

Campy's Attractions

BY JULIAN "MR. J" BRAET



My client wanted a carnival sign that didn't look like a carnival sign.

THIS MONTH'S ARTICLE will show you how to handle a project that probably looks more involved than it actually is. As you may know, most of my work is vehicle related. I really love to letter and pinstripe anything with wheels, but that might be an area of our business that you feel you are either not interested in or equipped to handle. Well, if you can letter a sign, you can letter a truck.

I treat a truck-lettering job as if it were a sign with wheels. It still has to accomplish the same things.

First, it has to create an image for the client; second, it has to inform potential customers of the services that the client offers. *Sometimes this is a hard idea to get across to the customer.*

Sometimes the vehicle or what the vehicle carries will tell exactly what your client does for a living. This is what this month's article is about.

You see, this client's business is amusement rides and attractions. They bring all types of activities, rides and games to charitable events all over the Tri-state area.

The client stated that he wanted to change his image. He told me that he didn't want the lettering to look like *Carnival* type lettering,

and since he was always transporting one of the rides, he didn't see any reason to add any extra lettering. The word *Attractions* would replace the word *Amusements*. It actually sounded better to me.

We agreed on a budget and I took a deposit to create some sketches for the truck lettering. A few days later I called the client and he came to my shop to view the two layouts that I created. After about 10 minutes, he selected the one I've used in this article.

The job is really only a one-day project. You can see how easy it is to use the paint mask. And even if you can't hand-pinstripe, you can always use some of the pinstriping clip art available, cut a mask, and paint away.

Keep your brush wet...
— Julian

Mr. J owns Mr. J's Signs and Graphics in Lyndhurst, N.J., and is the creator of Xcaliber striping brushes and preservative. For more methods to the madness, visit Mr. J's Website at www.xcaliberart.com or check out his three-volume Video Classroom series, Jersey Style Airbrush and Lettering. Send questions and comments to Mr. J at jxcal@aol.com.



After securing a deposit, I create two sketches for the client to choose from. I use my Flexi Pro version 6, and one of Digital Auto Library's Pro-Outlines of a new Ford crew cab to present a professional image. This sketch is the one that the client chose. Note: This is only a sketch, using the minimum amount of time and energy and not considered a logo, therefore you should charge for it accordingly.



Before any painting or vinyl is applied, I clean off the surfaces to be worked on. I use Rapid-Prep to remove any wax or dirt from the surface. Unlike some automotive type pre-cleaners, it will not harm the paint. Now that the layout is approved, I use the file to cut out a paint mask. I cut the mask out with my Roland CAMM 1 Pro plotter. As you can see I'm using a white mask. But I prefer the yellow for its ease of removal. I have found that if I apply the mask with a small amount of Rapid-Tac, the mask can be removed without any effort.



Using my trusty foam roller I apply the base coat, a mix of 1 Shot lemon yellow and white, with a couple of drops of 1 Shot's hardener added for extra durability. Roll this on in even strokes. The last thing that you'll need to do is apply the roller over this surface using only the weight of the roller to smooth out the surface. Use disposable gloves when painting and airbrushing!

I wait about 15 minutes for the base coat to set up. Although it might be a little difficult to see, I've applied the first airbrush color. I mix chrome yellow and some medium orange at a ratio of 40% paint to 60% high-temp reducers. I spray this at 35 pounds of air using an Iwata Eclipse airbrush. I always wear a charcoal respirator and have adequate ventilation when airbrushing.

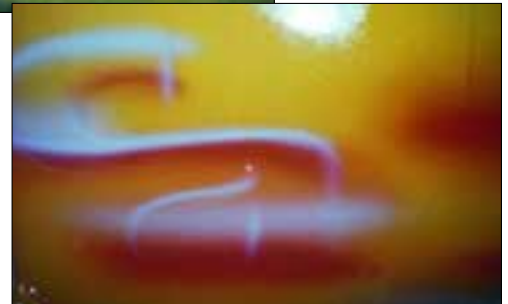


Use only automotive grade masking tape and paper to cover areas that won't be painted. Take your time, and remember that it's better to be safe than sorry. The better job you do here, the less clean up you'll have to do later.



Medium orange is now sprayed up from the bottom of the word "Campy's", about halfway up the copy. The word "Attractions" is sprayed on the top and bottom. The "C" and "A" are treated like a gold metallic object.

Here's a close-up of our last airbrush color. Use 1 Shot's polar white to add the highlights. Don't overdo this step. Keep it simple.



Allow the paint to set up for about 15 to 20 minutes before removing the mask. Note: Do not, I repeat DO NOT allow the paint to thoroughly dry before you remove the mask. If you don't remove the mask in a short period of time, the paint will dry and form a bridge over the mask. When you try to remove the mask, the airbrushing will tear off the surface.



I use 3M Fine Line masking tape to create a clean top and bottom outline and shadow. Here I'm using a #4 brown lettering quill and 1 Shot black, with a couple of drops of hardener added. The stick I'm using is called a mahl stick. It's made from a 3/4" wood dowel, with a rubber stopper attached. The mahl stick enables me to work over the lettering without touching it.



The word "Campy's" complete with outline and shadow.

Here I add the shadow to the word "Attractions" using a #6 brown lettering quill.



Two close ups of the door. Note the subtle airbrush blends. The black really brings the layout to life.



The finished doors with the address. I use Avery premium vinyl for this. At this time I pinstripe the truck with an Xcaliber 00 pinstripping brush.

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