



NEON SIGNS

PLASTIC SIGNS

ELECTRIC SIGNS

STAINLESS

WOOD, METAL

PLASTIC LETTERS

SIGNWRITERS



introduction

This handbook is a guide to some of the most popular types of lettering and scripts offered by Astley signs. It also illustrates some of our recent installations. Since our establishment in 1918, we have acquired a deep knowledge of signs and display lettering. Whatever the nature of a business, we can provide a sign which will establish a clear and appropriate public image. Here is an outline of Astley's comprehensive service.

LETTERING Astley can reproduce modern and old-established alphabets with the advantages of modern materials and finishes. We also have our own design staff who will devise individual signs.

MATERIALS Astley are experts in Neon and Cold Cathode Tube making, letter building in wood, metal and plastic, finishing, screen printing, signwriting and gliding. All metal letters and boxes are stove enamelled after rust inhibiting treatment. High quality and craftsmanship are strictly maintained.

INSTALLATION Astley can carry the whole job through to the installation of the sign. We have our own joiners and erection staff. There is no need to employ a separate contractor for electrical signs. Astley have high-tension and mains electricians to deal with all the wiring connected with illuminated displays.

SERVICE Astley can provide a guaranteed maintenance service to keep your signs in first-class condition. A rental maintenance service is also available on a quarterly basis. Repairs can be made to all types of signs and letters within a reasonable distance of our works. This wide experience of signs, from design to maintenance sets Astley service in a class apart. It can offer you the best sign for your business and the best sign for your budget... two strong reasons for consulting Astley Signs.



Raising a 20 foot sign 100 feet high, on the Cyril Lord Textile Factory near Oldham presented some interesting problems to Astley installation engineers. Our front page shows this sign in action at night.



LADYBIRD

This trade name, manufactured and erected by Astley Signs is placed 60 feet high on a mill tower and consists of box section metal letters with superimposed neon tubing. An interesting feature of this sign is the permanent maintenance scaffold which forms part of the structure.



EQUITY HOUSE

Stalybridge Co-operative Society making use of non illuminated signs by box section metal letters with beaded edge. Painted in contrasting colour. Manufactured and erected by Astley Signs.

TYPE FACES

There is an extensive range of type faces for signs, some more applicable to certain subjects than others. Our design team and technical representatives are at your service whatever your requirements — a telephone call is all that is needed.

EGYPTIAN EXTENDED

**A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z
a b c d e f g h i j
k l m n o p q r
s t u v w x y z**



Crown wallpapers use an off white laminated plastic background with the word "Crown" of built-up metal letters finished in gold leaf. The lower lettering is fret cut black plastic. This sign is illuminated by fluorescent tubes concealed by a canopy above the sign face.

A SELECTION

of type faces available is shown on the following pages. These represent only a few of the many lettering styles popular to-day.

SANS CONDENSED No. 14

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z**

The size of letter, together with the material and type face used must be considered as a manufacturing proposition.

ELONGATED ROMAN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Not all letter styles lend themselves to being manufactured in certain materials or below a certain letter size.

PLAYBILL

**A B C D E F G H I J K L O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z**

Asley technical staff are fully conversant with sign problems and their ultimate solution.

SPECIAL STYLES

In addition to the standard range of typefaces (trade mark or house styles can be copied and reproduced in a variety of materials).

CLARENDON

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ
abcdefghijkl
lmnopqrstuvwxyz**

The alphabets shown on this and the facing page are suitable where there is a considerable amount of space available. This adds to the legibility of these type faces.

VENUS EXTRA BOLD EXTENDED

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
vwxyz**

OUR DESIGN STAFF

are available to produce drawings for your approval or to work from customers own scale drawings.

This 5' x 4' projecting metal box sign has black plastic fret cut letters. The club title only having a gold leaf bevelled edge. Frame to "Beverleys Beers" is fret cut plastic, painted to simulate cane. The palm tree motif is painted direct on to the white background panel. Illumination is by cold cathode.



CONSULT ASTLEY SIGNS

WIDE LATIN

**ABCDEFGHI
JKLMNOPQR
STUVWXYZ&
abcdefghijklm
nopqrstuvwxyz
wxyz**

Quite often a letter style is adapted to suit the customers requirements and the space available.

SHOWN BELOW

are a few letters of varying styles and materials.

GROTESQUE No. 9

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**
**abcdefghijklmnop
qrstuvwxyz**

PLAYBILL

An ever popular style. This letter is made from Acrylic plastic sheet with contrasting face and returns. Also available with beaded edge.



CLARENDON

Built-up stove enamelled sheet metal letter finished in contrasting colours.



ASTLEY CAN SOLVE YOUR SIGN PROBLEMS

BETON BOLD

The letter shown here is of fret cut Acrylic plastic with a gold leaf bevelled edge.



EGYPTIAN ITALIC

Although this is an entirely metal letter as an alternative it can be produced with a plastic face and illuminated by interior neon tubing.



GILL SANS MEDIUM

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**
**abcdefghijklmnopq
rstuvwxyz**

THERE ARE MANY

script styles in use to-day one of which is shown here. This particular style is suitable for most methods of manufacture.

SWING BOLD

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz*

ULTRA BODONI

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ
abcdefghijklmnop
qrstuvwxyz**

NEON & COLD CATHODE

We have our own Draughtsmen, Glass Benders and qualified Electricians.

EGYPTIAN VERTICAL

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
XYZ abcdefghijkl
mnopqrstuvwxyz**

ASTLEY TRAVEL ANY DISTANCE

Built up beaded edge
metal letters individually
fixed, serve as a distinctive
advertisement on Klein Bros.
new premises.



CURRENTLY

a very popular style of letter with a variety of uses...

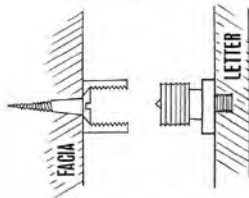
EGYPTIAN ITALIC

**ABCDEFGHIJKL
MNOPQRSTU
VWXYZ**

abcdefghijkl

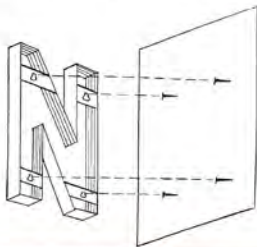
klmnopqrstuvwxyz

FIXINGS



Brass locator couplings or keyhole fixings present concealed fixings enabling easy background painting or letter cleaning.

KEYHOLE TYPE



ASTLEY CAN ALSO SUPPLY

full size fixing layouts for shopfitters, Builders or other contractors to make a sign installation.

Kays of Liverpool shows a combination of illuminated fascia box together with built-up beaded edge metal letters individually fixed.



**OUR OWN SPRAY AND STOVE ENAMELLING DEPARTMENT
PRODUCES A FIRST CLASS FINISHED ARTICLE**

DORIC

**ABCDEFGHIJK
LMNOPQRSTU
VWXYZ**
**abcdefghijklmn
opqrstuvwxyz**

SIGN ILLUMINATION

can be achieved by several different methods or by a combination of two or more types of lighting.

BETON BOLD

**A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
a b c d e f g h i j k l m n
o p q r s t u v w x y z &**

DORIC ITALIC

***A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z***

ASTLEY PLASTIC DEPARTMENT

Astley plastic department manufacture built up all plastic letters, fret cut, $\frac{1}{4}$ " or $\frac{1}{2}$ " section flat letters or combines metal returns with plastic faces.

An example of a custom built box with built-up plastic letters chemically welded to the back return panel. Illumination by fluorescent tubes.



**TOWN AND COUNTRY PLANNING PERMISSION DRAWINGS
ARE SUPPLIED IF REQUIRED AT NO EXTRA CHARGE**

TRAJAN

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z



This booklet shows examples of "Custom Built" signs.
Astleys are proud too, of their stock sign range.
Single & double sided, fascia and projecting, metal, plastic.
Illuminated or non-illuminated for exterior or interior use.



The Astley maintenance vans operate in a wide radius around the works, giving prompt attention and ensuring that Astley signs stay in top condition. The rental maintenance service keeps your sign working at top efficiency without involving you in capital outlay.

H ASTLEY & CO LTD

EGRET MILL BENTINCK STREET ASHTON UNDER LYNE Tel ASH 2050