

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.-

ARCHITECTURAL

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 3 1/2" | 3/4" | 3/8" - 5/8" | \$7.30 | N/A |
| 6 | N/A | 4 | 3/4 | 1/2 - 7/8 | 8.08 | N/A |
| 9 | N/A | 6 | 3/4 | 5/8 - 1 3/8 | 12.82 | N/A |
| 10 | N/A | 6 5/8 | 1 | 3/4 - 1 1/2 | 14.66 | N/A |
| 12 | N/A | 8 | 1 1/4 | 7/8 - 1 7/8 | 16.08 | N/A |
| 15 | N/A | 10 | 1 1/2 | 1 1/8 - 2 3/8 | 22.49 | N/A |
| 18 | N/A | 11 7/8 | 1 1/2 | 1 1/4 - 2 3/4 | 29.45 | N/A |
| 24 | N/A | 16 | 1 3/4 | 1 3/4 - 3 3/4 | 48.34 | N/A |



(Prismatic Face)

ABCDEFGHIJKLMNOPQRSTUVWXYZ, ' &
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 3" | 3/4" | 5/8 - 7/8" | \$7.60 | N/A |
| 6 | 4" | 5 1/8 | 3/4 | 1 - 1 1/4 | 8.08 | 7.27 |
| 8 | 6 | 6 7/8 | 3/4 | 1 1/4 - 1 5/8 | 11.34 | 10.21 |
| 12 | 9 | 10 1/4 | 1 | 2 - 2 1/2 | 16.08 | 14.47 |
| 15 | 11 1/4 | 12 3/4 | 1 | 2 1/2 - 3 1/8 | 22.49 | 20.24 |
| 18 | 13 1/2 | 15 3/8 | 1 1/2 | 3 1/8 - 3 3/4 | 29.45 | 26.51 |
| 24 | 18 | 20 1/2 | 1 1/2 | 4 1/8 - 5 | 48.34 | 43.51 |
| 30 | 22 1/2 | 25 5/8 | 1 1/2 | 5 - 6 1/4 | 86.03 | 77.43 |
| 36 | 27 | 31 | 1 1/2 | 6 1/4 - 7 1/2 | 105.76 | 95.18 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ, ' &
abcdefghijklmnopqrstuvwxyz 1234567890

Athletic Script

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|---------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 9" | 5 1/4" | 7 1/2" | 3/4" | 3/4" - 1 1/8" | \$14.28 | \$12.85 |
| 12 | 7 | 10 | 1 | 1 - 1 1/2 | 18.32 | 16.49 |
| 18 | 10 1/2 | 15 | 1 1/4 | 1 1/2 - 2 1/4 | 35.26 | 31.73 |
| 24 | 14 | 20 | 1 1/2 | 2 - 3 | 52.70 | 47.43 |
| 30 | 17 1/2 | 25 | 1 1/2 | 2 1/2 - 3 3/4 | 92.81 | 83.53 |
| 36 | 21 | 30 | 1 1/2 | 3 - 4 1/2 | 115.36 | 103.82 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ &., 1234567890

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|---------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 8" | N/A | 4 1/2" | 3/4" | 7/8 - 1 3/4" | \$12.47 | N/A |
| 12 | N/A | 6 1/4 | 1 | 1 1/4 - 3 | 18.32 | N/A |
| 15 | N/A | 7 1/2 | 1 | 1 1/2 - 3 3/4 | 24.69 | N/A |
| 18 | N/A | 9 1/2 | 1 | 2 - 5 | 35.26 | N/A |
| 24 | N/A | 13 | 1 | 2 3/8 - 6 | 52.70 | N/A |
| 30 | N/A | 16 | 1 | 2 5/8 - 6 5/8 | 92.81 | N/A |
| 36 | N/A | 19 | 1 | 3 - 8 | 115.36 | N/A |

BARNUM



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-**

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|---------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 9" | N/A | 6 5/8 | 1" | 1 7/8" - 2 3/8" | \$12.82 | N/A |
| 12 | N/A | 8 7/8 | 1 1/2 | 2 3/8 - 3 1/8 | 16.08 | N/A |
| 15 | N/A | 11 | 1 1/2 | 3 - 3 7/8 | 22.49 | N/A |
| 18 | N/A | 13 1/4 | 2 | 3 1/2 - 4 5/8 | 29.45 | N/A |
| 24 | N/A | 17 3/4 | 2 | 4 3/4 - 6 1/4 | 48.34 | N/A |

BAUHAUS



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-**

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 3" | 3/4" | 3/4" | \$7.30 | N/A |
| 6 | N/A | 4 3/8 | 3/4 | 1 1/8 | 8.08 | N/A |
| 8 | N/A | 5 7/8 | 1 | 1 3/8 | 11.34 | N/A |
| 9 | N/A | 6 1/2 | 1 | 1 5/8 | 12.82 | N/A |
| 10 | N/A | 7 3/8 | 1 1/4 | 2 | 14.66 | N/A |
| 12 | N/A | 8 3/4 | 1 1/2 | 2 1/4 | 16.08 | N/A |
| 15 | N/A | 11 | 1 1/2 | 2 3/4 | 22.49 | N/A |
| 18 | N/A | 13 1/8 | 2 | 3 1/2 | 29.45 | N/A |
| 24 | N/A | 17 1/2 | 2 | 4 1/8 | 48.34 | N/A |
| 30 | N/A | 21 3/4 | 2 | 5 5/8 | 86.03 | N/A |
| 36 | N/A | 26 1/4 | 2 1/4 | 7 | 105.76 | N/A |

BLOCK



ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-

BLOCK ROUND

ROUND FACE

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 3" | 3/4" | 3/4" | \$7.30 | N/A |
| 6 | N/A | 4 3/8 | 3/4 | 1 1/8 | 8.08 | N/A |
| 8 | N/A | 5 7/8 | 1 | 1 3/8 | 11.34 | N/A |
| 9 | N/A | 6 1/2 | 1 | 1 5/8 | 12.82 | N/A |
| 10 | N/A | 7 3/8 | 1 1/4 | 2 | 14.66 | N/A |
| 12 | N/A | 8 3/4 | 1 1/2 | 2 1/4 | 16.08 | N/A |
| 15 | N/A | 11 | 1 1/2 | 2 3/4 | 22.49 | N/A |
| 18 | N/A | 13 1/8 | 2 | 3 1/2 | 29.45 | N/A |
| 24 | N/A | 17 1/2 | 2 | 4 1/8 | 48.34 | N/A |
| 30 | N/A | 21 3/4 | 2 | 5 5/8 | 86.03 | N/A |
| 36 | N/A | 26 1/4 | 2 1/4 | 7 | 105.76 | N/A |



ABCDEFGHIJKL MNOP2RSTUVWXYZ
abcdefghijklmnpqrstuvwxy 0123456789 &.,-

Brush Script

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 6" | 3" | 6 1/4" | 3/4" | 3/4" - 1 3/8" | \$9.49 | \$8.54 |
| 9 | 4 | 9 3/8 | 3/4 | 1 1/8 - 2 | 14.28 | 12.85 |
| 12 | 6 | 12 1/2 | 3/4 | 1 1/2 - 2 5/8 | 18.32 | 16.49 |
| 15 | 7 | 15 5/8 | 1 | 1 7/8 - 3 1/4 | 24.69 | 22.22 |
| 18 | 9 | 18 1/2 | 1 1/4 | 2 1/4 - 4 | 35.26 | 31.73 |
| 24 | 12 | 24 1/2 | 1 1/2 | 3 - 5 1/4 | 52.70 | 47.43 |
| 30 | 15 | 30 1/2 | 1 1/2 | 3 3/4 - 6 5/8 | 92.81 | 83.53 |
| 36 | 18 | 36 1/2 | 1 1/2 | 4 1/2 - 7 7/8 | 115.36 | 103.82 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-

CASLON ADBOLD

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 4" | 1/2" | 3/8" - 7/8" | \$7.30 | N/A |
| 6 | N/A | 6 | 3/4 | 7/16 - 1 1/4 | 8.08 | N/A |
| 9 | N/A | 9 | 3/4 | 5/8 - 1 7/8 | 12.82 | N/A |
| 12 | N/A | 12 | 1 1/4 | 7/8 - 2 1/2 | 16.08 | N/A |
| 15 | N/A | 15 | 1 1/2 | 1 1/8 - 3 1/8 | 22.49 | N/A |
| 18 | N/A | 18 | 1 1/2 | 1 3/8 - 3 3/4 | 29.45 | N/A |
| 24 | N/A | 24 | 1 3/4 | 1 3/4 - 5 | 48.34 | N/A |
| 30 | N/A | 30 | 1 3/4 | 2 1/4 - 6 1/4 | 86.03 | N/A |
| 36 | N/A | 36 | 2 | 2 5/8 - 7 1/2 | 105.76 | N/A |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.,-

Clarendon

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 4" | 1/2" | 1/2" - 3/4" | \$8.80 | N/A |
| 6 | 4" | 6 1/8 | 3/4 | 5/8 - 1 1/8 | 9.55 | 8.60 |
| 8 | 5 1/2 | 8 1/8 | 3/4 | 7/8 - 1 1/2 | 12.65 | 11.39 |
| 10 | 6 | 10 3/16 | 1 | 1 - 1 7/8 | 17.60 | 15.84 |
| 12 | 8 | 12 1/4 | 1 | 1 3/8 - 2 1/2 | 20.93 | 18.84 |
| 15 | 10 | 15 5/16 | 1 | 1 1/2 - 2 3/4 | 29.55 | 26.60 |
| 18 | 12 | 18 3/8 | 1 1/2 | 1 3/4 - 3 1/4 | 39.25 | 35.33 |
| 24 | 16 | 24 1/2 | 1 1/2 | 2 5/8 - 4 7/8 | 62.70 | 56.43 |
| 30 | 20 | 30 5/8 | 1 1/2 | 3 1/4 - 6 1/4 | 100.70 | 90.63 |
| 36 | 24 | 36 3/4 | 2 | 3 3/8 - 6 3/4 | 129.50 | 116.55 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.-

Commercial Script

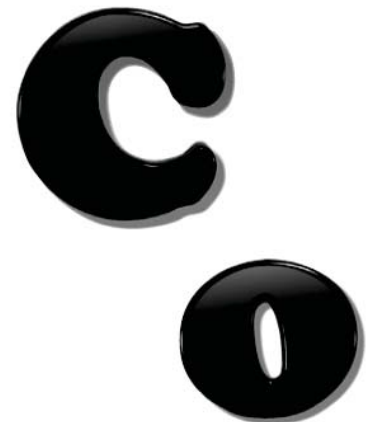
| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|---------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 9" | 4 1/2" | 8 7/16" | 3/4" | 7/16" - 1 1/2" | \$14.28 | \$12.85 |
| 12 | 6 | 11 1/4 | 3/4 | 9/16 - 2 | 18.32 | 16.49 |
| 15 | 7 1/2 | 14 | 3/4 | 7/8 - 2 1/2 | 24.69 | 22.22 |
| 18 | 9 | 16 7/8 | 1 | 1 - 3 | 35.26 | 31.73 |
| 24 | 12 | 22 1/2 | 1 | 1 1/8 - 4 | 52.70 | 47.43 |
| 30 | 15 | 28 1/8 | 1 | 1 7/16 - 5 | 92.81 | 83.53 |
| 36 | 18 | 33 3/4 | 1 | 1 3/4 - 6 | 115.36 | 103.82 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.,-

Cooper Black

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 6" | N/A | 6 1/2" | 3/4" | 1 1/8 - 2" | \$9.55 | \$8.60 |
| 9 | 6" | 9 7/8 | 1 | 1 - 3 | 14.70 | 13.23 |
| 12 | 9 | 13 | 1 | 2 1/8 - 37/8 | 20.93 | 18.84 |
| 15 | 11 | 16 3/8 | 1 1/4 | 2 5/8 - 4 7/8 | 29.55 | 26.60 |
| 18 | 13 | 19 5/8 | 1 1/2 | 3 - 5 7/8 | 39.25 | 35.33 |
| 24 | 18 | 26 1/8 | 1 1/2 | 4 - 7 | 62.70 | 56.43 |
| 30 | 22 | 32 1/8 | 1 1/2 | 5 - 9 5/8 | 100.70 | 90.63 |



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-**

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 3 1/2" | 3/4" | 1" - 1 1/8" | \$8.47 | N/A |
| 6 | N/A | 5 3/8 | 3/4 | 1 1/2 - 1 3/4 | 9.49 | N/A |
| 9 | N/A | 8 | 3/4 | 2 1/8 - 2 5/8 | 14.28 | N/A |
| 12 | N/A | 10 5/8 | 1 | 2 7/8 - 3 1/2 | 18.32 | N/A |
| 18 | N/A | 16 | 1 1/2 | 4 3/8 - 5 1/4 | 35.26 | N/A |
| 24 | N/A | 21 1/4 | 1 1/2 | 5 3/4 - 7 | 52.70 | N/A |

EURO BOLD



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-**

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 2 1/2" | 3/4" | 3/8" - 3/4" | \$7.30 | N/A |
| 5 | N/A | 3 1/8 | 3/4 | 1/2 - 7/8 | 7.83 | N/A |
| 6 | N/A | 3 3/4 | 3/4 | 5/8 - 1 | 8.08 | N/A |
| 9 | N/A | 5 3/4 | 3/4 | 1 - 1 3/4 | 12.82 | N/A |
| 12 | N/A | 7 5/8 | 1 | 1 1/4 - 2 1/4 | 16.08 | N/A |
| 15 | N/A | 9 1/2 | 1 | 1 1/2 - 2 1/2 | 22.49 | N/A |
| 18 | N/A | 11 3/8 | 1 1/2 | 1 5/8 - 3 1/8 | 29.45 | N/A |
| 24 | N/A | 15 1/4 | 1 1/2 | 1 3/4 - 3 5/8 | 48.34 | N/A |
| 30 | N/A | 19 | 2 | 2 1/2 - 5 1/2 | 86.03 | N/A |
| 36 | N/A | 22 3/4 | 2 | 3 - 6 | 105.76 | N/A |

FAIRBO
ROUND FACE



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-**

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 3 5/8" | 1/2" | 1/2" - 5/8" | \$8.47 | N/A |
| 6 | N/A | 5 3/8 | 3/4 | 5/8 - 1 | 9.49 | N/A |
| 9 | N/A | 8 | 3/4 | 1 - 1 1/2 | 14.28 | N/A |
| 12 | N/A | 10 3/4 | 1 | 1 3/8 - 2 | 18.32 | N/A |
| 15 | N/A | 13 1/2 | 1 1/4 | 1 5/8 - 2 1/2 | 24.69 | N/A |
| 18 | N/A | 16 1/8 | 1 1/2 | 2 - 3 | 35.26 | N/A |
| 24 | N/A | 21 1/2 | 1 1/2 | 2 3/4 - 4 | 52.70 | N/A |
| 30 | N/A | 26 7/8 | 1 1/2 | 3 1/4 - 4 7/8 | 92.81 | N/A |
| 36 | N/A | 32 1/4 | 1 1/2 | 3 7/8 - 5 7/8 | 115.36 | N/A |

FRIZ QUADRATA



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.,-'**

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|---------------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 4" | 25/8" | 3 3/8" | 3/4" | 7/8" - 1 1/8" | \$8.47 | \$7.62 |
| 6 | 4 | 5 | 3/4 | 1 1/4 - 1 5/8 | 9.49 | 8.54 |
| 8 | 5 | 6 5/8 | 1 | 1 3/4 - 2 1/8 | 12.47 | 11.22 |
| 12 | 8 | 10 | 1 1/2 | 2 5/8 - 3 1/4 | 18.32 | 16.49 |
| 15 | 10 | 12 1/2 | 1 1/2 | 3 1/4 - 4 1/4 | 24.69 | 22.22 |
| 18 | 12 | 15 | 2 | 3 3/4 - 4 3/4 | 35.26 | 31.73 |
| 24 | 16 | 20 | 2 | 5 1/4 - 6 1/2 | 52.70 | 47.43 |
| 30 | 20 | 25 | 2 | 6 - 7 3/8 | 92.81 | 83.53 |
| 36 | 24 | 30 | 2 | 7 5/8 - 9 | 115.36 | 103.82 |

Futura Bold



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 &.,-'**

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|---------------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 4" | 25/8" | 31/8" | 3/4" | 5/8" - 3/4" | \$5.87 | \$5.28 |
| 6 | 4 | 4 3/4 | 3/4 | 1 - 1 1/8 | 6.57 | 5.91 |
| 9 | 6 | 7 1/8 | 1 | 1 1/2 - 1 3/4 | 11.20 | 10.08 |
| 12 | 8 | 9 1/2 | 1 1/2 | 2 - 2 3/8 | 13.65 | 12.29 |
| 15 | 10 | 11 1/5 | 1 1/2 | 2 1/2 - 3 | 19.23 | 17.31 |
| 18 | 12 | 14 1/4 | 1 3/4 | 3 - 3 1/2 | 24.28 | 21.85 |
| 24 | 16 | 19 | 2 | 4 - 4 3/4 | 38.76 | 34.88 |
| 30 | 20 | 23 3/4 | 2 | 5 - 6 | 71.68 | 64.51 |
| 36 | 24 | 28 1/2 | 2 | 6 - 7 1/8 | 79.15 | 71.24 |

**Futura
Demi Bold**



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-'**

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|-----------|---------------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 4" | N/A | 2 1/16" | 1/2" | 5/8" | \$5.87 | N/A |
| 6 | N/A | 3 1/8 | 3/4 | 7/8 | 6.57 | N/A |
| 9 | N/A | 4 5/8 | 1 | 1 1/8 | 11.20 | N/A |
| 12 | N/A | 6 1/4 | 1 1/2 | 1 1/2 | 13.65 | N/A |
| 15 | N/A | 7 7/8 | 1 1/2 | 2 | 19.23 | N/A |
| 18 | N/A | 9 3/8 | 2 | 2 1/2 | 24.28 | N/A |
| 24 | N/A | 12 1/2 | 2 1/4 | 3 3/4 | 38.76 | N/A |
| 30 | N/A | 15 5/8 | 2 1/4 | 4 1/4 | 71.68 | N/A |
| 36 | N/A | 18 3/4 | 2 1/4 | 6 3/4 | 87.95 | N/A |

GOTHIC CONDENSED



ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
 abcdefghijklmnopqrstuv**wxyz 0123456789 &.,-**

Goudy Bold

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|---------------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 3" | N/A | 2 7/8" | 3/8" | 3/8" - 3/4" | \$6.93 | N/A |
| 4 | N/A | 3 3/4 | 1/2 | 3/8 - 7/8 | 7.30 | N/A |
| 6 | 4" | 5 3/4 | 3/4 | 1/2 - 1 3/8 | 8.08 | \$7.27 |
| 9 | 6 | 8 1/2 | 1 | 3/4 - 2 | 12.82 | 11.54 |
| 12 | 8 | 11 3/8 | 1 1/4 | 1 - 2 5/8 | 16.08 | 14.47 |
| 15 | 10 | 14 1/4 | 1 1/2 | 1 3/8 - 3 1/4 | 22.49 | 20.24 |
| 18 | 12 | 17 | 1 1/2 | 1 5/8 - 3 7/8 | 29.45 | 26.51 |
| 24 | 16 | 22 3/4 | 1 1/2 | 2 1/8 - 5 1/4 | 48.34 | 43.51 |
| 30 | 20 | 28 1/2 | 2 | 2 1/4 - 6 7/8 | 86.03 | 77.43 |
| 36 | 24 | 34 1/8 | 2 | 3 1/4 - 7 7/8 | 105.76 | 95.18 |



ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
 abcdefghijklmnopqrstuv**wxyz 0123456789 &.,-**

Helvetica

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|---------------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 3" | N/A | 2 1/4" | 1/2" | 1/2" - 5/8" | \$5.75 | N/A |
| 4 | 3" | 3 | 3/4 | 3/4 - 1 | 5.87 | \$5.28 |
| 5 | 3 3/4 | 3 3/4 | 3/4 | 1 - 1 1/4 | 6.45 | 5.81 |
| 6 | 4 1/2 | 4 1/2 | 3/4 | 1 1/8 - 1 3/8 | 6.57 | 5.91 |
| 8 | 6 | 6 | 3/4 | 1 1/2 - 1 7/8 | 10.38 | 9.34 |
| 9 | 6 3/4 | 6 3/4 | 3/4 | 1 5/8 - 2 | 11.20 | 10.08 |
| 10 | 7 1/2 | 7 1/2 | 1 | 1 7/8 - 2 1/4 | 12.82 | 11.54 |
| 12 | 9 | 9 | 1 | 2 1/4 - 2 3/4 | 13.65 | 12.29 |
| 15 | 11 1/4 | 11 1/4 | 1 | 2 3/4 - 3 1/2 | 19.23 | 17.31 |
| 18 | 13 1/2 | 13 1/2 | 1 1/2 | 3 5/8 - 4 1/8 | 24.28 | 21.85 |
| 24 | 18 | 18 | 1 1/2 | 4 1/2 - 5 1/2 | 38.76 | 34.88 |
| 30 | 22 1/2 | 22 1/2 | 1 1/2 | 5 1/2 - 7 1/8 | 71.68 | 64.51 |
| 36 | 27 | 27 | 1 1/2 | 6 3/4 - 8 1/4 | 87.95 | 79.16 |



ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
 abcdefghijklmnopqrstuv**wxyz 0123456789 &.,-**

Helvetica Round

ROUND FACE

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|---------------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 3" | N/A | 2 1/4" | 1/2" | 1/2" - 5/8" | \$7.80 | N/A |
| 4 | 3" | 3 | 3/4 | 3/4 - 1 | 8.80 | \$7.92 |
| 6 | 4 1/2 | 4 1/2 | 1 | 1 1/8 - 1 3/8 | 9.55 | 8.60 |
| 8 | 6 | 6 | 1 | 1 1/2 - 1 7/8 | 12.65 | 11.39 |
| 9 | 6 3/4 | 6 3/4 | 1 1/4 | 1 5/8 - 2 | 14.70 | 13.23 |
| 10 | 7 1/2 | 7 1/2 | 1 1/4 | 1 7/8 - 2 1/4 | 17.60 | 15.84 |
| 12 | 9 | 9 | 1 1/2 | 2 1/4 - 2 3/4 | 20.93 | 18.84 |
| 15 | 11 1/4 | 11 1/4 | 1 1/2 | 2 3/4 - 3 1/2 | 29.55 | 26.60 |
| 18 | 13 1/2 | 13 1/2 | 2 1/4 | 3 5/8 - 4 1/8 | 39.25 | 35.33 |
| 24 | 18 | 18 | 2 1/2 | 4 1/2 - 5 1/2 | 62.70 | 56.43 |



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &,-**

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|--------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 3" | N/A | 2 3/4" | 3/4" | 3/4" - 7/8" | \$6.93 | N/A |
| 4 | 3" | 3 5/8 | 3/4 | 1 - 1 1/8 | 7.30 | \$6.57 |
| 5 | 3 3/4 | 4 5/8 | 3/4 | 1 1/4 - 1 1/2 | 7.83 | 7.05 |
| 6 | 4 1/2 | 5 1/2 | 3/4 | 1 1/2 - 1 3/4 | 8.08 | 7.27 |
| 8 | 6 | 7 3/8 | 1 | 2 - 2 3/8 | 11.34 | 10.21 |
| 9 | 6 3/4 | 8 1/4 | 1 | 2 1/4 - 2 5/8 | 12.82 | 11.54 |
| 10 | 7 1/2 | 9 1/8 | 1 | 2 1/2 - 3 | 14.66 | 13.19 |
| 12 | 9 | 11 | 1 | 3 - 3 1/2 | 16.08 | 14.47 |
| 15 | 11 1/4 | 13 1/2 | 1 1/4 | 3 3/4 - 4 3/8 | 22.49 | 20.24 |
| 18 | 13 1/2 | 16 1/2 | 1 1/2 | 4 1/2 - 5 1/4 | 29.45 | 26.51 |
| 24 | 18 | 22 | 2 | 6 - 7 | 48.34 | 43.51 |
| 30 | 22 1/2 | 27 1/2 | 2 | 7 1/2 - 8 3/4 | 86.03 | 77.43 |
| 36 | 27 | 33 | 2 | 9 - 12 | 105.76 | 95.18 |

**Helvetica
Bold**



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &,-**

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|--------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 6 | N/A | 5 5/8 | 3/4 | 1 1/2 - 1 3/4 | \$9.49 | N/A |
| 9 | N/A | 8 1/2 | 1 | 2 1/4 - 2 5/8 | 14.28 | N/A |
| 12 | N/A | 11 3/8 | 1 | 3 - 3 1/2 | 18.32 | N/A |
| 15 | N/A | 14 1/4 | 1 1/4 | 3 3/4 - 4 3/8 | 24.69 | N/A |
| 18 | N/A | 17 | 1 1/2 | 4 1/2 - 5 1/4 | 35.26 | N/A |
| 24 | N/A | 22 3/4 | 1 1/2 | 6 - 7 | 52.70 | N/A |
| 36 | N/A | 34 1/8 | 1 1/2 | 9 - 10 1/2 | 115.36 | N/A |

**HELVETICA
BOLD ITALIC**



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &,-**

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|--------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 3" | N/A | 2" | 1/2" | 1/2" - 5/8" | \$5.75 | N/A |
| 4 | 3" | 2 5/8 | 3/4 | 5/8 - 7/8 | 5.87 | \$5.28 |
| 6 | 4 1/2 | 4 | 3/4 | 1 - 1 1/4 | 6.57 | 5.91 |
| 8 | 6 | 5 3/8 | 3/4 | 1 1/4 - 1 1/2 | 10.38 | 9.34 |
| 9 | 6 3/4 | 6 | 3/4 | 1 3/8 - 1 5/8 | 11.20 | 10.08 |
| 12 | 9 | 8 | 1 | 2 - 2 3/8 | 13.65 | 12.29 |
| 15 | 11 1/4 | 10 | 1 | 2 1/2 - 3 | 19.23 | 17.31 |
| 18 | 13 1/2 | 12 | 1 1/2 | 3 - 3 1/2 | 24.28 | 21.85 |
| 24 | 18 | 16 | 1 1/2 | 4 - 4 3/4 | 38.76 | 34.88 |
| 30 | 22 1/2 | 20 | 1 1/2 | 5 - 6 | 71.68 | 64.51 |
| 36 | 27 | 24 | 1 1/2 | 6 - 7 1/8 | 87.95 | 79.16 |

**Helvetica
Condensed**



ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-

HELVETICA
LIGHT

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|--------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 4" | N/A | 3 1/4" | 3/4" | 7/16" - 9/16" | \$5.87 | N/A |
| 6 | N/A | 4 7/8 | 3/4 | 3/4 - 7/8 | 6.57 | N/A |
| 9 | N/A | 7 3/8 | 3/4 | 1 - 1 1/8 | 11.20 | N/A |
| 12 | N/A | 9 3/4 | 1 | 1 3/8 - 1 5/8 | 13.65 | N/A |
| 15 | N/A | 12 3/16 | 1 | 1 3/4 - 2 | 19.23 | N/A |
| 18 | N/A | 14 5/8 | 1 1/2 | 2 1/8 - 2 3/8 | 24.28 | N/A |
| 24 | N/A | 19 1/2 | 1 1/2 | 2 3/4 - 3 1/8 | 38.76 | N/A |
| 30 | N/A | 24 3/8 | 1 1/2 | 3 1/2 - 4 | 71.68 | N/A |
| 36 | N/A | 29 1/4 | 1 1/2 | 4 1/4 - 4 3/4 | 87.95 | N/A |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.,-

*Helvetica
Italic*

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|--------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 4" | 3" | 3 1/4" | 3/4" | 5/8" - 7/8" | \$7.30 | \$6.57 |
| 6 | 4 1/2 | 4 7/8 | 3/4 | 7/8 - 1 1/4 | 8.08 | 7.27 |
| 9 | 6 3/4 | 7 3/8 | 3/4 | 1 1/2 - 1 7/8 | 12.82 | 11.54 |
| 12 | 9 | 9 3/4 | 1 | 2 - 2 1/2 | 14.66 | 13.19 |
| 15 | 11 1/4 | 12 1/8 | 1 | 2 1/2 - 3 1/8 | 16.08 | 14.47 |
| 18 | 13 1/2 | 14 5/8 | 1 1/2 | 3 - 3 3/4 | 22.49 | 20.24 |
| 24 | 18 | 19 1/2 | 1 1/2 | 4 - 5 | 29.45 | 26.51 |
| 30 | 22 1/2 | 24 3/8 | 1 1/2 | 5 - 6 1/4 | 86.03 | 77.43 |
| 36 | 27 | 29 1/4 | 1 1/2 | 6 - 7 1/2 | 105.76 | 95.18 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.,-

*Itc
Medium*

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|--------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 6 | 4 1/2 | 5 3/4 | 3/4 | 5/8 - 1 5/8 | \$8.08 | \$7.27 |
| 12 | 9 | 11 1/2 | 1 1/2 | 1 - 3 | 16.08 | 14.47 |
| 15 | 11 1/4 | 14 3/8 | 1 1/2 | 1 1/4 - 3 3/4 | 22.49 | 20.24 |
| 18 | 13 1/2 | 17 1/4 | 1 1/2 | 1 1/2 - 4 1/2 | 29.45 | 26.51 |
| 24 | 18 | 23 | 1 1/2 | 2 3/8 - 4 3/4 | 48.34 | 43.51 |
| 36 | 27 | 34 1/2 | 2 | 6 - 9 | 105.76 | 95.18 |



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-**

**KABEL
BOLD**

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 3 1/8" | 3/4" | 1" - 1" | \$7.30 | N/A |
| 6 | N/A | 4 3/4 | 3/4 | 1 3/8 - 1 1/2 | 8.08 | N/A |
| 12 | N/A | 9 1/2 | 1 | 2 3/4 - 2 7/8 | 16.08 | N/A |
| 18 | N/A | 14 1/4 | 1 1/2 | 4 1/8 - 4 3/8 | 29.45 | N/A |
| 24 | N/A | 19 | 1 1/2 | 5 1/2 - 5 3/4 | 48.34 | N/A |



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-**

**MICROGRAMMA
BOLD EXT.**

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 5" | 5/8" | 1" - 1 1/8" | \$8.80 | N/A |
| 6 | N/A | 7 5/8 | 5/8 | 1 1/2 - 1 5/8 | 9.55 | N/A |
| 8 | N/A | 10 1/8 | 3/4 | 1 7/8 - 2 1/4 | 12.65 | N/A |
| 12 | N/A | 15 1/4 | 1 | 3 - 3 1/4 | 20.93 | N/A |
| 14 | N/A | 19 | 1 | 3 3/4 - 4 7/8 | 28.65 | N/A |
| 18 | N/A | 22 7/8 | 1 | 4 1/2 - 5 3/4 | 39.25 | N/A |
| 24 | N/A | 30 1/2 | 1 1/2 | 6 7/8 - 7 5/8 | 62.70 | N/A |



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 &.,-**

**Optima
Demi Bold**

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 3 1/8" | 3/4" | 7/16" - 5/8" | \$7.30 | N/A |
| 6 | 4 1/4" | 4 3/4 | 3/4 | 5/8 - 1 | 8.08 | \$7.27 |
| 9 | 6 1/4 | 7 | 1 | 15/16 - 1 1/2 | 12.82 | 11.54 |
| 12 | 8 3/8 | 9 3/8 | 1 1/2 | 1 1/4 - 2 | 16.08 | 14.47 |
| 15 | 10 1/2 | 11 3/4 | 1 1/2 | 1 5/8 - 2 1/2 | 22.49 | 20.24 |
| 18 | 12 5/8 | 14 | 1 1/2 | 1 7/8 - 3 | 29.45 | 26.51 |
| 24 | 16 3/4 | 18 3/4 | 1 3/4 | 2 1/2 - 4 | 41.83 | 37.65 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789 &.,-

Palatino

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|--------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 4" | N/A | 3 1/2" | 1/2" | 3/8" - 5/8" | \$7.30 | N/A |
| 6 | 3 3/4" | 5 1/4 | 3/4 | 1/2 - 3/4 | 8.08 | \$7.27 |
| 9 | 5 5/8 | 7 7/8 | 3/4 | 5/8 - 1 | 12.82 | 11.54 |
| 12 | 7 1/2 | 10 1/2 | 1 | 7/8 - 1 3/8 | 16.08 | 14.47 |
| 15 | 9 3/8 | 13 1/8 | 1 | 1 1/8 - 1 3/4 | 22.49 | 20.24 |
| 18 | 11 1/2 | 15 3/4 | 1 1/2 | 1 3/8 - 2 1/8 | 29.45 | 26.51 |
| 24 | 15 | 21 | 1 1/2 | 1 3/4 - 2 3/4 | 48.34 | 43.51 |
| 30 | 18 1/4 | 26 1/4 | 1 1/2 | 2 1/4 - 3 1/4 | 86.03 | 77.43 |
| 36 | 22 1/2 | 31 1/2 | 1 1/2 | 2 5/8 - 4 1/8 | 105.76 | 95.18 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.,-

Perfaire

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|--------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 6" | 4" | 5 5/8" | 3/4" | 5/8" - 1 3/8" | \$9.49 | \$8.54 |
| 9 | 6 | 8 3/8 | 3/4 | 1 - 2 | 14.28 | 12.85 |
| 12 | 8 | 11 3/16 | 1 | 1 1/4 - 2 3/4 | 18.32 | 16.49 |
| 15 | 10 | 14 | 1 | 1 5/8 - 3 1/2 | 24.69 | 22.22 |
| 18 | 12 | 16 3/4 | 1 1/2 | 1 7/8 - 4 1/8 | 35.26 | 31.73 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-

Roman

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|----------------|--------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 4" | N/A | 3 3/4" | 3/4" | 1/2" - 1" | \$7.30 | N/A |
| 6 | N/A | 5 1/4 | 3/4 | 3/4 - 1 1/2 | 8.08 | N/A |
| 8 | N/A | 7 | 1 | 1 - 2 | 11.34 | N/A |
| 9 | N/A | 8 | 1 | 1 1/8 - 2 3/16 | 12.82 | N/A |
| 10 | N/A | 9 | 1 | 1 1/4 - 2 1/2 | 14.66 | N/A |
| 12 | N/A | 10 | 1 1/2 | 1 1/2 - 3 | 16.08 | N/A |
| 15 | N/A | 12 3/4 | 1 1/2 | 1 7/8 - 3 5/8 | 22.49 | N/A |
| 18 | N/A | 16 | 1 1/2 | 2 1/4 - 4 3/8 | 29.45 | N/A |
| 24 | N/A | 20 1/2 | 1 1/2 | 3 - 5 7/8 | 48.34 | N/A |
| 30 | N/A | 25 | 2 | 3 3/4 - 7 1/4 | 86.03 | N/A |
| 36 | N/A | 30 | 2 | 4 1/2 - 8 3/4 | 105.76 | N/A |



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.,-**

Roman Round
ROUND FACE

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 3 3/4" | 3/4" | 1/2" - 1" | \$8.47 | N/A |
| 6 | 4" | 5 1/4 | 3/4 | 5/8 - 1 3/8 | 9.49 | \$8.54 |
| 8 | N/A | 7 | 1 | 1 - 2 | 12.82 | N/A |
| 9 | 6 | 8 | 1 | 1 1/8 - 2 1/8 | 14.28 | 12.85 |
| 10 | N/A | 9 | 1 | 1 1/4 - 2 1/4 | 16.27 | N/A |
| 12 | 8 | 10 | 1 1/4 | 1 3/8 - 2 3/4 | 18.32 | 16.49 |
| 15 | 10 | 12 3/4 | 1 1/2 | 1 5/8 - 3 3/8 | 24.69 | 22.22 |
| 18 | 12 | 16 | 1 1/2 | 2 - 4 | 35.26 | 31.73 |
| 24 | 16 | 20 1/2 | 1 3/4 | 2 5/8 - 5 1/2 | 52.70 | 47.43 |
| 30 | 20 | 25 | 2 | 3 1/4 - 6 3/4 | 92.81 | 83.53 |
| 36 | 24 | 30 | 2 | 3 3/4 - 8 3/4 | 115.36 | 103.82 |



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-**

SERPENTINE

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|---------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | N/A | 4" | 3/4" | 1/2" - 5/8" | \$11.30 | N/A |
| 6 | N/A | 6 | 3/4 | 3/4 - 1 1/4 | 13.00 | N/A |
| 9 | N/A | 9 | 3/4 | 1 - 2 | 18.70 | N/A |
| 12 | N/A | 12 | 1 | 1 3/8 - 2 1/2 | 22.70 | N/A |
| 15 | N/A | 15 | 1 | 1 3/4 - 3 | 28.80 | N/A |
| 18 | N/A | 18 | 1 1/2 | 2 - 3 3/4 | 40.40 | N/A |
| 24 | N/A | 24 | 1 1/2 | 2 5/8 - 4 7/8 | 64.30 | N/A |



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.,-**

Times Bold

| LETTER SIZE | | AVERAGE WIDTH | APPROX. DEPTH | STROKE MIN - MAX | PRICE | |
|-------------|------------|---------------|---------------|------------------|--------|------------|
| CAPS | LOWER CASE | | | | CAPS | LOWER CASE |
| 4" | NA | 3 1/2" | 1/2" | 1/2" - 1 1/8" | \$7.30 | \$6.57 |
| 6 | 4" | 5 5/16 | 3/4 | 5/8 - 1 5/8 | 8.08 | 7.27 |
| 8 | 5 | 7 1/8 | 3/4 | 3/4 - 2 | 11.34 | 10.21 |
| 9 | 6 | 8 | 1 | 7/8 - 2 1/4 | 12.82 | 11.54 |
| 10 | 7 | 8 7/8 | 1 | 15/16 - 2 3/8 | 14.66 | 13.19 |
| 12 | 8 | 10 5/8 | 1 1/2 | 1 - 3 | 16.08 | 14.47 |
| 15 | 10 | 13 1/4 | 1 1/2 | 1 1/4 - 3 3/4 | 22.49 | 20.24 |
| 18 | 12 | 16 | 1 1/2 | 1 1/2 - 4 1/2 | 29.45 | 26.51 |
| 24 | 16 | 21 1/4 | 1 1/2 | 2 - 6 | 48.34 | 43.51 |
| 30 | 20 | 26 1/2 | 1 1/2 | 2 1/2 - 7 1/2 | 86.03 | 77.43 |
| 36 | 24 | 31 7/8 | 2 | 3 - 9 | 105.76 | 95.18 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &.,-

TIMES BOLD
ITALIC

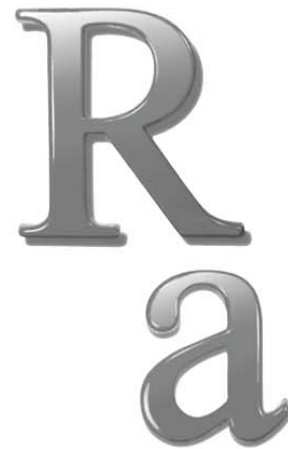
| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|---------------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 4" | N/A | 3 5/8" | 1/2" | 1/2" - 1 1/8 | \$8.47 | N/A |
| 6 | N/A | 5 1/2 | 3/4 | 5/8 - 1 5/8 | 9.49 | N/A |
| 9 | N/A | 8 1/4 | 1 | 3/4 - 2 1/4 | 14.28 | N/A |
| 12 | N/A | 11 | 1 1/2 | 1 - 2 3/4 | 18.32 | N/A |
| 15 | N/A | 13 3/4 | 1 1/2 | 1 1/4 - 3 | 24.69 | N/A |
| 18 | N/A | 16 1/2 | 1 1/2 | 1 1/2 - 4 1/2 | 35.26 | N/A |
| 24 | N/A | 22 | 1 1/2 | 2 - 6 | 52.70 | N/A |
| 30 | N/A | 27 1/2 | 1 1/2 | 2 1/2 - 7 1/2 | 92.81 | N/A |
| 36 | N/A | 33 | 2 | 3 - 9 | 115.36 | N/A |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.,-

Times
New Roman

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|---------------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 4" | 2 1/2" | 3 5/8" | 5/8" | 5/8" - 1" | \$7.30 | \$6.57 |
| 6 | 4 | 5 1/2 | 3/4 | 5/8 - 1 1/4 | 8.08 | 7.27 |
| 9 | 6 | 8 1/4 | 3/4 | 1 1/8 - 1 3/4 | 12.82 | 11.54 |
| 12 | 8 | 11 | 1 1/4 | 1 3/8 - 2 3/8 | 16.08 | 14.47 |
| 15 | 10 | 13 3/4 | 1 1/4 | 1 1/2 - 2 7/8 | 22.49 | 20.24 |
| 18 | 12 | 16 1/2 | 1 1/2 | 1 7/8 - 3 3/8 | 29.45 | 26.51 |
| 24 | 16 | 22 | 1 1/2 | 2 1/4 - 4 1/4 | 48.34 | 43.51 |
| 30 | 20 | 27 1/2 | 1 1/2 | 2 3/4 - 5 1/4 | 86.03 | 77.43 |
| 36 | 24 | 33 | 1 3/4 | 3 1/4 - 6 1/4 | 105.76 | 95.18 |



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &.,-

UNIVERS 67

| LETTER SIZE | | AVERAGE | APPROX. | STROKE | PRICE | |
|-------------|------------|---------|---------|---------------|---------------|------------|
| CAPS | LOWER CASE | WIDTH | DEPTH | MIN - MAX | CAPS | LOWER CASE |
| 4" | 3" | 2 5/8" | 1/2" | 1/2" - 3/4" | \$5.87 | \$5.28 |
| 6 | 4 | 4 | 5/8 | 7/8 - 1 1/4 | 6.57 | 5.91 |
| 8 | 5 1/2 | 5 1/4 | 3/4 | 1 3/8 - 1 3/4 | 10.38 | 9.34 |
| 9 | 6 | 5 7/8 | 3/4 | 1 1/2 - 2 | 11.20 | 10.08 |
| 10 | 7 | 6 5/8 | 7/8 | 1 5/8 - 2 1/8 | 12.82 | 11.54 |
| 12 | 8 | 7 7/8 | 1 1/4 | 2 - 2 1/2 | 13.65 | 12.29 |
| 15 | 10 | 9 7/8 | 1 1/4 | 2 3/8 - 3 1/8 | 19.23 | 17.31 |
| 18 | 12 | 11 7/8 | 1 1/2 | 2 7/8 - 3 3/4 | 24.28 | 21.85 |
| 24 | 16 | 15 3/4 | 1 1/2 | 3 5/8 - 4 3/4 | 38.76 | 34.88 |
| 30 | N/A | 19 5/8 | 1 1/2 | 4 3/8 - 6 1/4 | 71.68 | N/A |
| 36 | 24 | 23 5/8 | 1 1/2 | 5 1/4 - 7 1/2 | 105.76 | 95.18 |



Flat Cut Acrylic Letters

FLAT CUT LETTERS

*All L & L Styles
or Any Customer
Supplied Style*

FLAT CUT OUT MATERIAL:
ACRYLIC = 3/16" THICK

PRICES BELOW ARE FOR
UPPER CASE LETTERS & NUMBERS*

| Height | Plain Mount | Pad, Stud Comb Mt |
|--------|-------------|-------------------|
| 2" | \$4.00 | \$4.40 |
| 3 | 4.40 | 4.90 |
| 4 | 4.80 | 5.20 |
| 5 | 5.20 | 5.80 |
| 6 | 5.90 | 6.40 |
| 7 | 7.00 | 7.60 |
| 8 | 7.90 | 8.60 |
| 9 | 9.60 | 10.50 |
| 10 | 11.40 | 12.50 |
| 11 | 12.90 | 14.10 |
| 12 | 14.60 | 15.90 |
| 13 | 16.40 | 18.00 |
| 14 | 18.20 | 19.80 |
| 15 | 20.20 | 22.00 |
| 16 | 22.00 | 24.00 |
| 17 | 23.80 | 26.00 |
| 18 | 25.90 | 28.30 |
| 19 | 27.90 | 30.40 |
| 20 | 31.20 | 34.00 |
| 21 | 34.30 | 37.30 |
| 22 | 37.20 | 40.60 |
| 23 | 40.40 | 44.20 |
| 24 | 43.40 | 47.30 |
| 25 | 46.60 | 50.90 |
| 26 | 49.80 | 54.30 |
| 27 | 52.70 | 57.60 |
| 28 | 55.90 | 61.00 |
| 29 | 59.30 | 64.70 |
| 30 | 62.60 | 68.40 |

ADDITIONAL PRICING INFORMATION:

- Lower case prices are 10% less than corresponding upper case size listed in this chart.
- Punctuation: 1/3 of upper case price.
- Crating Charge: \$30.00 Net for letters & numbers over 24" high.
- Mounting Templates (Net Pricing): \$2.50 per Letter

FLAT CUT OUT LETTERS

Color Selections:

- Clear
- Opaque White-5687
- Translucent White-7328
- Opaque Ivory-2718
- Translucent Ivory-2146
- Opaque Sand-4660
- Translucent Yellow-2037
- Opaque Orange-2119
- Opaque Red-Orange-2662
- Opaque Red-2793
- Translucent Red-2283
- Opaque Maroon-2240
- Translucent Purple-2287
- Opaque Black Cherry-2280
- Opaque Midnight Blue-2767
- Opaque Dark Blue-2050
- Opaque Medium Blue-2860
- Opaque Capri Blue-2114
- Translucent Blue-2051
- Opaque Blue-3000
- Opaque Light Blue-2648
- Opaque Teal Blue-3210
- Opaque Spring Green-3555
- Opaque Light Green-2108
- Translucent Green-2030
- Opaque Hunter Green-2162
- Opaque Brown-2418
- Opaque Duranodic Bronze-3130
- Opaque Metallic Gold-2756
- Opaque Metallic Silver-8886
- Opaque Black-2025



TRIM CAP LETTERS

CALL FOR QUOTE



* Punctuation—periods, commas and dashes are 1/3 of letter cost.

COLOR SELECTIONS

Color representations are as close as possible to actual Acrylic & Formed colors within the limitations of commercial printing processes. **Actual color sample chips available on request.** All colors below are available in Flat Cut & Formed Letters unless noted.

† = Formed Plastic Color ONLY



White-5687



Sand-4660



Grey-4310 †



Black-2025



Ivory-2718



Lemon-2037



Yellow-2000 †



Orange-2119



Red-Orange-2662



Red-2793



Maroon-2240



Black Cherry-2280



Purple-2287



Midnight Blue-2767



Dark Blue-2050



Medium Blue-2860



Blue-3000



Light Blue-2648



Teal Blue-3210



Spring Green-3555



Light Green-2108



Dark Green-2030



Hunter Green-2162



Yellow Gold-6371 †



Metallic Gold-2756



Brown-2418



Dur. Bronze-3130

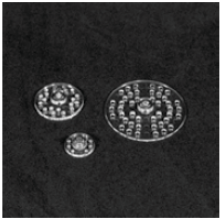


Silver-8886

MOUNTING METHODS

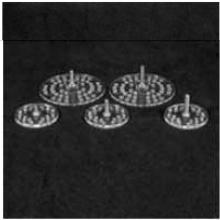
LETTER MOUNTING SUPPLIES

LETTER MOUNTING METHODS



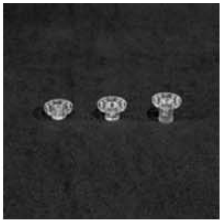
• Threaded Perforated Pads for Combination Mount

| Part No. | Description | Net Price |
|----------|-----------------|------------|
| L11-05 | 1" diameter | \$.35 ea. |
| L11-19 | 1 3/4" diameter | \$.40 ea. |
| L11-17 | 3" diameter | \$.50 ea. |



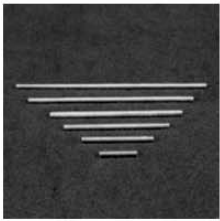
• 3" Diameter Perforated Pads with 10-24 Studs

| Part No. | Description | Net Price |
|----------|--------------------|------------|
| L11-18 | 3/4" Stud Length | \$.80 ea. |
| L11-23 | 1" Stud Length | \$.80 ea. |
| L11-80 | 1 1/2" Stud Length | \$.90 ea. |
| L11-81 | 2" Stud Length | \$.90 ea. |



• 1 3/4" Dia. Perforated Pads with 10-24 Studs

| Part No. | Description | Net Price |
|----------|--------------------|------------|
| L11-12 | 1/2" Stud Length | \$.55 ea. |
| L11-13 | 3/4" Stud Length | \$.55 ea. |
| L11-22 | 1" Stud Length | \$.60 ea. |
| L11-75 | 1 1/2" Stud Length | \$.60 ea. |
| L11-76 | 2" Stud Length | \$.65 ea. |



• 1" Dia. Perforated (non adjustable) Pads

| Part No. | Description | Net Price |
|----------|------------------|------------|
| L11-05 | 1/2" Stud Length | \$.50 ea. |
| L11-06 | 3/4" Stud Length | \$.50 ea. |
| L11-08 | 1" Stud Length | \$.50 ea. |

• 10-24 Studs Lengths & Net Price

| Material | 1" | 2" | 3" | 4" | 5" | 6" |
|-----------------|-------|-----|-----|-----|-----|------|
| Stainless Steel | \$.35 | .50 | .55 | .65 | .90 | 1.00 |
| Aluminum | .25 | .35 | .40 | .50 | .60 | .75 |

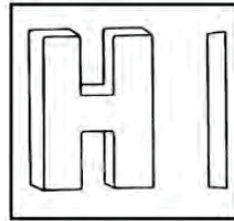
• Silicone Adhesive

| Part No. | Description | Net Price |
|----------|----------------------|--------------|
| L40-01 | 10 oz. Caulkers | \$ 23.90 ea. |
| L40-02 | 2.8 oz. Squeeze Tube | \$ 19.90 ea. |

• Acrylic Strips

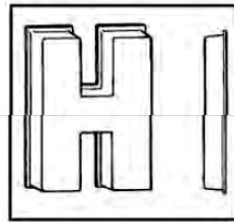
(Rails, not pictured)

| Part No. | Description | Net Price |
|----------|---------------------|--------------|
| ACRYLIC | 3/16" X 1 1/2" X 6' | \$ 23.40 ea. |



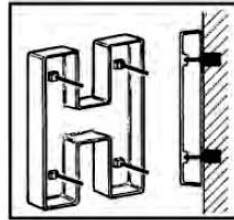
• TYPE A-Plain

Letters have no installation hardware supplied.



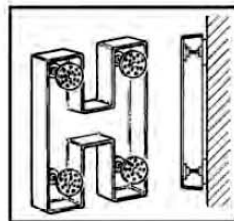
• TYPE B-Flange

Letters have a flat 3/16" to 7/16" perimeter on the back edge of the letter return. If a wider flange is preferred, specify with order. Flanges not recommended for 6" and smaller letters.



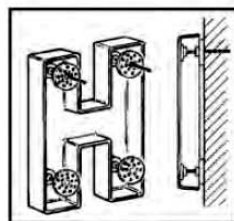
• TYPE C-Stud

Letters are provided with metal studs on the rear of the letters. Specify length of studs - 1, 2, 3, 4, 5, or 6 inch lengths and whether studs need to be in-line for brick or block walls.



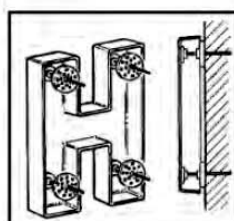
• TYPE D-Pad

Letters have plastic pads on the rear of the letters to be used with silicone adhesive to secure to mounting surface. Letters 12" and over come with pads that are adjustable for leveling on irregular surfaces, smaller sizes come with permanently fixed pads.



• TYPE E-

Combination Top Letters have a combination of pads and studs on top while having pads only on the bottom of each letter.



• TYPE F-

Combination All Letters have a pad and stud combination on both