Nov. 11, 1941. A. J. LAWS 2,262,400

METHOD OF FORMING AND APPLYING SIGNS AND THE LIKE

Filed May 4, 1939

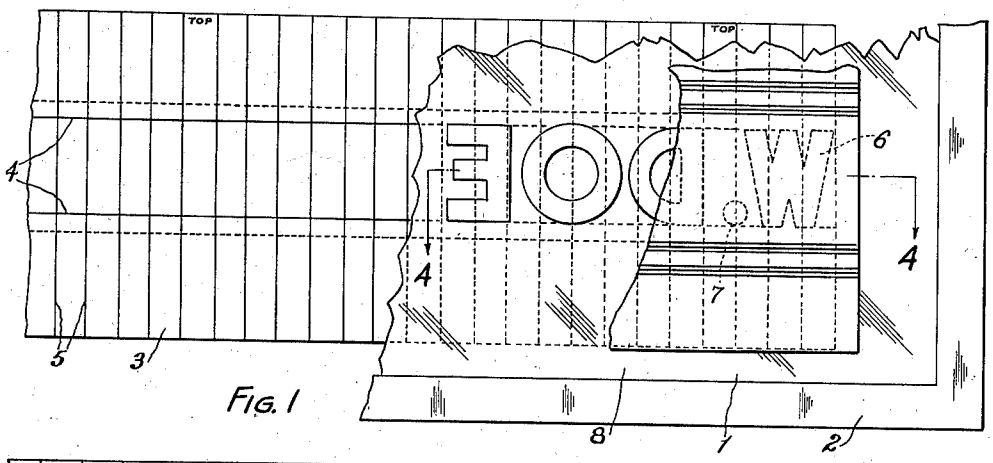


FIG. 1

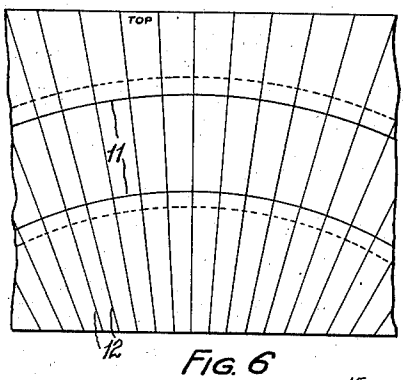


FIG. 6

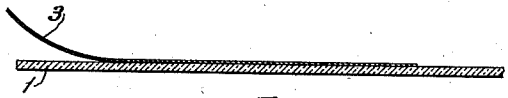


FIG. 2



FIG. 3

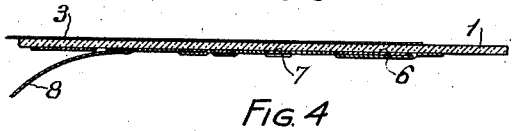


FIG. 4

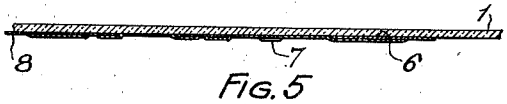


FIG. 5

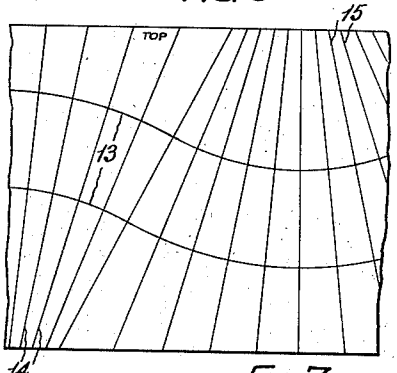


FIG. 7



FIG. 9

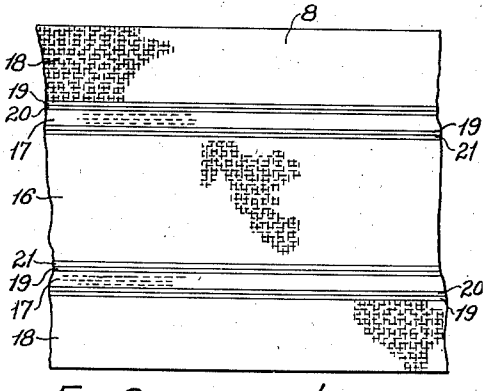


FIG. 8



FIG. 10

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METHOD OF FORMING AND APPLYING SIGNS AND THE LIKE

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Application May 4, 1939, Serial No. 271,771

5 Claims. (Cl. 40—125)

This invention, as indicated, relates to method of forming and applying signs and the like. More particularly, the invention relates to the application of signs to transparent or translucent supports, such as window glass, showcases, and similar articles. The invention involves the use of a temporarily attachable guide sheet, and preferably a flexible adhesive guide sheet in conjunction with a supporting member for the sign, formed of sufficiently transparent material to permit such guide lines to be visible therethrough, and the application of component elements of the sign or design to such surface in proper alinement and spacing from adjacent elements facilitated by the guide lines of said flexible temporary guide sheet. The guide sheet is preferably formed of transparent or highly translucent material in order that adequate visibility will be provided for applying letters or characters to the inner surface of a show-window, glass door, or the like, with the assistance of the daylight or other illumination received through such supporting member. The invention has particular value in connection with the setting into position of precut individual letters, particularly those of the flexible, adhesive, transparency type, and also for metal foil, procelain, enamel, glass, decalcomania and similar types of letters. In the case of enamel letters and the like, the guide sheet is placed on the inner surface and the letters on the outer surface of the window. Such inner position of the guide sheets is also used where the sign is painted on the outside of the window.

Heretofore it has been the practice in supplying precut letters or in painting or forming letters upon transparent material to treat the same much in the manner of solid material by drawing guide lines or snapping a chalk line to serve as a parallel guide to provide a horizontal level for the line of lettering. Where a sign or the like is to be applied to a transparent or semi-transparent body, it is now practicable with the present invention to provide a flexible adhesive guide sheet having spaced horizontal, and vertical, or curved, guide lines, and attach such guide sheet to the opposite face of the translucent body over the area within which the characters of the sign are to be positioned, and thereafter to apply, or affix, or paint, such characters on the opposite side of such transparent body using the guide and spacing lines of the guide sheet to accurately position the individual characters to form the completed sign. Through the use of adhesive somewhat slow setting guide sheets as well as similar slow adhering characters for the sign, abundant time is provided to arrange and rearrange and adjust the alinement and spacing of such characters before removing the guide sheet from the opposite surface of the transparent body. In this manner no particles of the guide sheet will adhere to such opposite surface of the transparent body to which the sign is attached, and the characters of the sign will later set into firm adhesion to the surface to which they are attached. In addition to the characters of the sign applied as stated, before the removal of the flexible adhesive guide sheet, it is desirable to apply a suitable backing sheet which may be transparent, translucent, or opaque, as desired, to suitably set off the letters or characters of the sign, as seen from the street. In addition to the flexible guide sheet serving as a means for applying and positioning precut separate characters to form a sign, it will also serve as a means for locating a plurality of flexible adhesive sign assemblies over a window surface, as well as provide guide lines for the application to such window surface of letters formed by painting or otherwise applying letters or characters to the inner surface of the window. Such guide sheets practically eliminate the necessity of any preliminary measurements to locate the position of the sign, inasmuch as with the spacing lines thereon, each guide sheet itself provides the markings and measuring units from which the sign may be accurately centered and the spacing of the letters, in accordance with standard practice, may be uniformly brought about.

The principal object of the present invention is to provide a method of applying letters and ornamental characters and designs of various types to transparent or semi-transparent supporting members through the medium of a guide sheet having suitably spaced guide lines thereon which may be horizontal, vertical, or curved, as required, to permit alinement of the characters of the sign and suitable spacing thereof.

Another object of the invention is to provide a standardized method of applying individual signs of a single production type to store windows or the like, through the use of a guide sheet having suitable lines thereon so that satisfactory alinement and spacing of such signs can be made by parties having little or no previous experience in this line.

Another object of the invention is to provide a method utilizing a guide sheet of flexible transparent material having suitable lines for the alinement and spacing of the characters of a

sign, and a plurality of precut flexible adhesive characters to form the sign, such characters being adapted to be moved to position and adjusted with precision preliminary to their becoming permanently affixed to the window surface.

Another object of the invention is to provide a method utilizing a flexible adhesive transparent guide sheet having suitable lines thereon to serve as means for alining and spacing the characters of a sign, such guide sheet being preferably provided with relatively slow setting adhesive to permit its secure attachment to a window surface temporarily and its removal or stripping therefrom after the attachment of such characters on the opposite surface of the window.

Another object of the invention is to provide a method utilizing a unit comprising a guide sheet of adhesive flexible transparent material having suitable lines for the alinement and spacing of the characters of a sign, and a plurality of precut flexible adhesive characters to form the sign, such characters being adapted to be moved to position and adjusted with precision preliminary to their becoming permanently affixed to the window surface, and also providing a flexible transparent, translucent, or opaque, backing sheet for the individual letters of the sign to be applied over such letters and against the window surface to which such letters are attached to afford a color contrast with or without transparent effects, with the letters of the sign, the guide sheet serving as a means for positioning and alining the backing sheet.

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

The annexed drawing and the following description set forth in detail the elements of a sign structure and the method and means of applying the same, such disclosed procedure and product constituting, however, but several of various applications of the principles of the invention.

In said annexed drawing:

Fig. 1 is a fragmentary rear elevation, with portions broken away, showing a show-window with a guide sheet applied to the outer face thereof and with sign characters and a backing sheet applied to the inner face thereof;

Fig. 2 is an enlarged transverse sectional view showing a portion of a show-window with a guide sheet in course of application thereto;

Fig. 3 is a view similar to Fig. 2, showing a guide sheet applied to one side of the window and flexible adhesive characters applied to the opposite side thereof;

Fig. 4 is a view similar to Fig. 3, showing the application of a backing sheet over the sign characters shown in Fig. 3, as seen along the line 4—4 indicated in Fig. 1, looking in the direction of the arrows;

Fig. 5 is a view similar to Fig. 4, showing the completed sign after the removal of the temporarily attached guide sheet from the outer window surface;

Fig. 6 is a fragmentary view of a guide sheet wherein the alining guide lines are drawn as curves transversely of the same and the spacing guide lines are drawn as radii;

Fig. 7 is a fragmentary view of a guide sheet wherein the alining lines present reverse curves, and the spacing lines comprise radii from centers below and above the area of such guide sheet, respectively;

Fig. 8 is a fragmentary view of a backing sheet;

Fig. 9 is a view of a precut adhesive flexible individual letter; and

Fig. 10 is a fragmentary view showing the combination of a single production sign with a conventional quantity production sign unit.

As is clearly shown in Fig. 1 of the drawing, a transparent supporting surface, in the case illustrated being the glass 1 of the show-window having a suitable frame 2, has temporarily applied to the outer surface thereof by adhesive or other suitable means, alining element, preferably a flexible transparent guide sheet 3 having parallel horizontal spacings and alinement lines 4 and having parallel vertical spacing and alinement lines 5. Such guide sheet 3 is positioned approximately centrally over the area to be occupied by the sign on the outer surface of the show-window, as seen in cross-section in Fig. 3. In the sign indicated in the drawing, precut letters 6 suitable to form copy matter, for example, the name of the store proprietor, are selected, such letters preferably being of the flexible adhesive transparency type adapted when moistened with water to adhere to the glass surface but having free movement thereover for a limited period of time before setting into firmly fixed adherence to the glass. In order to apply the initial "W" of the given name in its proper position, the marginal spacing must be determined and the letter after moistening then may be pressed against the inner surface of the show-window with the upper portion of the W along at least one of the horizontal lines 4 of the guide sheet. The period 7 may thereafter be moistened and applied in suitable spaced relation to the W, and the remaining letters DOE may thereafter be selected and moistened and successively applied in alinement with the selected horizontal line of the guide sheet and with the proper spacing and vertical alinement of the letters determined by the parallel vertical lines of the guide sheet.

After the individual letters of the single production sign "W. DOE" have been applied to the inner surface of the show-window, the selected backing sheet 8 is applied over such letters, the sectional view of the sign and guide sheet presenting the appearance illustrated in Fig. 4. After the suitable alinement and attachment of the backing sheet rearwardly of the letters of the sign, the excess moisture is squeegeed from the margins of the backing sheet and the sign itself is permitted to remain in increasingly firm adherence to the glass. The guide sheet 3, however, on the outer surface of the glass must be removed within the period provided for its late setting, the cross-sectional view of the sign after the removal of the guide sheet being that shown in Fig. 5.

As has been indicated, the guide sheet ordinarily will be provided with parallel horizontal lines and parallel vertical lines to provide for the alinement and spacing of the various characters. Where the sign is to be applied to the window along curved lines, the aligning lines 11 are of arcuate shape as shown in Fig. 6, and in place of parallel vertical lines, the spacing lines are in the form of radii 12, as shown in Fig. 6. Where the sign is to follow a reverse curve, the alining lines 13, as shown in Fig. 7, are parallel to each other and follow the desired curvature for the assembled letters of the sign, and the spacing lines at the point of upward curvature comprise radii 14 of the circle described by such upwardly curved lines, while the spacing lines 15 at the point of

downward curvature of the aligning lines 13 are drawn to the radius of the circle described by such downwardly curved portions of the lines 13. If desired, the letters for signs to be made upon either of the arcs of curvature heretofore described may be provided, although very satisfactory effects can be obtained with letters of standard construction.

While the letters of the sign, whether applied in the form of flexible adhesive letters or through painting such letters upon the window surface or otherwise, may be left free of background, if desired, the artistic character of the sign is greatly enhanced through the application rearwardly of the applied characters of the sign of a backing sheet preferably of a highly contrasting character and with a high degree of light transmitting characteristics.

In Figs. 8 and 9 of the drawing, colors used in an illustrative specimen of the sign are shown, the letters 6 being of a dark blue, and the central area 16 of the backing sheet 8 being of a canary yellow. Above and below the canary yellow central portion of the backing sheet, gray-toned areas 17 and 18 may be provided, the gray-toned area 17 being of narrower width than the marginal portion 18, and having white line edges 19 at their inner margins, each with an adjacent clear space 20.

This type of background may extend completely across the show-window at the point where the sign is applied, preferably at its upper edge, or may be restricted to a narrow area by cutting the backing sheet at the proper point and removing the excess material before it adheres to the adjacent surface of the glass.

Where a combination sign is to be applied, such sign involving a single production sign 21 having, for example, the name of the proprietor of the store in one line and a conventional quantity production sign unit 22 associated therewith, the two types of signs may be combined in the manner illustrated in Fig. 10. In such case, the single production sign containing the name of the proprietor "W. DOE" is formed in the manner illustrated in Figs. 1 to 5, inclusive, and before the backing sheet dries into firm adherence to the adjacent glass surface, the lower margin thereof 23 is cut out to conform to the upper edge 24 of the quantity production sign unit 22.

Other modes of applying the principle of my invention may be employed instead of those explained, changes of steps being made in relation to the structure herein disclosed, provided the method stated by any of the following claims or the equivalent of such stated method be employed.

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

1. A method of applying signs and the like to a support of translucent sheet material, which includes the steps of placing a flexible transparent adhesive-coated guide sheet carrying alinement and spacing lines on one side of said support, applying and positioning cut-out characters of flexible adhesive-coated sheet material on the opposite side of said support in accordance with the alinement and spacing indicated by said guide means, and thereafter applying a backing of flexible translucent sheet material having an adhesive coating over said characters in accordance with the alinement indicated on said guide means.

2. A method of applying signs and the like to a support of translucent sheet material, which includes the steps of placing a flexible transparent adhesive-coated guide sheet carrying alinement and spacing lines on one side of said support, applying and positioning cut-out characters of flexible adhesive-coated sheet material on the opposite side of said support in accordance with the alinement and spacing indicated by said guide means, thereafter applying a backing of flexible translucent sheet material having an adhesive coating over said characters in accordance with the alinement indicated on said guide means, and finally stripping said guide means from the first-mentioned side of said support.

3. A method of applying signs to show-windows and the like, which includes the steps of placing a flexible transparent guide sheet having a slow-setting adhesive coating against one surface of said show-window, applying flexible individual characters having a slow-setting adhesive coating to the opposite side of said show-window, and thereafter stripping said guide sheet from the first-mentioned side of said show-window before the setting of the adhesive thereon.

4. The process of forming signs, which consist of the steps of providing a flexible transparent adhesive-coated sheet having guide and spacing lines, dipping said sheet in water to render said coating adhesive, and applying said sheet to one surface of a show-window or the like, providing cut-out characters of flexible adhesive-coated material to be assembled in a sign, dipping the same in water to render the coating adhesive, and placing the same in position on the surface of said show-window opposite the guide sheet, moving said characters into final position on the surface of said show-window in accordance with the alinement and spacing lines of said guide sheet, and thereafter stripping said guide sheet from the first-mentioned side of said show-window before the setting of the adhesive thereon.

5. The process of forming signs, which consists of the steps of providing a flexible transparent adhesive-coated sheet having guide and spacing lines, dipping said sheet in water to render said coating adhesive, and applying said sheet to one surface of a show-window or the like, providing cut-out characters of flexible adhesive-coated material to be assembled in a sign, dipping the same in water to render the coating adhesive, and placing the same in position on the surface of said show-window opposite the guide sheet, moving said characters into final position on the surface of said show-window in accordance with the alinement and spacing lines of said guide sheet, providing a backing sheet of translucent flexible adhesive-coated material, dipping said sheet in water to render the same adhesive, applying the same over said characters in alinement with the lines of said guide sheet, and thereafter stripping said guide sheet from the first mentioned side of said show-window before the setting of the adhesive thereon.

ARTHUR J. LAWS.