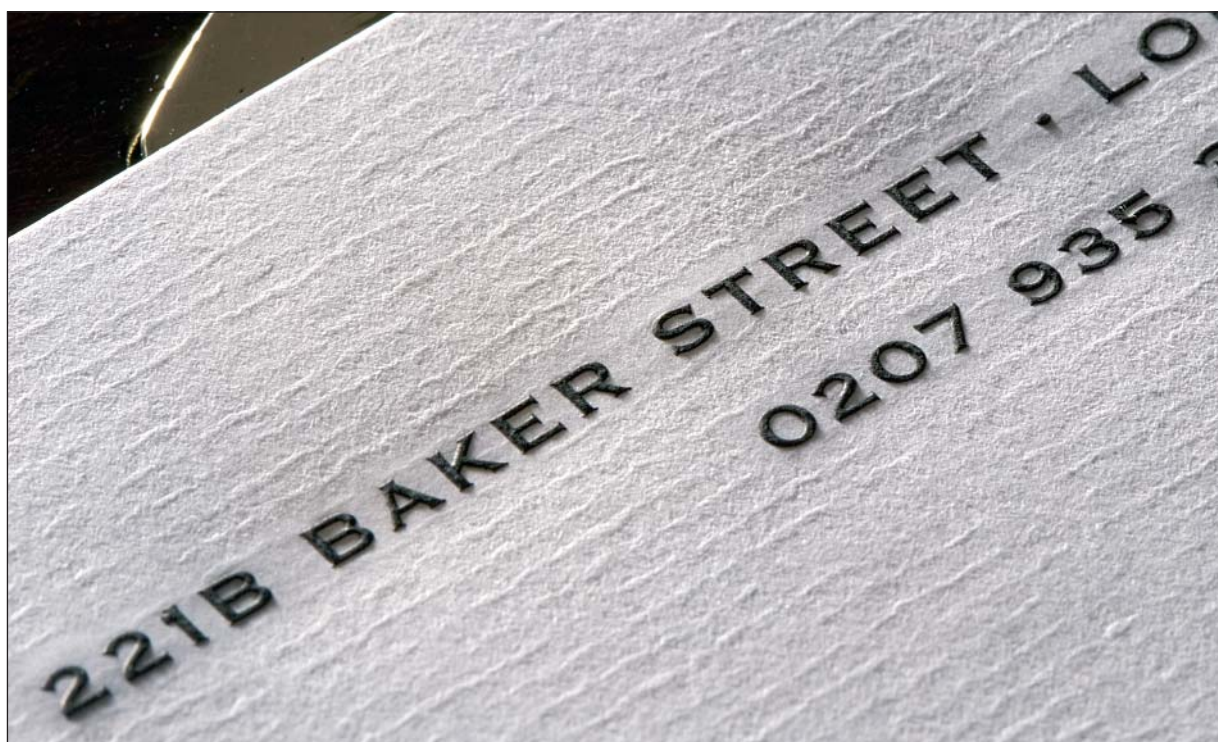


Engraved Stationery

Style Guide



TYPOGRAPHERS AND PRINTERS OF ENGRAVED STATIONERY
SWAN COTTAGE · OLD ALRESFORD
HAMPSHIRE · SO24 9DZ

TEL: 01962 738492 · FAX: 01962 732634

EMAIL: INFO@LEEMINGBROTHERS.COM
WWW.LEEMINGBROTHERS.COM

1. TYPEFACE STYLES

We have a range of eight house typeface styles available. These are classic designs – both ancient and modern – particularly suitable for personalised stationery. Some are available as **Upper** and **Lower** case and others as **Upper** case only (indicated at the end of the individual descriptions). All our styles can be adapted to include any information you want printed on your stationery.

Major-General Sir Richard Hannay, DSO

Fosse Manor, Burford, Oxon OX25 8RB

01865 259817

hannay@greenmantle.com

WALBAUM

Walbaum is based on the typefaces of Justus Erich Walbaum, a letter cutter and type founder who set up his own foundry in Germany in 1798. Walbaum has a lightness and delicacy which imparts an air of grace to text setting. The slight squareness of the characters gives the face an openness absent in many modern designs. (**Upper & Lower**)

MANSFIELD PARK
NORTHAMPTONSHIRE NNS 1LP
01604 598212

CHEVALIER

Chevalier is an engraved all-capital typeface with delicate shading. It is also known as Engraver's Shaded and is one of the most famous classic engraved faces. (**Upper**)

*56 Whitehaven Mansions
Sandhurst Square
London W9*

PALACE SCRIPT

Palace Script is an English copperplate script. The Palace Script font is often used for formal invitations and greeting cards. Palace Script was created for the Stephenson Blake foundry in 1923. (**Upper & Lower**)

COLD COMFORT FARM
HOWLING
WEST SUSSEX
PO16 9QF

TRAJAN

This version of the Trajan font was created by Carol Twombly. Trajan is based on the inscriptional capitals from the Trajan column in Rome, built in AD 113. (**Upper**)

LEOPOLD BLOOM
7 ECCLES STREET, DUBLIN 7
01 803 2000

GILL SANS

Originally designed for the London & North Eastern Railway by Eric Gill in 1928-1932, one of the reasons for the enduring success of Gill Sans is that it is based on Roman character shapes and proportions. There is a warmth and humanity in the face that is found in few sans serif designs. (**Upper**)

21 WASHINGTON SQUARE
NEW YORK 10021
212 374 2123

NEW BASKERVILLE

New Baskerville is a modern interpretation of the typefaces cut in 1762 by British type founder John Baskerville. It is an exceptionally legible design with a genial, attractive feel and it is inviting to the reader. (**Upper & Lower**)

221B BAKER STREET · LONDON NW1 6XE
0207 935 3564

COPPERPLATE

Copperplate Gothic was designed by Frederic Goudy and cut by American Type Founders circa 1901. These capital only fonts have small nib serifs that give the feeling of the engravers tool. Originally designed for use on business cards, letterheads and stationery, the Copperplate font family now has a wider appeal. (**Upper**)

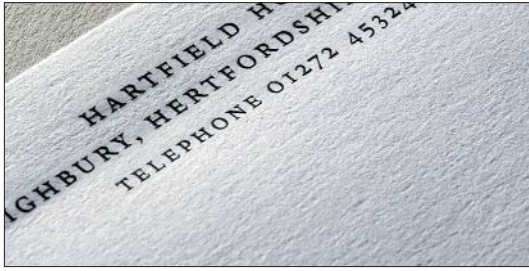
Miss Emma Woodhouse
HARTFIELD HOUSE
HIGHBURY, HERTFORDSHIRE HE2 3SA
TELEPHONE 01272 453241

BEMBO

Bembo is based on the typeface by Francesco Griffo for Cardinal Bembo's tract "de Aetna" in 1495. It owes its beauty to the well proportioned letterforms and clear detail. The italic fonts have an easy, natural grace and are perfect companions to the roman fonts. (**Upper & Lower**)

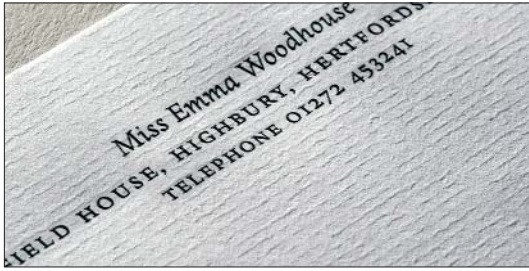
2. PAPER TYPE

Leeming Brothers use a high quality paper of 120gsm weight for letterheads and 300gsm weight for correspondence cards and calling cards. At Home cards are printed on either 490gsm or 600gsm Dutch ivory board. Our letterhead paper is excellent for all general purpose use including handwriting, colour and mono inkjet printers, and the majority of laser printers (please check your laser printer's specification prior to order). The paper is unwatermarked and is supplied with matching envelopes.



WOVE

'Wove' refers to the manufacturing technique used to produce this smooth, high quality paper. When a sheet of wove is held to the light, the paper fibres appear evenly distributed, without the mottled effect apparent in lower cost 'bond' papers. Although some good quality bond papers are available, very few offer the prestige and quality appearance provided by the paper Leeming Brothers supply.



LAI

Featuring a series of horizontal and vertical lines within the sheet itself, this paper mimics the traditional appearance of handmade papers. The series of finely spaced horizontal lines, known as "laid lines" make the paper slightly ridged to the touch, whereas the more widely spaced vertical "chain lines" have more of a watermark appearance.

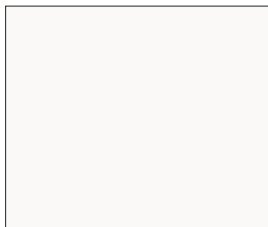
3. INK COLOUR

Stationery can be ordered in any one of the six standard colours listed below.

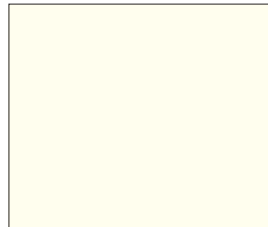
Walbaum Roman	Walbaum Roman	Walbaum Roman	Walbaum Roman	Walbaum Roman	Walbaum Roman
CHEVALIER	CHEVALIER	CHEVALIER	CHEVALIER	CHEVALIER	CHEVALIER
<i>Palace Script</i>	<i>Palace Script</i>	<i>Palace Script</i>	<i>Palace Script</i>	<i>Palace Script</i>	<i>Palace Script</i>
TRAJAN	TRAJAN	TRAJAN	TRAJAN	TRAJAN	TRAJAN
GILL SANS	GILL SANS	GILL SANS	GILL SANS	GILL SANS	GILL SANS
NEW BASKERVILLE	NEW BASKERVILLE	NEW BASKERVILLE	NEW BASKERVILLE	NEW BASKERVILLE	NEW BASKERVILLE
COPPERPLATE	COPPERPLATE	COPPERPLATE	COPPERPLATE	COPPERPLATE	COPPERPLATE
BEMBO	BEMBO	BEMBO	BEMBO	BEMBO	BEMBO
Black	Dark Blue	Bright Blue	Dark Red	Brown	Green

4. PAPER COLOUR

The stationery and envelopes we supply are available in four colours, illustrated below. (Colours are indicative only)



Brilliant White



High White



Oyster



Cream

5. ENVELOPE TYPE

We will supply matching envelopes with your order. Optionally you may have your return address printed on the envelope flap in the same style as your personalised stationery at an additional cost. This will contain your address and postcode information only.

A4 letterheads will be supplied with DL envelopes

A5 letterheads will be supplied with C6 envelopes

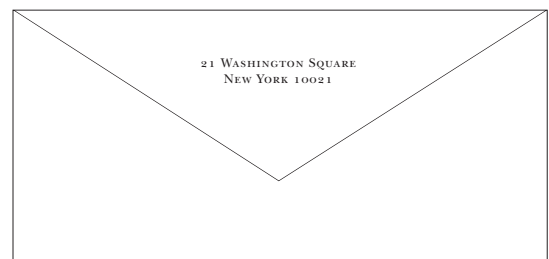
Quarto letterheads will be supplied with 3.5" x 8.25" envelopes

Post Quarto letterheads will be supplied with 4.75" x 7.25" envelopes

A6 correspondence cards will be supplied with C6 envelopes

Half Post Quarto correspondence cards will be supplied with 4.75" x 7.25" envelopes

At Home cards will be supplied with C6 envelopes



About Leeming Brothers

Engraved printing – or die stamping – in which the text is printed from an engraved copper die and raised slightly from the paper is the best type of printing there is. The quality of Leeming Brothers' printing is second-to-none and, selling direct to the public from the factory, our prices are very competitive.

Engraved printing is more an art than a science and an extremely difficult one to master. These days there are fewer engraved printers in England than there are brain surgeons. Our Production Director and chief press operator was apprenticed in the trade at the age of sixteen and now, with twenty years of experience, is known as one of the best die stampers in England, if not the best. He has been factory supervisor at the two largest engraved printers in the country and, at his last job, was responsible for printing all the House of Commons paper – all 12 million sheets of it a year!

In recent years, a process known as thermography has become widely used for invitations and stationery that in the old days was engraved. Thermography apes the raised effect of engraving by sprinkling a resin powder on the wet ink which is then melted by heat. But it looks like what it is – a cheap imitation of engraving.

Leeming Brothers is at the forefront of technological developments in its industry. It has pioneered a new process of engraving the copper dies and reduced the cost of the entire process to little more than that of the metal. Our customers are now able to enjoy the luxury of beautifully engraved stationery printed specially for them at a price little above that of thermography.

So if you want to enjoy the same quality in your stationery as the Queen or your MP, you can order it online, use the order form or ring us on **01962 738492**.

Bespoke Engraving

Leeming Brothers enjoys working with customers to produce printing that is out of the ordinary. Our Production Director relishes very complicated work that involves technical challenges such as close registration, multiple colours and burnished metallic inks.

Our colour palette is as wide as the Pantone book. Just give us a colour reference and we will produce the ink. A beautiful gloss effect can be produced with varnish inks and we have produced packaging for scent manufacturers with gloss ink on a gloss card – a process that we do not think is possible with any other printing technique.

Special work includes crests and coats of arms for business cards and writing paper and these dies are hand engraved by the country's finest craftsman who engraved the plates for £5 notes for the Bank of England.

Engraving is often done in conjunction with multi-coloured litho printing and we work with an award-winning litho printer to ensure that the quality of the litho work equals that of our die-stamping.

Please contact us on 01962 738492 to discuss your requirements.