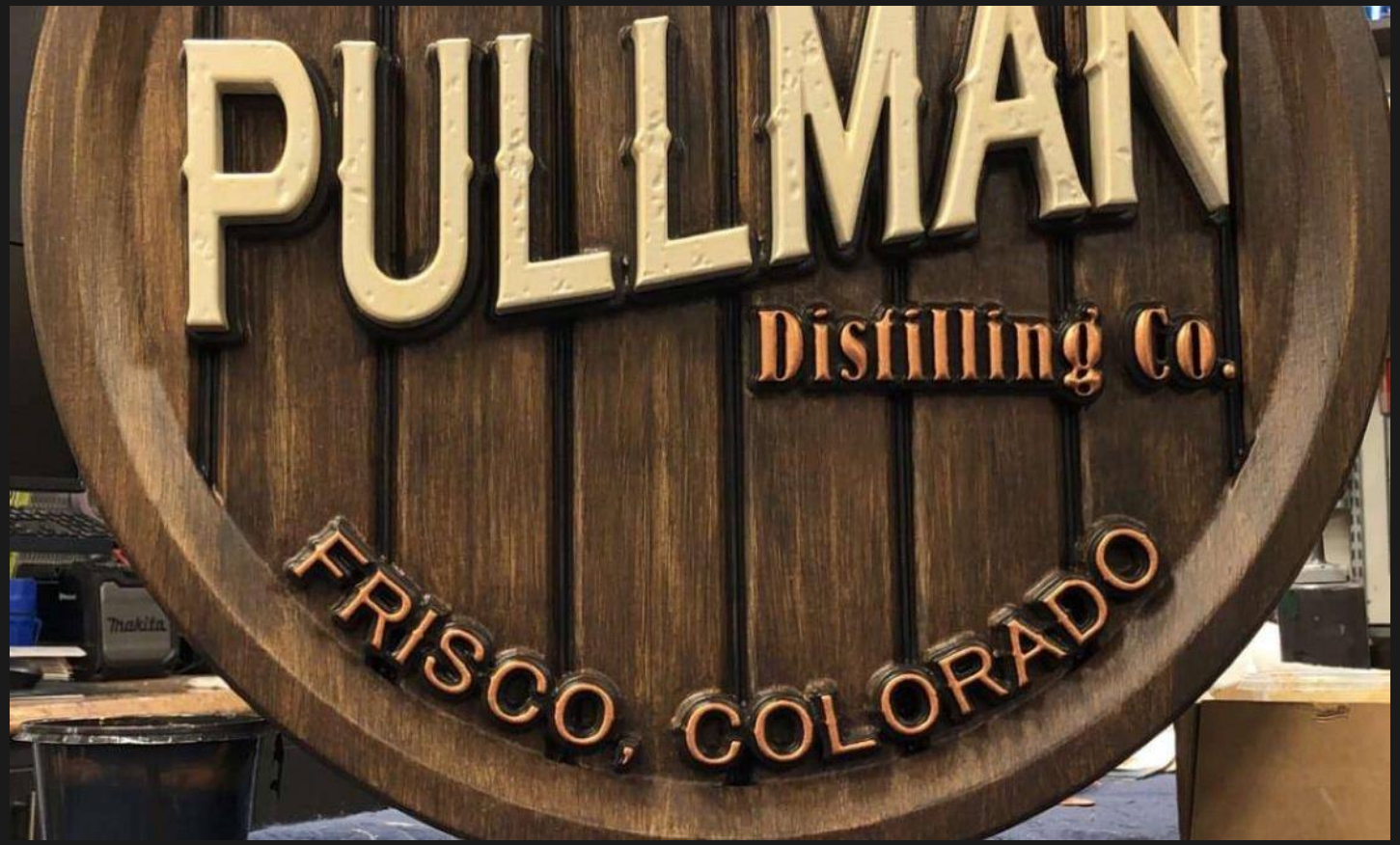
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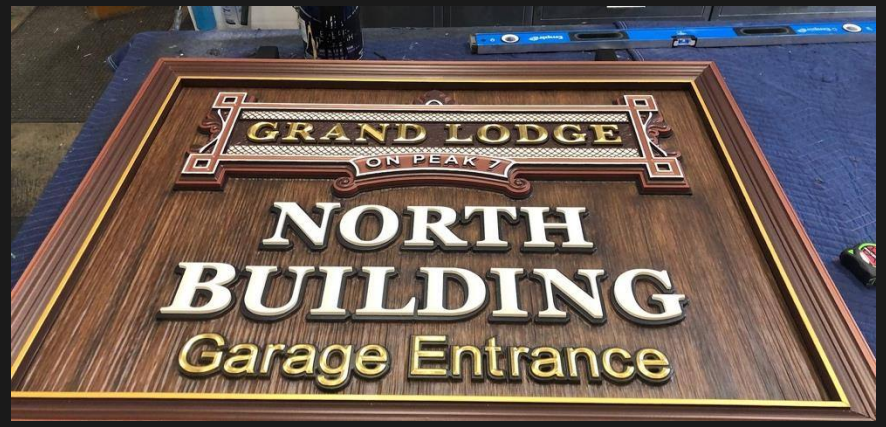
Glazed & Textured Signs

Glaze, texture, routed grain, and hand-applied paint effects give the sign depth even before the raised pieces are installed.

Glazed finish details

Layered finish effects add richness, shadow, and age to carved surfaces.







Textured carved details

Carved texture, grain, relief, and routing patterns bring the surface to life.







Craftsmanship details

Design, CNC carving, hand finishing, assembly, and installation all shape the final result.



Carved and painted by hand in the Silverthorne studio.



Every finish layer is applied and checked by hand.

Comparing the collections

A visual guide to dimension, detail, and construction.

LEVEL 3 • 3D

Signature

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LEVEL 2 • 2.5D

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Our process

From first conversation to final installation.

01 Consultation

02 Budget Direction

03 Concept Design

04 Permit Support

05 CNC Fabrication

06 Hand Finish

07 Installation

Every project is custom. We begin with the site, the logo, and the visual character of the property, then help guide the sign style that best fits the design intent.

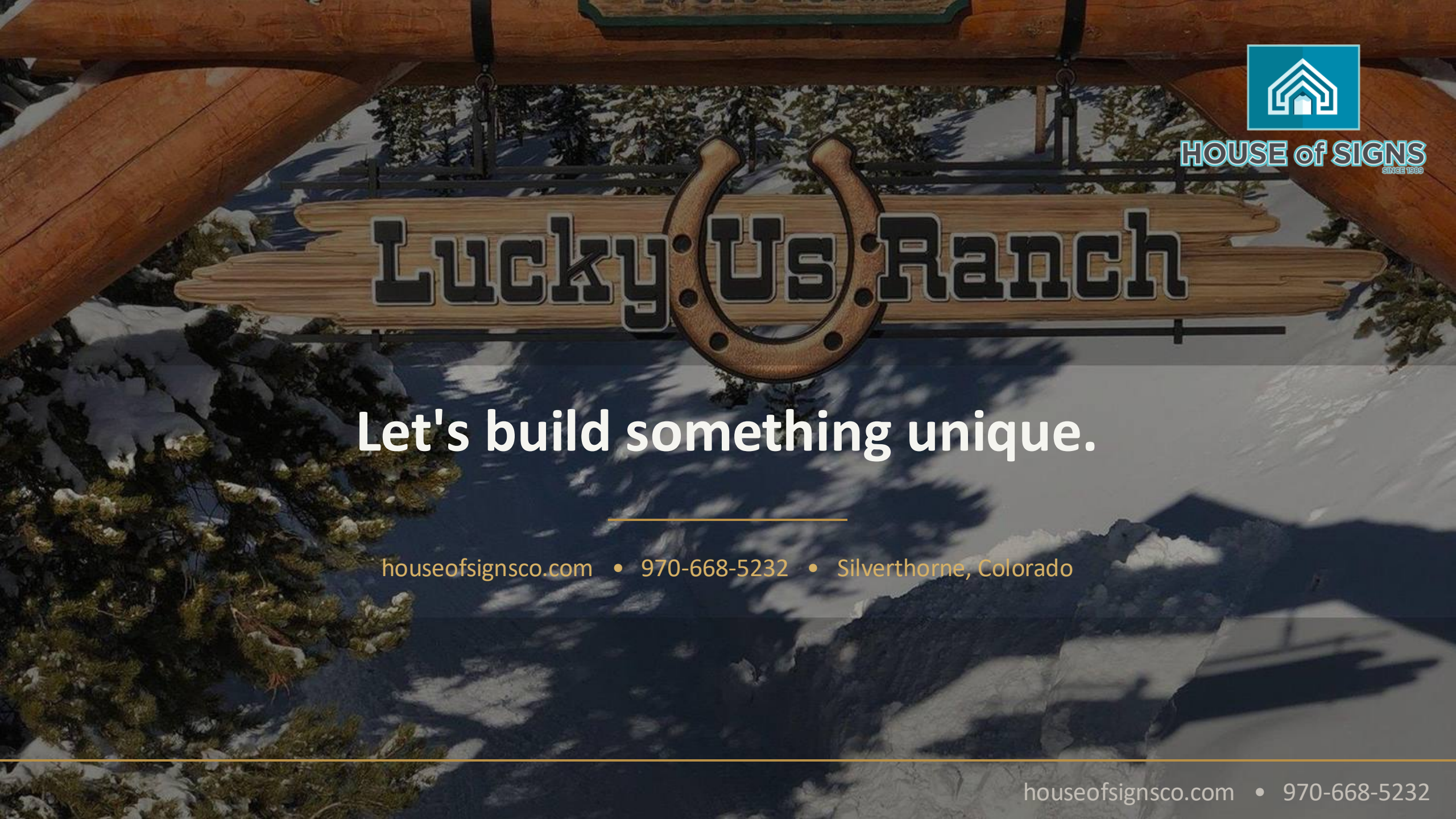
What helps us build the right quote

A few details help us guide the sign style and design direction.

- Logo files in vector format when available
- Site photos and rough sign location
- Approximate desired sign size
- Preferred style direction from this guide
- Any local design review or sign code requirements
- Budget direction if available

Whenever possible, our team surveys the sign site in person. From there, House of Signs can recommend a construction style, prepare a concept, and help move the project toward design approval, permitting, fabrication, and installation.





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Let's build something unique.

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