

ORDERING INFORMATION

WELCOME to the exciting hobby of custom lettered model railroad equipment. **RAIL GRAPHICS** has been producing decals for model railroaders since 1979. Our commercial customers include **WESTERFIELD, BETHLEHEM CAR WORKS, GREAT DECALS**, and many more . . . all companies known for their commitment to quality. Our decals have been selected for articles by the editors of **Model Railroader** magazine.

RAIL GRAPHICS offers the greatest flexibility in developing roadname and herald decals. Our decals will letter up to **TWO** cars per set. Available sets offer roadname lettering in **TWO SIZES** of your choice, plus heralds in one or two sizes. As an added bonus, when ordering our Superintendent or Trainmaster sets, you may select up to four items of special instruction data to be placed on the sides of your equipment. Here is an opportunity to customize your models with "**RETURN EMPTY**" instructions, **ENGINE** and **CABOOSE** assignments, etc. The choice is yours.

RAIL GRAPHICS offers several sets to letter your equipment.

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RETURN EMPTY TO UNION YARD OWNED & LEASED BY BAYSIDE NATIONAL BANK ASSIGNED CAR WRIGHT TRACTOR LIMITED USE HOME ROAD ONLY



The **SUPERINTENDENT** will letter **TWO** pieces of equipment. This set includes your **ROADNAME, INITIALS** and **NUMBERS** in **TWO** sizes, **HERALDS** in **TWO** sizes, plus four items of scale size **SPECIAL INSTRUCTION DATA**.

Car end initials and numbers and slogans are available as add-on items.

The **TRAINMASTER** will letter **TWO** pieces of equipment, one with a herald. This set includes your **ROADNAME, INITIALS, AND NUMBERS** in **TWO** sizes, your **HERALD** in one size, plus four items of scale size **SPECIAL INSTRUCTION DATA**.

Car end initials and numbers and slogans are available as add-on items.

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RETURN EMPTY TO UNION YARD OWNED & LEASED BY BAYSIDE NATIONAL BANK ASSIGNED CAR WRIGHT TRACTOR LIMITED USE HOME ROAD ONLY



The **GANDY DANCER I** will letter one piece of equipment. This set consists of your **HERALD** in one size of your choice. A slogan may also be added to this set.



The **GANDY DANCER II** will letter **TWO** pieces of equipment. This set includes **TWO** pair of **HERALDS** in **TWO** sizes of your choice. A slogan may also be added to this set.



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The **GANDY DANCER III** will letter **TWO** pieces of equipment. This set includes your **ROADNAME, INITIALS, AND NUMBERS** in **TWO** sizes.

Car end initials and numbers and slogans are available as add-on items.

HERALD ARTWORK PREPARATION

Herald prices are based on scanner ready artwork. If you create your artwork by computer, it is best to use a graphics program. We use CorelDraw®, but others also work well. Avoid using Paint or Photo programs as they do not produce



sharp enough images for decal printing. We accept cdr, pdf, eps, tiff or bmp. file formats. Convert all your artwork to curves or graphic images before sending your order. You may email your artwork to us as an

attachment. If you prefer to send a hard copy use a laser printer with 300 dpi or greater. If you use an Ink Jet printer use its highest rated print setting and print on "photo quality paper". All artwork must be in black regardless of what the final decal color will be.

Your artwork should be twice the size of the largest herald wanted (½" herald should have 1" artwork). When selecting type styles for your artwork try to avoid lettering with fine sections or serifs. These fine lines tend to disappear when the artwork is reduced to final size. As for lines, we suggest an artwork line no finer than 1/16 inch in thickness.

Multiple color heralds must have overlays with registration marks for each color. Make your registration marks large enough so they will not disappear when reduced. For heralds of two sizes, one sample of artwork is all that is necessary.

Not sure about making your own artwork? **RAIL GRAPHICS** will quote on preparing computerized artwork from your sketches.

COLORS

White, Black, Medium Yellow, Light Yellow, Fire Red, Brilliant Blue, Light Blue, Dark Green, Emerald Green, Medium Orange, Dulux, Silver, Gold.

COLOR CHANGES

You may divide your order into two or more colors (Example: 25 set order - 15 white, 10 black). **Minimum 5 sets per color change.** Color changes do not apply to multiple color heralds. Multiple color heralds must have the same color combinations for each order of 25 sets.

SLOGANS AND END LETTERING

Slogans may be added to any set as an add-on item. Car end initials and numbers may be added to the Superintendent, Trainmaster, or Gandy Dancer III set also as an add-on item. Additional sizes of your roadname may also be added to these three sets for an additional charge.

COMPUTERIZED TEXT SERVICES

RAIL GRAPHICS offers a special computerized text service besides our artwork services. Roadnames, initials and numbers are normally typeset in a straight line. For a small charge we will be happy to typeset your roadname in a special configuration. You may have your roadname set on an arch, stretched horizontally or vertically. Lettering may be offset to one side or centered. Underlining may also be added as was common in lettering of the 1940's. Examples of these special services are shown on page 3.

SCANNER READY ARTWORK

If you wish to typeset your own roadname, heralds, and data, **RAIL GRAPHICS** will print decals from your scanner ready artwork. Prepare your artwork using the same guidelines as outlined in **HERALD ARTWORK PREPARATION**. Again,

your artwork must be twice the size of your desired decal. You pay only for the area of decal material used. When preparing your *artwork*, please limit your size to 8½ inches wide. This will produce a decal 4¼ inches in width. There is no limit to the height of your artwork.

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RAIL GRAPHICS
Your Full-Time
Model Railroad
Graphics Professionals
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SPECIAL DECAL PROJECTS

RAIL GRAPHICS also provides assistance in developing decals for *prototype* railroads. If you are looking for decals of a rare prototype, call us and we will be happy to discuss the project with you. In addition, we make decals for non railroad hobbyist. Fire apparatus, trucks, and military decals are just some of our special projects.



We can also help your organization with fund raising projects. Whether you are holding an NMRA convention, club open house, or some other fund raising activity, **RAIL GRAPHICS** can offer help in providing your group with a high quality decal for resale.

SUPERFLEX THIN DECAL FILM

By using special additives from outside the decal printing industry, **RAIL GRAPHICS** has developed a decal film which is thin enough to conform to all the irregular detailed surfaces found on model equipment, yet does not break or ball up when being applied. Both beginner and long time decal user will find our decal film easy to work with and will be pleased with the excellent results.

STANDARD TYPE STYLES AND SIZES

RAILRD ROMAN **S.P. MODERN MILWAUKEE**
ROMAN ITALIC **BURLINGTON** **PIGGY-BACK**
RAILRD GOTHIC **ILL CENTRAL** **NICKEL PLATE ROAD**
Chesapeake **HIGHBALL** **ZEPHYR**
GRT NORTHERN *Slogan* **FAMILY LINES**
UNION PACIFIC **OLD TIMER** **KEYSTONE**
SEABOARD **PENN CENTRAL**
PERE MARQUETTE **WESTERN MARYLAND**
NEW YORK CENTRAL *Rio Grande*
PASSENGER

THIS IS SIZE A (4" HO) THIS IS SIZE B (6" HO)

THIS IS SIZE C (9" HO)

THIS IS SIZE D (12" HO)

THIS IS SIZE E (16" HO)

THIS IS SIZE F (22" HO)

RAIL GRAPHICS has a type library of over 1000 type styles. The above selected styles represent those used by a specific PROTOTYPE Railroad or a generic style similar to actual lettering found on equipment of various eras. If these do not meet your requirements, please send us a sample and we will match it.

When ordering choose two sizes of a particular type style. Additional sizes of the SAME style are available at the cost listed on the price list. Lettering of another style is available as an add-on to your basic order. Larger sizes of lettering are available upon request.

Orders using any type style in sizes E and/or F, multiply prices by 1.5. Orders using "PASSENGER" type style

in sizes C,D,E, or F, multiply prices by 1.5.

You may use any size you wish in any scale. Please refer to the chart below for lettering sizes for your scale.

	Type Sizes					
	A	B	C	D	E	F
N	8	12	18	22	30	42
HO	4	6	9	12	16	22
S	3	4	7	9	12	16
O	2	3	5	7	9	12

Letter sizes shown in scale inch heights

SPECIAL COMPUTERIZED TEXT SERVICE

Roadnames are normally type set in a straight line. For those who wish a different configuration, we offer a special computerized text service. You may choose one or any combination of special services as an add-on to your order.

RAILROAD NAME
OFFSET

RAILROAD NAME
CENTERED

RAILROAD NAME
SPECIAL EFFECTS

RAILROAD NAME
SINGLE ARCH

RAILROAD NAME
DOUBLE ARCH

RAILROAD NAME
HORIZONTAL STRETCH #1

RAILROAD NAME
VERTICAL STRETCH

OWRR 1603582794

OVER / UNDERLINE OF INITIALS & NUMBERS
STYLE USED BY SOME IN THE 1920-50's ERA

RAILROAD NAME
HORIZONTAL STRETCH #2

RAILROAD NAME
LARGE CAPS

RAILROAD NAME
HORIZONTAL STRETCH #3

Note: Capital letters will be typeset in the size you request, all other letters in the name will be set proportionally smaller

PRICE LIST

Set	Colors per Herald	First Run				Rerun			
		25	50	75	100	25	50	75	100
Superintendent	1	\$ 87	120	149	169	\$ 67	88	110	126
	2	132	166	193	214	101	126	143	160
	3	171	204	231	249	129	153	175	191
Trainmaster	1	80	109	134	161	61	83	92	122
	2	127	152	181	204	97	112	134	153
	3	165	190	217	241	123	145	155	190
Gandy Dancer I	1	41	54	69	83	41	45	49	65
	2	83	114	143	169	65	90	107	126
	3	122	167	207	245	92	126	159	186
Gandy Dancer II	1	50	68	83	97	43	52	64	75
	2	93	127	155	188	71	99	122	143
	3	133	182	225	267	101	139	172	199
Gandy Dancer III	-	53	70	85	97	43	54	66	76
Additional type size(each)		27	35	43	49	22	27	33	38
Slogan	-	Add \$10.00 to above prices.				Add \$10.00 to above prices.			
Car End Initials & Numbers		Add \$5.00 to above prices.				Add \$5.00 to above prices.			

Orders using any of the SPECIAL COMPUTERIZED TEXT SERVICES shown on page 3, add \$5.00 for each item.

Orders using ANY type style in sizes E and/or F, multiply prices by 1.5

Orders Using "PASSENGER" style in sizes C, D, E, or F, multiply prices by 1.5

Rerun prices are for EXACT duplicates of your original order. If you decide to change anything other than color, then First Run prices apply.

ADDITIONAL SERVICES

COLOR CHANGES- \$4.50 each color change. MINIMUM of 5 sets per change.

SCANNER READY ARTWORK

Type set your own roadname, heralds, and data and save on artwork set-up charges. Artwork should be on one sheet with all items twice the size of the desired decal. You pay only for the area of printed decal. Figure your cost by measuring the printed area (width x height) of your decal.

Multiply this number by the cost factor. (Example: 2" x 3" = 6" area. 6" x \$9.65 = \$57.90. for an order of 25 of a single color.) Cost factor is applied to the size of the finished decal, not to the size of the artwork. A set is one copy of your artwork.

Colors per Herald	First Run Cost Factor				Minimum Charge			
	25	50	75	100	25	50	75	100
1	\$ 9.65	11.15	12.60	14.35	\$ 42.00	53.00	64.00	75.00
2	17.30	22.50	25.20	29.30	83.00	101.60	126.00	143.85
3	25.10	34.75	42.80	46.20	121.80	164.60	203.00	219.00

MINIMUM CHARGES: if cost is less than minimum charge for that quantity, regardless if a First Run or Rerun, then minimum charge applies.

RERUNS- Multiply first run price by 0.75. Example: First run price is \$65.00. \$65.00 x 0.75 = \$48.75.

PAYMENT

Payment may be made by check or money order payable to **RAIL GRAPHICS**. We also accept **VISA** or **MASTERCARD** on orders of any amount. Please furnish your account number and expiration date and sign the order form.

CUSTOMER SERVICE

RAIL GRAPHICS is a full time model railroad decal manufacturer. If you have any questions about your order, preparing artwork, or anything concerning custom decals, please do not hesitate to call us. We will be happy to offer suggestions on any aspect of custom decals.

Visit our web site at www.railgraphicsdecals.com

1183 N. Lancaster Circle, South Elgin, IL 60177-2709
847/742-5404 e-mail: info@railgraphicsdecals.com

NAME _____ PHONE _____

ADDRESS _____ EMAIL _____

CITY, STATE, ZIP+4 _____

Scale: HO _____ N _____ O _____ S _____ Other _____ Original Order _____ Rerun _____

Type Style: _____ Type Sizes: _____

Set Ordered:

SUPERINTENDENT _____ TRAINMASTER _____ GANDY DANCER I _____
GANDY DANCER II _____ GANDY DANCER III _____ SCANNER READY ART _____

Quantity _____ of _____ Color; Quantity _____ of _____ Color; \$ _____

Quantity _____ of _____ Color; Quantity _____ of _____ Color; \$ _____

ADDITIONAL SERVICES

\$4.50 per color change. Number of changes _____ \$ _____

Artwork preparation as per quote \$ _____ \$ _____

\$10.00 for Slogan.....Slogan Typestyle _____ Type Size _____ \$ _____

SPECIAL COMPUTERIZED TEXT SERVICES

\$5.00 EACH ITEM, PLEASE CHECK OFF ITEMS ORDERED

NAME OFFSET _____ HORZ STRETCH 1 _____ OUTLINE 1 COLOR _____

NAME CENTERED _____ HORZ STRETCH 2 _____ OVER / UNDERLINE _____

SPECIAL EFFECT _____ HORZ STRETCH 3 _____ END LETTERS / NoS. _____

SINGLE ARCH _____ VERT STRETCH _____

DOUBLE ARCH _____ LARGE CAPS _____

TOTAL SPECIAL TEXT \$ _____

Sub Total \$ _____

IL Res add 7½% Sales Tax \$ _____

Shipping & Handling \$ _____

Order Total \$ _____

SHIPPING AND HANDLING
United States Orders: \$3.00
Canadian Orders: \$10.00
Overseas Orders: 10% Airmail Postage

() VISA Card No.

() Mastercard
Expiration date _____ Signature _____

Spell your Roadname, including any punctuation, as you wish it to appear on the decal. Roadnames will be typeset in all **CAPITALS** unless you specify lower case lettering. Please limit roadname to **28** letters or less.

ROADNAME _____

INITIALS _____ HERALD SIZE(S) Specify width _____

HERALD: Artwork enclosed _____ Sketch enclosed, please quote on artwork preparation _____

ROADNAME INFORMATION (Continued from other side)

SLOGAN WORDING _____

SPECIAL ROUTING DATA MESSAGES (LIMIT 7 WORDS EACH):
AVAILABLE ON SUPERINTENDENT AND TRAINMASTER SETS ONLY

#1 _____

#2 _____

#3 _____

#4 _____

Use space below for additional information and sketches.
