

Personal Reflections® - Memorial Layout Guidelines

Overall Balance:

Balancing all the elements on a memorial can make a difference in its overall appearance. Text field length and height as well as emblem size and shape often requires elements to be moved to help separate and balance all the elements. A general rule of thumb to follow is to not leave large blank areas and small tight areas.



Too much space between elements, large empty areas...



Elements are evenly spaced and balanced which improves its appearance...

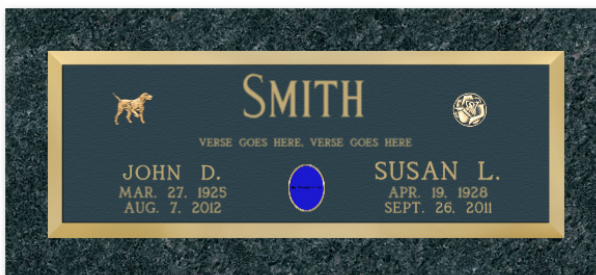
Text Fields:

The initial letter size used for each field represents our "standards" for Names, Dates and Verses. It is a good idea to keep this in mind when adding names and dates to scrolls; it will make it easier to order the replacement (or matching) scroll in the future.

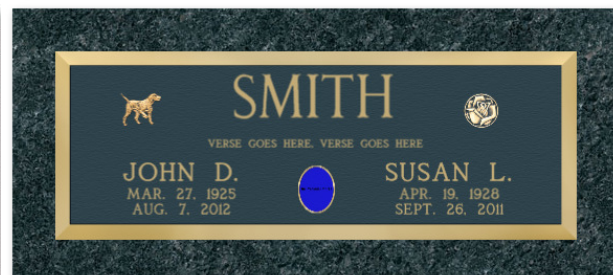
- Text Sizing:
 - The letter size of text fields helps direct focus and relates to its importance. A good rule of thumb for letter size on a memorial is as follows...
 - Surname/Family Name – Is usually larger than any other text on the memorial.
 - Given Names – Smaller than Surname, and in most cases, larger than the dates. On individual memorials, the Surname and Given Name are usually the same size if placed on one line.
 - Dates – In most cases smaller than Given Names, but larger than a verse.
 - Verse – Usually the smallest text on the memorial (other than a lot number).

Note: The length of the Surname sometimes requires size adjustments to draw focus to it or simply just to allow it to fit. This may then require the remaining text fields to be adjusted as well (sometimes both size and location) to balance the layout.

- Was text typed with caps lock on?
 - Best practice is to always type with CAPS LOCK on unless larger starter letters are desired. Flat and Oval bronze letter fonts do not have UPPER case and lower case, but rather large caps and small caps (AA BB CC DD EE etc...). Typing in lowercase renders the text in small caps rather than large caps. (See example below.)
 - Whether typing in ALL CAPS or with Upper & Lower Case, it is recommended to use one style consistently on the memorial.



Typed as: Smith
john d. SUSAN L.



Typed as: SMITH
JOHN D. SUSAN L.

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Emblems/Portraits:

- Are emblems/portraits centered (balanced) in open areas?
 - The memorial will be more visually appealing if emblems are balanced within the memorial.
 - Initial emblem placement is set to accommodate longer surnames; in most cases this placement should be adjusted.
- Are emblems/portraits overlapping or touching other elements of the memorial such as text, decorative or the border? (Memorials with elements that overlap each other cannot be produced that way).



Emblems Not centered and balanced



Emblems centered and balanced

- Emblem Size: The finished memorial will look better if opposing emblems are as close in size to each other as possible. Some emblems are available in more than one size. If desired, and if the emblem is available in more than one size, increase or decrease the emblem(s) size(s) to achieve the desired look.



- Emblem Direction: Best practice is to face directional emblems "inward" so they face the names (such as the dog emblem shown above). Some emblems are reversible and can be flipped by clicking on the "Flip" button. If desired and available for the selected emblem, flip directional emblems to face inward.



Vet Memorials

Bronze Veteran Memorials must adhere to Veteran Administration guidelines; therefore flexibility is more limited than other bronze memorial designs.

Emblems/Portraits:

- Vet Cross – If a vet cross is included on your memorial order, we will use the standard vet cross shape and size, and place it appropriately between the dates.

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- For all other emblems, the guidelines above should be followed.

Text Fields:

- All Caps – All text on Veterans memorials will render in all caps. For names using a small c, e, a, etc. (example: McDONALD), please indicate this request in the order notes. ("Use small c in McDONALD")
- Letter sizes are limited to 1" (name) and ¾" (dates, verses).

Overall Balance:

- Text placement on veteran memorials will follow VA guidelines, unless chosen emblem sizes and placement interferes. For example, if you want the verse at the bottom, rather than between the name and dates, we will produce it that way, using appropriate vet spacing between each line.