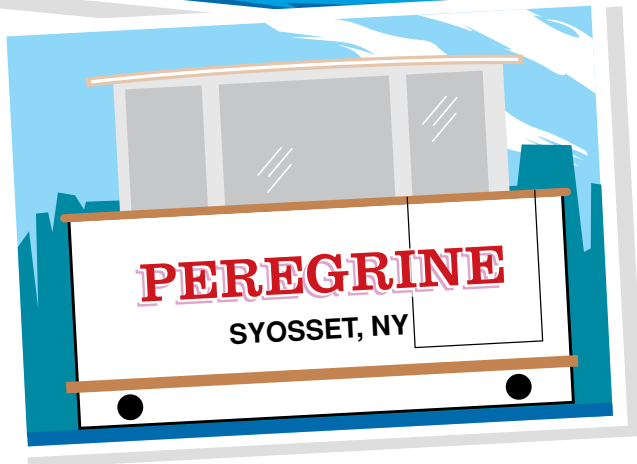


BOAT Lettering Guide



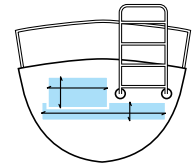
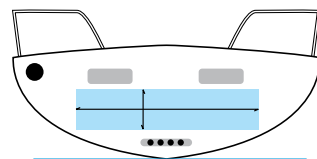
- Color-fast vinyl stays bright for years—even outlasts paint
- Made from premium 2 ml high-performance vinyl
- Most layouts delivered complete and ready for one-step application including jobs with multiple colors
- Easy-to-follow instructions

1. Determine the area of the graphic

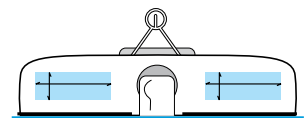
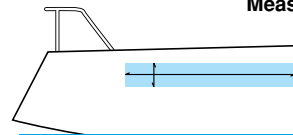
The application area should be non-porous and smooth, flat or with minimal curve, and free of obstacles such as rivets, hardware or raised panels.

The application area given when ordering is the area that the graphic must be confined to including all “ascending” and “descending” letter strokes. The area should be rectangular with height and width given in inches. Odd shaped areas require correspondence and/or proofs.

Coast Guard regulations require that a documented boat have the boat name and the hailing port at least 4” high. The words “Port of” are not required and have no size restrictions, but the two-lettering designation for the state are now required.



Measure usable space



How to Order!

All you need to do to get a quick quote:

By Phone:

1. Determine the area of the graphic.
2. Choose the letter style.
3. Specify ALL CAPITALS, all lower case, or a combination of Upper and Lower Case Letters.
4. Determine the size of the letters.
5. Select the color(s).
6. Optional elements: if desired, select design options and graphic symbols.

By Mail or FAX:

Send us clean camera ready artwork, a picture, or e-mail us the artwork from your computer (call for instructions regarding e-mailed files). Be sure to answer steps 1 thru 6 above.

Call 1-800-BOATING or FAX 1-831-768-5400

JESTER *Great Fun*

Space that's available

Account for "ascenders" and "descenders"

Account for variances in typestyle

FL 1234 DD 3" minimum height

~~FL 1234 DD~~

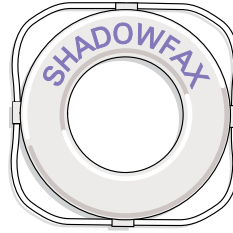
Registration numbers must be "block" style

Registration numbers must be a least 3" tall and be of a "block" type style (Unifers for example). Be sure to refer to the regulations which apply in your area for placement and color requirements.

2. Choose the letter font

Find the style that you like and that compliments the name of your boat. Take into account the space available. If there is little space available, a narrower font might be advisable (EUROSTYLE is the widest and WESTERN is the narrowest). UNIVERS 67 is a popular font for hailing ports—easy to read but doesn't overwhelm the boat name.

Antique Olive Bold	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	
Width Ratio: Caps .92, Lower case .87		
Athletic Script	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	Natural Slant +25
Width Ratio: Caps .74, Lower case .50 Slant, All Caps not recommended. All outlines, Arc, not available.		
Avant Garde Acct	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	
Width Ratio: Caps .86, Lower case .74		
Brush Script	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	Natural Slant +25
Width Ratio: Caps 1.00, Lower case .65 Voided, Shadow and Reg. Outlines, Slant, All Caps not recommended. Double Outline n/a.		
Candice Acct	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	Natural Slant +12
Width Ratio: Caps 1.58, Lower case .8 All caps not recommended. Oversized character accents		
Chancery Script SSI Italic	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	Natural Slant +15
Width Ratio: Caps 1.10, Lower case .78 Voided, Outline Shadow and Reg. Outline not recommended. Double Outline n/a.		
Charter Oak	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	Natural Slant +20
Width Ratio: Caps 1.00, Lower case .8		
Clarendon Bold Acct	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	
Width Ratio: Caps 1.15, Lower case .85		
Commercial Script Et.	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	Natural Slant +25
Width Ratio: Caps 1.10, Lower case .6 Slant, All Caps, not recommended. All Outlines and Arc not available.		
Eurostile Bold Ext	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	
Width Ratio: Caps 1.35, Lower case 1.0		
Frankfurter Medium	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	
Width Ratio: Caps .85, Lower case .67		
FULL BLOCK	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	
Width Ratio: Caps .78		
Gillies	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	Natural Slant +15
Width Ratio: Caps .98, Lower case .52 Double, Voided, and Reg. Outline not available.		
Goudy Bold	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	
Width Ratio: Caps 1.05, Lower case .73 Double Outline not recommended.		
Helvetica Med Acct	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*()-+=:;'"',./?	
Width Ratio: Caps .9, Lower case .7		



Throw Rings

Lettering for throw rings is ordered by simply checking the throw ring size. If there is an unusual or unique size, the outer diameter and inner diameter of the ring will be required. Ordering the specific lettering is done the same way as the boat graphics.

Kalligraphia

Width Ratio: Caps 1.20, Lower case .6
Outline, Outline Shadow, All Caps not recommended.
Double Outline and Voided Outline n/a.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Natural
Slant
+20

Kestrel Connected Acct

Width Ratio: Caps 1.15, Lower case .65
Neg Slant, All Caps, not recommended.
All Outlines and Arc not available.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Natural
Slant
+25

Mistral Connected

Width Ratio: Caps .62 Lower case .54
Neg Slant, All Caps, not recommended.
All Outlines and Arc not available

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Natural
Slant
+20

Murray Hill Bold

Width Ratio: Caps 1.00, Lower case .6
Outline Shadow, All Caps not recommended.
Double and Voided Outline n/a.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Old English

Width Ratio: Caps .85, Lower case .55
All Caps, Shadow not recommended.
All Outlines not available.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Pretorian

Width Ratio: Caps 1.13, Lower case .9
Voided Outline not recommended.
Double Outline not available.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Pump

Width Ratio:
Caps .88, Lower case .75

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Rickshaw Acct

Width Ratio: Caps .82, Lower case .65
Slant not recommended.
All Outlines not available.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Souvenir Demi Bold

Width Ratio:
Caps 1.00, Lower case .75

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Stencil Bold

Width Ratio: Caps .99, Lower case .85
Voided, Reg. Outlines not recommended.
Double Outline not available.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Tabasco Bold

Width Ratio:
Caps .91, Lower case .77
Double Outline not recommended.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Univers 67

Width Ratio:
Caps .7, Lower case .6

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

Victorian

Width Ratio: Caps .96, Lower case .67
Slant, Outline Shadow, All Caps not recommended.
Double, Voided, and Reg. Outline n/a.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*()-+=:;'"',./?

WESTERN

Width Ratio: Caps .55
Slant not recommended.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

3. Specify ALL CAPITALS, all lower case, or a combination of Upper and Lower Case Letters.

Lettering may be ordered in ALL CAPITALS, all lower case, or a Combination of Both. (We strongly recommend not using all capitals on ATHLETIC, COMMERCIAL, KESTREL, BRUSH, OLD ENGLISH, KALLIGRAPHIA, CANDICE, MURRAY HILL, GILLIES AND VICTORIAN—see example). Some letter styles only come in the capital letters such as WESTERN and FULL BLOCK. If lower case letters are not shown in the examples on the previous page, they are not available.

Interchanging fonts on the same line of text can be done for an additional cost but is not recommended. For instance, in the word "BOAT" you could use a capital "B..." in KESTREL with the lower case "...oat" in PRETORIAN.

Numbers and some symbols are available with each font.



Some styles, like this example in Candice, do not look very good in "all caps"

4. Determine the size of the letters.

Lower case is approx. 1/2 the height of Caps

Lettering can be made in any size from 1" to 28" tall in whole or fractional increments. The height refers to the height of the capital letter in that style. More ornate capital letters may be larger than the specified height and all lower case letters are about 1/2 the height of CAPITALS. Height may be expressed in fractions or decimals. To judge the width of a letter, a good rule of thumb is that a letter is generally as wide as it is tall, a capital "A" 4" tall will be 4" wide.

If you need to be more exact, the "Width Ratio" will help you estimate the width of the graphic you are ordering. Multiply the letter height by the number of characters, then multiply by the factor given beside the font you are ordering. EXAMPLE SHOWN ABOVE: "PELICAN"; Font EUROSTYLE; Height 4" — Height (H) X Number of Letters (N) X Ratio (R) = Width (4" X 7 X 1.35 = 37.8")

If a specific height is requested on an order and it will not fit within the area specified, we will condense by a small percentage to make the graphic fit. If this condensing in any way distorts the lettering, we will notify you and suggest a proof before continuing.



Account for "Descenders" and "Ascenders"

Lettering can be made in any size from 1" to 28" tall in whole or fractional increments. The height refers to the height of the capital letter in that style. More ornate capital letters may be larger than the specified height and all lower case letters are about 1/2 the height of CAPITALS. Height may be expressed in fractions or decimals. To judge the width of a letter, a good rule of thumb is that a letter is generally as wide as it is tall, a capital "A" 4" tall will be 4" wide.

TERN
Original @ 100%

Extending-distortion occurs in the 150% and 200% examples

TERN
@ 110%

TERN
@ 150%

TERN
@ 200%

TERN
Original with no spacing

T E R N
One space between letters

T E R N
Two spaces between letters

Extending and Spacing

Lettering can be made to fill more space with either of these options.

By extending, the letters and spaces themselves become wider to extend the word length out to a specified length. If the height of the area you are working with is limited, extending the boat name will make it seem much larger. Extension by a small percentage (110%) is hardly noticeable whereas a larger extension (150%) will distort the letters and we recommend a proof. Text extending is limited to 200%. If a specific length is desired, this length should be entered in the space "SPECIFIC LENGTH." There may be an additional cost.

Spacing between the letters can be a way to fill space or simply to add designation to each letter. Spacing requires additional material and therefore additional cost. A 10% extension will increase the price of the letter by 10%; a 100% extension will increase the price by 100%.

ProMotion ProMotion
Original @ 100%

Negative spacing—no distortion

ProMotion
Condensed 90%

ProMotion
Condensed 80%

ProMotion
Condensed 70%

ProMotion
Condensed 60%

ProMotion
Condensed 50%

Condensing and Negative Spacing

Lettering can be reduced in length to fit a smaller area. If the working area given will not support the natural length of the lettering, we will condense the lettering automatically up to the point where visible distortion occurs. Word condensing can be expressed by either a percentage of the original length or by the length desired.

If a specific length is desired, this length should be entered in the column "SPECIFIC LENGTH. Negative spacing will reduce the spacing between the letters up to the point just before the letters touch. Before committing vinyl to extremes of the options, a proof is recommended. There is no additional charge for condensing or negative spacing.



Graphics come in one piece and ready to apply—no puzzles, no mistakes

5. Determine the color(s).

A. Custom Colors for Boat Graphics and Stripping Tape

Lt Ash Gray 135	Buckskin 068	Aqua 006
Marine Gray 101	Cocoa 071	Peacock Blue 058
Vibrant Green 002	Dark Yellow 073	Sapphire 083
Regal Purple 007	Orange 076	Med Marine Gray 136
Cardinal 015	Dark Red 078	Peacock Blue 057
Fiesta 025	Blue 082	Canary Yellow 145
Olympic Blue 057	Burgundy 089	Emerald Green 096
Black 061	Dk Blue 090	Beige 938
White 065	Forest Green 097	Orange 076
Matte Black 016	Wineberry 102	Sandstone 066

Metallics

Metallic Electric Blue 059	Metallic Brown 088	Metallic Black 055
Metallic Mist Blue 085	Metallic Royal Blue 091	Metallic Dk Charcoal 063
Metallic Burgundy 050	Metallic Blue 092	Metallic Champagne 831
Metallic Charcoal 062	Metallic Gold 099	Metallic Chocolate 111
Metallic Silver 064	Metallic Red 141	Metallic Aut Gold 098

Ultra Metallics

Ult. Metal. Black 011	Ult. Metal. Gold 019
Ult. Metal. Silver 014	Ult. Cobalt Blue 182

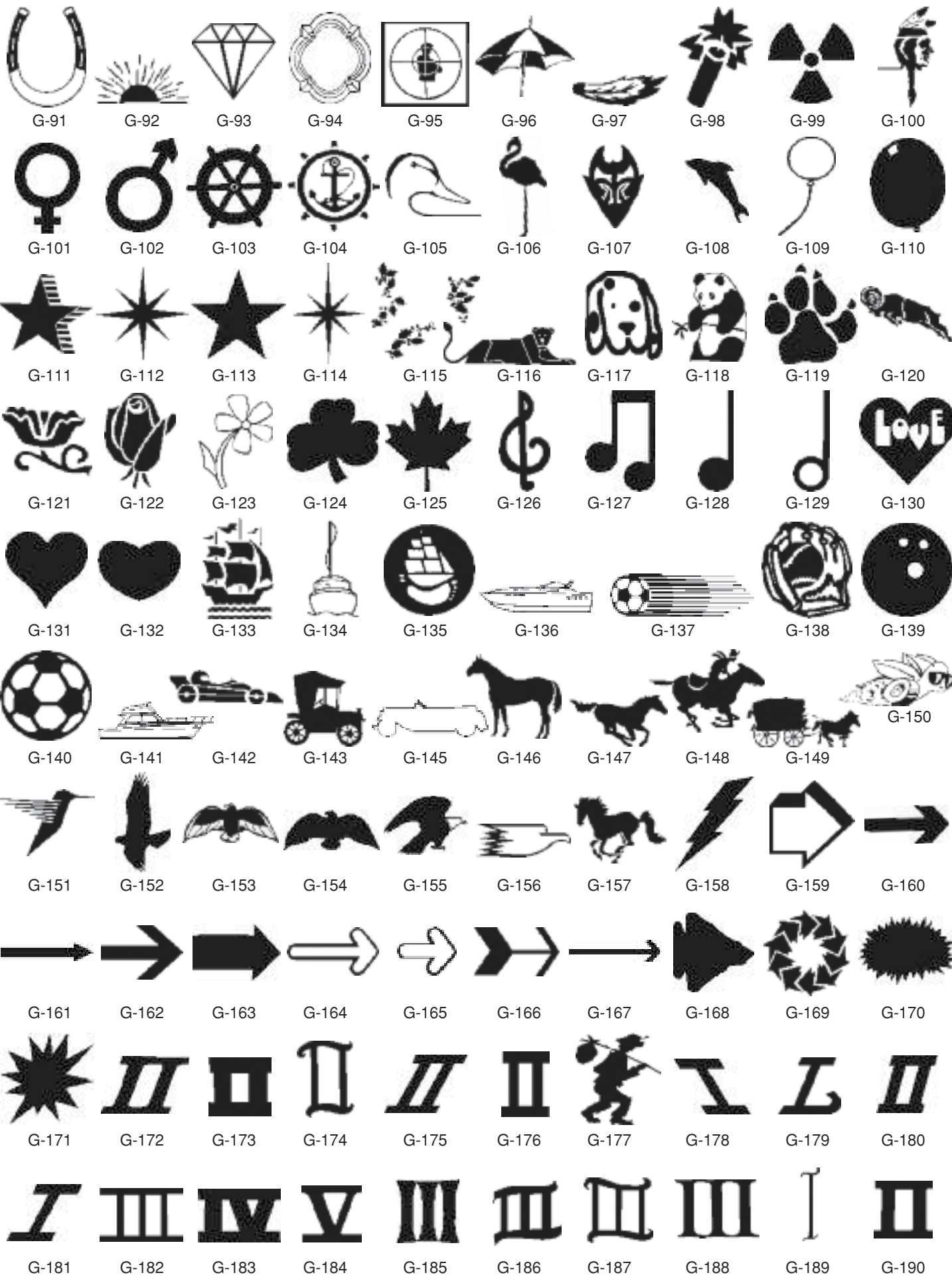
Note: Std. print inks cannot duplicate the color of metallic paint. The spotted representations of the Metallic paints, at right, are designed to show the difference between small (std.) flecks and large, Ultra flecks.

See more about colors and options at www.westmarinegraphics.com/colors

Available Custom Graphics or Symbols

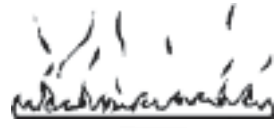
Sizes can be described by graphic height or width, and available area (we will produce the largest possible graphic to fit within the area). Some of the more intricate graphics have a minimum size, but none have color restrictions. To assign an additional color to a graphic, there must be a closed shape for the second color. A single shape cannot have two colors.







G-191 G-192 G-193 G-194



G-196



G-198



G-199



G-200



G-201



G-202



G-203



G-204



G-205



G-207



G-208



G-209



G-210



G-211



G-212



G-213



G-214



G-215



G-216



G-217



G-218



G-220



G-221



G-222



G-223



G-224



G-225



G-226



G-227



G-228



G-229



G-230



G-231



G-232



G-233



G-234



G-235



G-236



G-237



G-238



G-239



G-240



G-241



G-242



G-243



G-244



G-245



G-246



G-247



G-248



G-249



G-251



G-252



G-253



G-254



G-255



G-257



G-258



G-259



G-261



G-262



G-263



G-264



G-265



G-266



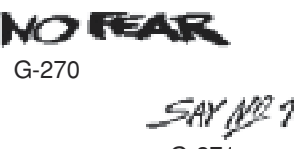
G-267



G-268



G-269



G-270



G-271



G-272



G-273



G-274



G-275



G-276



G-277



G-278



G-279



G-280



G-281



G-282



G-283



G-284



G-285



G-286



G-287



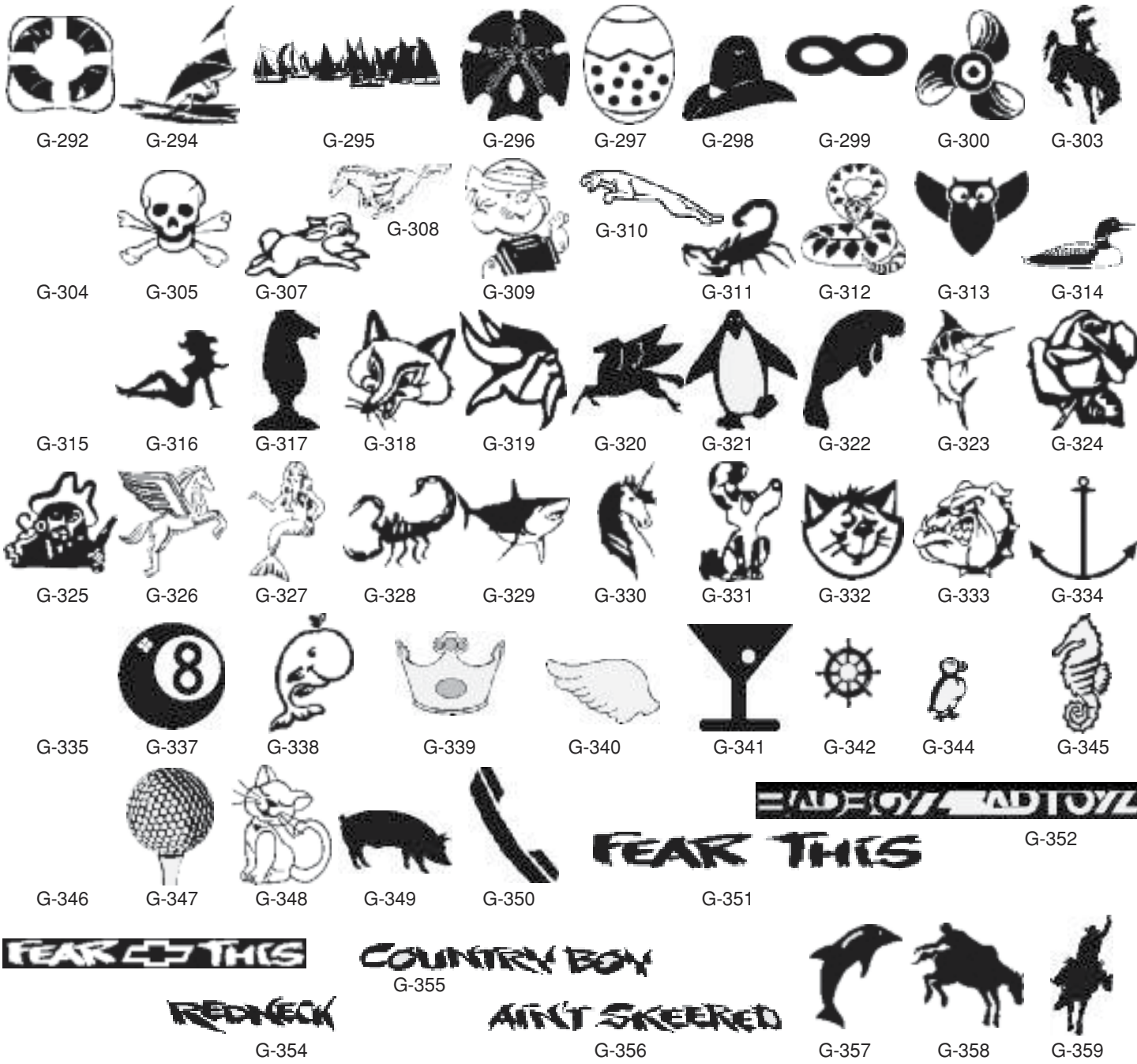
G-288



G-289



G-290



About Colored Graphics and Symbols

Choose any color listed on page 3 for Graphics or Symbols. To assign a different color to a graphic, there must be a closed shape for the second color. A single shape cannot have two colors. A single closed shape *can* have a Graduated Fill, if so desired.

6. Select the design options and graphic symbols

FLYER *Monique*

Shadow defaults to lower left

On letters with a positive slant, the shadow defaults to lower right

Drop Shadow

This popular two color option gives the appearance that the lettering is off the surface, casting a shadow behind it. The color of the "foreground" lettering is considered the main color, and the shadow the secondary color.

DROP SHADOW is available with all fonts, but is not recommended with script or fonts with fine stroke widths.

DROP SHADOW comes pre-assembled with the shadow usually dropped to the lower left. On letters with a positive slant, the shadow will be dropped to the lower right. Specific instructions should be given if one wants the shadow in a particular position, or if the graphic should be delivered in two separate pieces to apply them yourself.

TICONDEROGA *Runaway Showtime*

Light hull Medium hull Dark hull

Outlining is a two color option in which the main body of the type will be the primary color, and the outline is a different color.

PEREGRINE

Primary color—Cardinal Red Secondary color—Orchid
 "Halo" is boat hull showing thru
 Dark hull Light hull Medium hull

Outline Shadow

Most dramatic effect offered, the main lettering has a white halo around it with a drop shadow of the same or complimentary color appearing behind it. If the drip shadow is the same color, it is still considered and ordered as a second color. OUTLINE SHADOW is available on any of the fonts, but it's use on ornate or fine lined fonts are not recommended. A 3" minimum size is required for this option.

Swift

What Me Worry?

Double Outline

An attractive eye-catching effect that works well on letter styles which retain a relatively thick stroke throughout the letter. Not viable on any scripts or block type lettering where the stroke varies in width. A 3" minimum size is required for this option.

Mirror

Very popular for application on the inside of a glass to be read from the outside.

Unique/Personal Graphics and lettering

One-of-a-kind custom graphics can be made from camera-ready artwork, pictures, or computer generated art (call for instructions regarding e-mailed files). FAX art for quote purposes only, FAXed art is not camera-ready-art. There will be a charge for all graphics reproduced from customer's art. All art will be returned with the order and will not be reproduced for anyone else. All graphics can be reproduced in any size for different applications.

Positive Arc

Heavy (H)
 Medium (M)
 Light (L)
 Pau Hana
 Pau Hana
 Pau Hana

Negative Arc

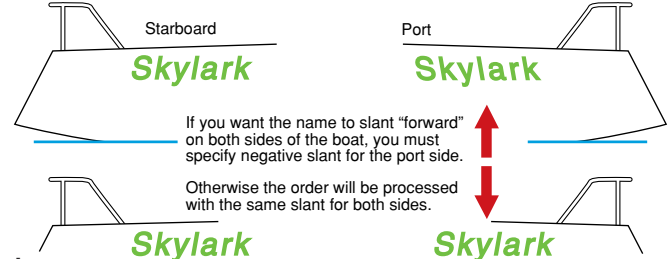
Light
 Medium
 Heavy
 Pau Hana
 Pau Hana
 Pau Hana

Grey shows imaginary arc, red shows specific measurement guidelines

Arc

Arcs can be either positive or negative referring to their arcing higher in the middle or dipping lower in the middle respectively. The arc can be referred to as light (L), medium (M), or heavy (H). It can also be entered by a specific curvature of the arc (measured from the horizontal to the bottom of the center letter for positive arcs—horizontal to the top of the center letter for negative arcs). Connected script fonts should not be arced.

Skylark Original, no slant
Skylark 10 degree slant
Skylark 20 degree slant
Skylark 30 degree slant
Skylark -10 degree slant
Skylark -20 degree slant
Skylark -30 degree slant



Slant

The amount of slant is measured in degrees off perpendicular. The degrees are usually stated in increments of 5 (i.e. 15, 20, 25). Direction of slant to the right is designated by a positive (+) sign and a slant to the left would be designated by a negative (-) sign (i.e. +10 or -10). Lettering can be slanted up to 45 degrees positive or negative.

We do not recommend ordering any of the script type letters with an additional slant but if it is requested, we suggest a proof before committing the order to vinyl.

Waverider Hand drawn shape with second color
Fire Ball Font from personal computer
 Standard lettering with outline on custom two-color shape

Custom Graphic # G-3



Custom Graphics

Inside of this guide are hundreds of Custom Graphics or symbols to choose from. Be sure to include the full graphic name and a description.

West Marine
BOAT Lettering

Phone 1-800-BOATING
FAX 1-831-768-5400
 Expert Service • Fast Quotes • Quick Delivery