

Choosing the right plaque size for you.



Collier Industries offers many different styles and sizes of plaques. Having all this selection means you can get exactly what you want; but how do you decide what you want? The tips and suggestions presented below can give you a good place to start.

Our designers can also work with you to adjust the contents and layout of your plaque to look its very best. If the size you've chosen will not work well with the contents you've requested, a designer will offer suggestions for improvement.

Plaque Sizes

There are eight standard sizes of plaques that Collier Industries offers. Please note that not all sizes are available in every type of wood.



Plaque Contents

In all cases, the size of your plaque will be dictated by what you want on the plaque. The more text you have on a plaque, the larger the plaque will need to be. Wanting an image on the plaque will also take up space. The size of the text will be another factor since larger text requires more space. Reducing the size of the text can help, but nothing below about 12 point type will be legible. To the right is a very *GENERAL* guide to how much text will fit on each plaque size. Use this table as a starting point. Adjustments will be made based on your specific design needs.

Size	Appx. Word Count	With Image
4" x 6"	20 or less	10 or less
5" x 7"	10-30	10-15
6" x 8"	12-40	12-30
7" x 9"	20-50	20-40
8" x 10"	25-80	25-65
9" x 12"	30-150	30-125
10.5" x 13"	35-300	35-250
12" x 15"	40-600	40-525

Formal or Casual?

While the wood options for plaques may lend themselves to looking more formal or casual, the size choice also can determine the look of the plaque. Choosing a plaque size that is just a little larger than the minimum size needed to fit the contents is a sign of a more formal plaque. If a more casual arrangement is called for, having a plaque that looks slightly more crowded will be okay.

Consider the Recipient

If used as an award, the type of individual who will be receiving the plaque may serve as a starting point for determining the size. Smaller plaques are more suited to awards intended for children. The larger sizes are better for business professionals, large groups or organizations. Think about the person or organization you will be giving the plaque to, and picture how they might display it. Use that as a guide when choosing a size.

Budget and Quantity

Another factor to consider when choosing a size is your budget. How much are you planning on spending on the plaque? Will you be buying multiple plaques? If you know you have a limited budget, or you will need more than one plaque, you might use that as a basis for what plaque size to get, and adjust the contents of your plaque to fit accordingly. Keep in mind that in most cases we offer quantity discounts depending on how many plaques you order.

Horizontal or Vertical

While the majority of plaques are designed to hang vertically, there are times when a horizontal arrangement works just as well or better. Horizontal layouts are particularly good for quotes, phrases or single paragraphs that will fill the whole plaque. Horizontal is also the type of layout associated with diplomas and degrees, so plaques with this kind of content will look more natural if set up horizontally. If there will be no image on the plaque, designing it with a horizontal layout can also save space, allowing the same content to fit on a smaller plaque.