Feb. 12, 1946. A. J. LAWS 2,394,701

METHOD OF PREPARING SIGNS

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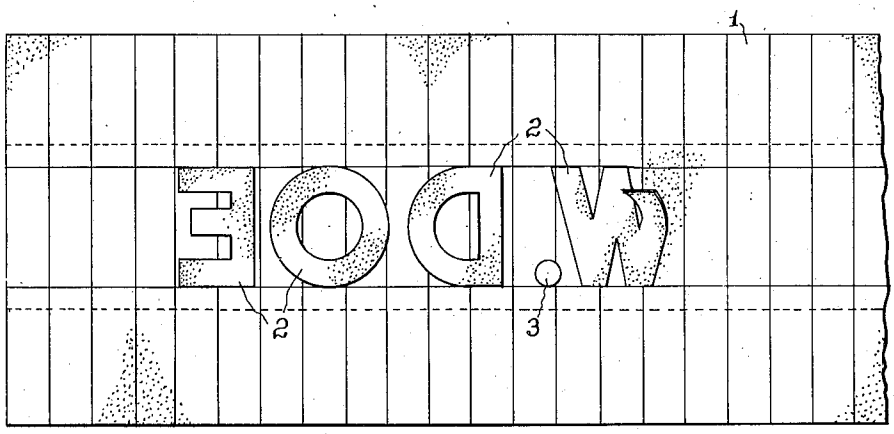

FIG. 1

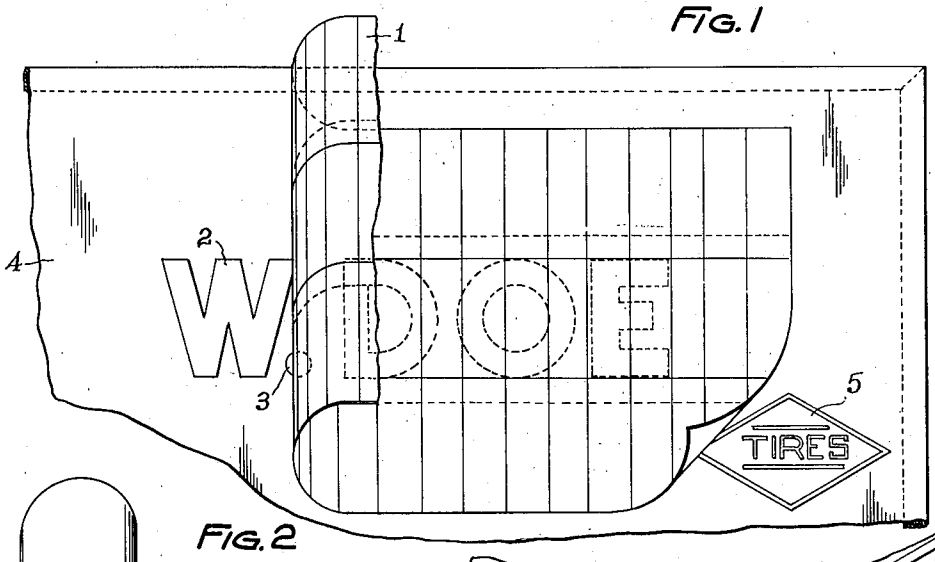

FIG. 2

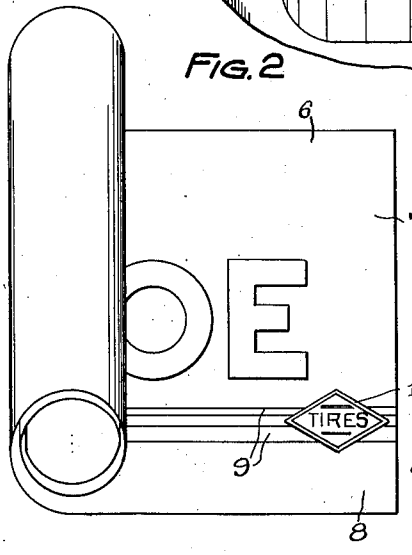

FIG. 3

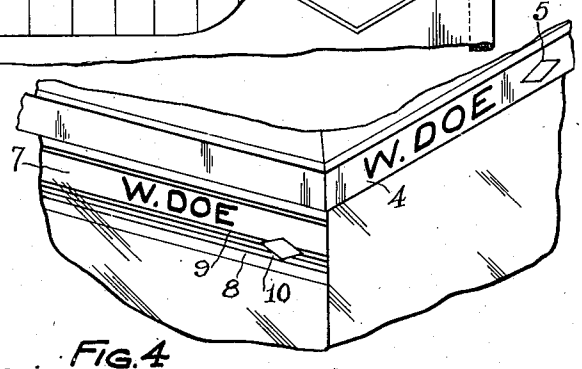

FIG. 4

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METHOD OF PREPARING SIGNS

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1 Claim. (Cl. 40—125)

This invention, as indicated, relates to a method of preparing signs. More particularly the invention relates to a method of assembling letters, especially of the flexible adhesive type under conditions permitting adjustment to enhance the artistic appearance of the spacing and arrangement of the sign elements after viewing the same. It has in view the composition of the sign with the assistance of a transfer sheet, preferably of flexible material, and preferably having a differential as to adhesive characteristics permitting letters thus assembled to be transferred to the body portion of a sign or to a final permanent support for the sign, such as a metal plate, truck body, window or the like. The invention is peculiarly adapted for use with signs referred to in the trade as the "imprint type" wherein the background provides a standardized design setting forth a product by a distributor and providing space for the display of the dealer's name together with other data, such as may be found desirable. With a set space allowed for such imprinting it is necessary that the matter filled into the space be executed on a scale comparable to the matter appearing on the body of the sign proper. Under present circumstances when names are supplied by persons not equipped to produce the dealer's name in harmonious sizes and tones of letters to conform to the remainder of the sign a most inartistic effect is caused through the lack of precision and uniformity in the matter so added. With the method and apparatus herein provided it is now possible to prepare dealers' signs of the imprint type which are fully as satisfactory as individual hand painted signs of the most expensive character. It is also possible to prepare various other types of signs of a non-quantity production type at a very low cost and with high degree of artistic appearance and accuracy of finish.

The principal object of the present invention is to provide a composition area wherein all or a portion of a sign may be assembled through the use of suitable letters and characters and moved into spaced relation with other groups of letters or characters so that the artistic effect may be observed by the person arranging the same.

Another object of the invention is to provide a guide sheet coated with adhesive of a relatively slow rate of setting, and adjusting flexible adhesive letters on such sheet in accordance with the guide lines, and thereafter transferring such letters with the assistance of the transparent and flexible guide sheet to the remainder of the matter to be incorporated in the sign in the form of a body member for handling as an assembled unit, or, for incorporation in a sign at a point of permanent support.

Another object of the invention is to prepare a sign through the use of a flexible transparent guide sheet carrying horizontal and vertical guide lines, and assembling letters and characters to form the sign upon such sheet, and thereafter transferring such letters to the sign proper and causing such letters to adhere to such sign through a higher degree of adhesive action between the letters and the sign than is provided between the letters and the guide sheet.

Another object of the invention is to provide a method of forming signs by either the imprint, or individual sign type, wherein a guide sheet of flexible material is used under conditions of relatively slight adhesion and wherein such letters, after satisfactory spacing and alignment, are transferred bodily to a sign sheet to which such letters will adhere with a higher degree of adhesion than that provided by the guide sheet.

A further object of the invention is to provide signs formed of flexible transparencies adapted for application to windows or metal sheets, or other points of support, and adapted to have attached thereto at a predetermined point letters and characters, of like appearance and harmonious width to the letters and characters of the body of the sign, such added material being prepared on a suitable flexible transparent guide sheet and positioned at the final point of support on the sign proper through direct transfer from said guide sheet and removal of the letters and characters therefrom through the superior adhesive characteristics of the body portion of the sign over the adhesion characteristics of the guide sheet.

Other and further objects of the invention will appear in the course of the following description.

To the accomplishment of the foregoing and related ends, said invention, then, consists of the means and method hereinafter fully described and particularly pointed out in the claim, the annexed drawing and the following description setting forth in detail certain means and methods embodying the invention, such disclosed means and method constituting, however, but several of various forms in which the principle of the invention may be used.

In said annexed drawing:

Fig. 1 is a plan view showing the guide sheet with individual letters in the course of application thereto;

Fig. 2 is a perspective view of a portion of a sign illustrating the transferring of the letters on the guide sheet to the surface of the sign proper;

Fig. 3 is a perspective view of a prefabricated flexible transparency sign adapted for application to the inner or outer surface of a show window, or to a suitable sign surface of material other than glass; and

Fig. 4 is a perspective view showing a transparency type of sign of the form illustrated in Fig. 3 to the inner surface of a show window on the left-hand side of such view, and a sign of the type illustrated in Fig. 2 applied to a metal sign area above the window on the right-hand side of said figure.

As is clearly shown in the drawing, a guide sheet 1 is provided having substantially spaced vertical and horizontal lines serving as a means for suitably spacing individual letters 2 and also a character 3 on its surface so as to provide an artistically designed sign. The guide sheet 1 is preferably in the form of a flexible transparency having a coating thereover which becomes adhesive in character when moistened, the degree of adhesiveness being controllable, and preferably of a slow setting character so as not to prevent the transfer of the sign elements after the composition of the sign has been completed. The individual letters 2 of the sign are also preferably of flexible adhesive thin sheet material, and may themselves be either opaque, translucent or transparent, as desired. The letters, when moistened, provide adhesive surfaces on each side, and may be shifted about on the guide sheet for a reasonable length of time without adhering too strongly to such sheet thus preventing the satisfactory transfer of the letters, as will be hereinafter more particularly described.

After the sign has been assembled on the guide sheet in the manner illustrated in Figure 1, each letter being lightly pressed against such guide sheet so as to provide a temporary non-slipping adhesiveness to such guide sheet, the transfer of the sign elements to the permanent sign surface may be carried out. The method of making the transfer of the letters from the guide sheet to a permanent metal sign, preferably having an enameled surface, and if desired, having other sign or advertising indicia, such as the tire trademark 5 permanently displayed on such surface, is illustrated in Figure 2. In this case the enameled surface of the sign is preferably moistened to a slight degree, and the flexible guide sheet is then carefully applied to the surface in such manner as to bring the sign elements to the desired space on the sign body. The letters and characters of the sign are caused to firmly adhere to the enameled surface, or such other surface as may be found desirable, by firmly squeegeeing the free surface of the guide sheet over the area carrying the individual letters and characters of the sign. When a satisfactory degree of pressure has resulted in the firm adherence of the letters and characters to the surface of the sign proper, the guide sheet 1 is stripped from the sign in the manner shown in Figure 2. This operation completes a transfer of the elements of the sign to the sign surface proper, but where the sign is to be exposed to the elements, particularly where it is used as an outdoor sign above a store front, or as a sign on a truck or other commercial vehicle, it is desirable to apply a coat of transparent varnish or the like over the sign, or at least a portion thereof, which carries the transferred sign elements. Through this procedure a sign having a high degree of permanency is provided. While the fabrication of the sign takes but a short time, it will be understood that the precut letters and characters are thus perfect in outline and proportions, and that the spacing of the letters and characters with the assistance of the guide sheet is equal, or superior, to hand painted signs prepared without the use of a guide sheet.

A great many signs, particularly those applied to the inner or outer surface of show windows are of the flexible transparency type illustrated in Figure 3 wherein a transparent or translucent valance 6 having its upper area 7, if desired, of one color, and its lower area 8 of another color, and having one or more ornamental lines or stripes 9 at suitably spaced points, and also in some instances carrying advertising indicia 10.

A valance of this type may provide space at any suitable point for what is known as the "imprint," and this imprint matter is preferably applied to the flexible valance in the space provided by means of the flexible guide sheet illustrated in Figure 1, applied to the surface of the valance in the manner in which such guide sheet and its assembled sign elements is applied to the surface of the metal sign 4 shown in Figure 2. The valance, as stated, is provided with an adhesive coating on each of its sides. This coating, prior to the transfer of the sign, is moistened, and the guide sheet with its letters applied thereto and with its under surface moistened, is carefully pressed upon the valance with a higher degree of pressure applied over the sign characters. This may be done by means of a squeegee having a heavy rubber blade which forces the moisture from below the under surface of the letters, and through the lower adhesive characteristics of the guide sheet, permits the removal of the guide sheet with the letters of the sign remaining in firm adhesiveness to the valance. If the valance is to be used immediately it may be applied directly to the surface upon which it is to remain permanently, and as has been indicated, such valance is provided with an adhesive surface on either side so it may be applied to the inside of a window, or to the outside thereof, or it may be applied to a commercial vehicle body, or to any other member suitable to receive the sign.

Other modes of applying the principle of my invention may be employed instead of those explained, change being made as regards the means and steps herein disclosed, provided the means stated by the following claim or the equivalent of such stated means be employed.

I therefore particularly point out and distinctly claim as my invention:

A method for assembling a sign and applying said sign to a window which includes the steps of moistening a translucent backing sheet having permanent indicia printed thereon and a space for inserting local identification indicia, and then transferring local indicia thereto from a flexible adhesive-coated transparent sheet with guide lines thereon, said backing sheet having adhesive of greater tenacity than the transfer sheet, so that the transfer sheet can be stripped after the indicia are applied to the backing sheet and then applying the backing sheet and local indicia to a window through permanent adhesion thereto.

ARTHUR J. LAWS.