Howard has more type to help you make more money.

You will sell more imprinting goods and make more profit when you offer styles that really appeal to your customers. Howard type offers everything you want.

**Style**
We carry the type faces people ask for most- from casual to formal styles and monograms, for tastes that range from trendy to classic. Howard features dozens of exciting and distinctive type faces which truly enhance the value of your merchandise.

**Selection**
Howard type offers so much variety, you’re sure to find the perfect type face to please your most particular corporate customers, party throwers and gift givers. Mix and match type faces and sizes to create even more custom looks.
Using the Type selection chart

The type charts show actual examples (line specimens) of each style and identify point size, type name, and font schemes.

<table>
<thead>
<tr>
<th>Point Size</th>
<th>Style Name</th>
<th>Font Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 pt.</td>
<td>Goudy Light</td>
<td>(8-A, 15-a, 5-1)</td>
</tr>
</tbody>
</table>

**AL'S LAMP CLINIC**

Al's Lamp Clinic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

When ordering type, always specify the point size, style name, and font schemes desired.

Font Schemes

Use the font scheme chart to find the quantity of each letter in a particular set of type. These quantities are approximate and may vary slightly from what is shown.

**CAPS Font Schemes**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>9</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>7</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>11</td>
<td>6</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>8</td>
<td>7</td>
<td>8</td>
<td>7</td>
<td>13</td>
<td>7</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>11</td>
<td>9</td>
<td>8</td>
<td>9</td>
<td>8</td>
<td>15</td>
<td>9</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>12</td>
<td>10</td>
<td>9</td>
<td>10</td>
<td>9</td>
<td>17</td>
<td>11</td>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

**LOWER CASE (L/C) Font Schemes**

<table>
<thead>
<tr>
<th>Alphabet Code</th>
<th>a, i, n, o, r, s, t</th>
<th>b, g, p, w, y</th>
<th>c, f, m, u</th>
<th>d, h, i</th>
<th>e</th>
<th>j, k</th>
<th>q, x, z</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>6</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>7</td>
<td>7</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>12</td>
<td>6</td>
<td>6</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>14</td>
<td>14</td>
<td>7</td>
<td>7</td>
<td>8</td>
<td>8</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
<td>8</td>
<td>8</td>
<td>9</td>
<td>9</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>17</td>
<td>17</td>
<td>9</td>
<td>9</td>
<td>11</td>
<td>11</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>20</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>12</td>
<td>12</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>24</td>
<td>24</td>
<td>14</td>
<td>14</td>
<td>16</td>
<td>16</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>25</td>
<td>25</td>
<td>15</td>
<td>15</td>
<td>16</td>
<td>16</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

**Numbers Font Schemes**

<table>
<thead>
<tr>
<th>Numbers Code</th>
<th>1, 6, 9, 0</th>
<th>2, 3, 4, 5, 7, 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

**Sorts (replacement letters)**

We stock some sizes and styles of type in sorts (individual pieces). For those sizes or styles where no sorts are available, type is sold in sets only.

Choose type carefully... type is not returnable
Choose type carefully... type is not returnable
6

Choose type carefully... type is not returnable

Choose type carefully... type is not returnable

Walton’s
Gourmet Cookies

ABCDEFGHijklmnopqrstuvwxyz
1234567890

Payton Noah Harper

ABCDEFGHijklmnopqrstuvwxyz
1234567890

Whitewater Adventures

ABCDEFGHijklmnopqrstuvwxyz
1234567890
Choose type carefully... type is not returnable

ROBERT WILLIAMS
ABCDFGHJKLMNO

JOHN PETERS
ABCDFGHJK

R·J·L
ABCDEFGH

F

Choose type carefully... type is not returnable

48 pt. EMPIRE
(Double Alphabet)

72 pt. EMPIRE
(Single Alphabet)

24 pt. ENGRAVERS BOLD
(18pt. Body) (3 of each letter)

48 pt. FLAIR INITIALS
ALL CAPS (3 of each letter)

30 pt. FLASH BOLD
(4-A, 6A, 2-1)

Happy Birthday Sara
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ethan & Samantha
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

36 pt. FLORENTINE
(4-A, 14a, 3-1)

36 pt. FLORENTINE
(4-A, 14a, 3-1)

36 pt. GALLIA
ALL CAPS (3 of each letter)

G

36 pt. GALLIA
ALL CAPS (3 of each letter)

B-H-K

B W

72 pt. GALLIA
(Single Alphabet)
Choose type carefully... type is not returnable

Madison Alexander
September 28, 2024
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890 áéíóúñ

Dakota Sebastian
August 28, 2024
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 áéíóúñ

Kathy P. Harris III
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 Ññáéíóú

Carl Hammer
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm
1234567890 Ññáéíóú

AL’S LAMP CLINIC
Al’s Lamp Clinic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyzstuvw
1234567890 Ññáéíóú

SHELLEY JEAN
Shelley Jean
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm
1234567890 Ññáéíóú

Robert Quinn
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm
1234567890 Ññáéíóú

Choose type carefully... type is not returnable
Choose type carefully... type is not returnable

12 pt. GREEKS
(75 pieces)

ΑΧΩ ΔΘ Ε ΠΒΦ
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣ

24 pt. GREEKS
(75 pieces)

ΣΦΒ ΚΔ ΠΒΦ
ΑΒΓΔΕΖΗΘ ΙΚΛ

14 pt. GREETING MONOTONE
(12-A, 20-a, 8-1)

Happy Birthday Kirsten Ann
ABCDEFGHijklmnopqrstuvwxyz
1234567890

18 pt. GREETING MONOTONE
(12-A, 20-a, 8-1)

Braxton Griffin Mariner
braxton griffin mariner
ABCDEFGHijklmnpqrstuvwxyz
1234567890

18 pt. ITALIAN OLD STYLE
(12-A, 18-a, 6-1)

Red Brush Paint Company
ABCDEFGHijklmnpqrstuvwxyz
1234567890

Choose type carefully... type is not returnable
Choose type carefully... type is not returnable
Choose type carefully... type is not returnable

18 pt. PARISIAN
(12-A, 18-a, 6-1)

MICHELLE TALLMAN
Michelle Tallman

18 pt. PARISIAN
(12-A, 18-a, 6-1)

ABCD EFGHIJKLMNOP
abcdef ghijklm

1234567890

14 pt. PARK AVENUE
(8-A, 18-a, 8-1)

Journey Donovan

April 23, 2024

18 pt. PARK AVENUE
(8-A, 17-a, 5-1)

Sapphire □ Hudson

March 23rd 2024

18 pt. PARK AVENUE
(8-A, 17-a, 5-1)

Whitney ☝ Robert

24 pt. PARK AVENUE
(4-A, 8-a, 3-1)

Choose type carefully... type is not returnable

36 pt. PARKWAY
(4-A, 11-a, 3-1)

Dakota Winsome

ABC D EFGH
abcdef ghijkl

1234567890

18 pt. PENN BOLD
(12-A, 15-a, 5-1)

ABCD EFGHIJKLMNOP QR
abcdef ghijklmnopqrst

1234567890

24 pt. PENN BOLD
(8-A, 12-a, 5-1)

Hair & Nail Salon

ABC D EFGHIJKLMNOP
1234567890

24 pt. PENN BOLD
(8-A, 12-a, 5-1)

Marisa Alvares

ABC D EFGH
abcdef ghijklmnop

1234567890

Choose type carefully... type is not returnable
Choose type carefully... type is not returnable
ALLSTATE PRINTING
John Graham
ABCDEFghijklmnopq
1234567890

Greg McKay
ABCDEFghijklmnopq
1234567890

Robert Lee
ABCDEFghijklmnopq
1234567890

Choose type carefully... type is not returnable

MONOGRAMS

48 pt. & 72 pt. ELEGANT

60 pt. & 72 pt. ONYX WITH DIAMONDS

60 pt. & 72 pt. ONYX

36 pt. & 72 pt. GALLIA

Choose type carefully... type is not returnable
Choose type carefully... type is not returnable
FANTASTIC DIE SELECTION

Shown here is just a representative sampling from more than 150 stock dies. Custom dies can also be made from your artwork.
MIX-N-MATCH TYPE STYLES

48 pt. ELEGANT & 18pt. L/C GOUDY

Loretta Holmes

48 pt. ELEGANT & 18pt. L/C PARK AVENUE

Marian Rathers

48 pt. EMPIRE & 18pt. L/C NEWS GOTHIC

Mary Jane Andrews

48 pt. EMPIRE & 24pt. L/C NEWS GOTHIC

Jeffrey Grimes

Choose type carefully... type is not returnable