

Sizing a Cast Plaque

To Determine Plaque Width

- ▶ Review the inscription and determine which lines of copy are to have primary, secondary, and subordinate emphasis by letter size. Using the standard letter sizes shown, determine the letter size for each line of copy. Minimum castable letter height is 1/4" all capitals or 3/8" caps and lower case.
- ▶ Count the number of letters and spaces in each line. Count capital letters and spaces as 1 and lower case letters as .75.
- ▶ Using one of the following charts which corresponds to the letter style selected, use ten character count lengths to determine the copy length required for each line.
- ▶ To allow for plaque margins and borders, add 2 inches to the "longest line" width requirement on Section I plaques, and add 4 inches to Section II plaques.

To Determine Plaque Height

- ▶ Add capital heights of each line of copy and multiply by two.
- ▶ To allow for plaque margins and borders add 2 to 4 inches to the calculated sum.

Note: If any emblems or special decor are to be incorporated into the plaque design and you know the dimensions of the artwork and where it is to be located on the plaque, add the appropriate dimensions to the width and/or height of the plaque plus an additional 2" - 4".

Final Step For The Plaque Size

- ▶ Select a standard size from the price list which closely matches the plaque size which you just calculated. If the calculated size does not appear in this listing, go to the next largest size. Do not select a smaller size than the one you calculated without calling your Customer Service Representative.

Condensed Typestyles (width of 10 characters)

Cap Height	1/4"	3/8"	1/2"	5/8"	3/4"	1"	1 1/4"	1 1/2"	2"
Cheltenham Med. Condensed	2 1/16"	3 3/8"	4 1/8"	5 1/4"	6 1/4"	8 1/4"	10 3/8"	12 3/8"	16 1/2"
Helvetica Med. Condensed	2"	3"	4"	5"	6"	8"	10"	12"	16"
News Gothic Condensed	1 7/8"	2 7/8"	3 3/4"	4 3/4"	5 5/8"	7 1/2"	9 3/8"	11 1/4"	15"

Normal Typestyles (width of 10 characters)

Cap Height	1/4"	3/8"	1/2"	5/8"	3/4"	1"	1 1/4"	1 1/2"	2"
Cheltenham Medium	2 1/2"	3 3/4"	5"	6 1/4"	7 1/2"	10"	12 1/2"	15"	20"
Helvetica Medium	2 1/2"	3 3/4"	5"	6 1/4"	7 1/2"	10"	12 1/2"	15"	20"
Optima	2 3/4"	4"	5 3/8"	6 3/4"	8 1/16"	10 3/4"	13 1/2"	16 1/8"	21 1/2"

Expanded Typestyles (width of 10 characters)

Cap Height	1/4"	3/8"	1/2"	5/8"	3/4"	1"	1 1/4"	1 1/2"	2"
Eurostyle Extended	3 5/8"	5 3/8"	7 1/8"	9"	10 3/4"	14 1/4"	17 7/8"	21 3/8"	28 1/2"
Clarendon Bold	3"	4 1/2"	6"	7 1/2"	9"	12"	15"	18"	24"
Times Roman Bold	2 7/8"	4 1/4"	5 5/8"	7"	8 1/2"	11 1/4"	14 1/8"	16 7/8"	22 1/2"