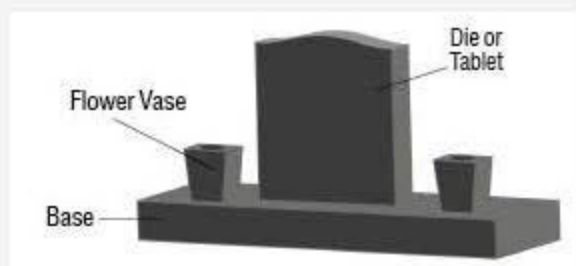


# THE PERFECT MEMORIAL

*Preserving The Special Memories of Your Loved One*

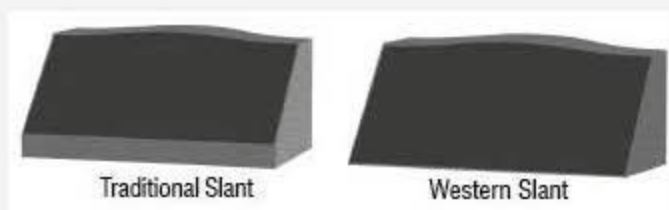


While many variations exist, common monuments can be classified into one of four major groupings.



Upright Monuments

Typically, these consist of 2 main pieces. The upright portion (called a die or tablet) and the bottom portion (called a base). Flower vases are a common option and can be added on one or both ends.



Slant Monuments

A slant monument has a steeply angled face but the back is perpendicular. The top of the slant is much thinner than the bottom. Slants may be used by themselves, or they may be placed on a base. Two major sub-categories exist – the traditional style has a front nosing and the western style (or full face) does not.



Bevel Markers

Bevels, also called Pillow or Hickey Markers, are very simple memorials. The most common style, which is shown here, has a straight angled top surface. The back is generally 2 inches taller than the front.



Grass Markers

Grass markers, also known as Flat or Flush markers, derive the name from the fact that they are normally installed into the ground, with only the top face showing. They are the simplest form of granite memorial and they are typically all straight without angled surfaces.

# THE PERFECT MEMORIAL

Preserving the Special Memories of Your Loved One



# CATANZARO

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★ MONUMENTS ★

# INTRODUCTION

**C**HOOSING HOW TO MEMORIALIZE YOUR LOVED ONE is an important and often-times difficult decision every memorialist understands well. For many people the number of options and possibilities available in crafting the perfect granite memorial may either seem daunting or, if this is their first experience with memorials, they may not even realize the multitude of color, shape, and design options.

**T**his report was designed to assist you in the process of choosing the perfect memorial for your loved one. There is only one rule we ask you to consider, namely, **NEVER** be rushed into any decision. A granite memorial is forever, and feeling like you need to have it set in the cemetery by a certain date, or feeling pressured by a consultant to make a decision is the one true way to not end up with exactly what you want.

## What you should know about GRANITE

**T**hroughout history, mankind has memorialized those whom we've loved and respected. This tradition developed not only as a means to pay our respects, but to record their history and honor their accomplishments so future generations would know who they were. Even the word monument comes from the Latin word "monere," meaning "to remind". The creation and placing of monuments, even if only a pile of rocks, has been one of mankind's oldest traditions.

**M**any different types of materials have been used over the centuries to memorialize lost loved ones, but the only material that can stand the test of time is rock. Today the most popular monument material is Granite.

**T**here is no other natural stone used for commercial purposes that is harder or more difficult to break than granite.

### *And here's why:*

- **G**ranite is well known for its ability to resist erosion and its durability to withstand the elements in any environment.
- **G**ranite comes in such a wide range of colors that no other stone can match its natural beauty when polished.
- **G**ranite's variety of colors and versatility allow for unlimited design options and the use of different techniques to produce different textures and looks makes granite the perfect medium for memorializing someone we loved.

NOTE: Not all granites are classified by the U.S. Bureau of Mines as suitable for "monumental stone." According to the Bureau's standards for "Class 1" granites, they must meet exacting requirements such as uniform texture and color, freedom from flaws and general suitability for polishing and carving as well as resistance to weathering. Insist that your memorial dealer use "Class 1" Granite in the production of your Perfect Memorial.

# CATANZARO

★ **MONUMENTS** ★

## Step 1: UNDERSTAND THE CEMETERY REGULATIONS

This is absolutely the first step in choosing your memorial. Similar to homeowner's associations, all cemeteries have rules and regulations concerning the style and size of memorials placed on their grounds. Some only allow lawn level grass markers, others require a minimum number of lots depending on the width of the base. Some have height restrictions.

Although your local monument dealer will most likely be familiar with the rules and regulations of the destination cemetery, it is a very good idea for you to have a clear understanding of your plot(s) dimensions and any restrictions the cemetery may have.

Knowledge of cemetery size, shape, and style limitations is critical in selecting the perfect memorial.



## Step 2: SINGLE - or - COMPANION

Now that there is a clear understanding of what can and cannot be placed in the cemetery, the next choice is usually whether the memorial will be for an individual or will represent a married couple or even a family. The constraining factor in this is typically the width of the plot/plots and therefore the base width of the memorial(s).

Families may have 4-6 plots whereby individual stones may memorialize each person, or it may be their desire to celebrate the family as a unit and collectively erect a single large monument honoring that relationship.



Above: Companion Marker



Above: Single Marker



Left: Companion Marker  
Family of Four



Above: Single Marker



Above: Companion Marker

## Step 3: UPRIGHTS - or - FLAT GRASS MARKERS

Should your cemetery place no height restrictions on upright monuments you now have the choice of memorializing anywhere from 6 inches in height (called a BEVEL) all the way up to a sky scraping obelisk. Again the main restricting factor, outside of budget, will most likely be the width of the plot(s) which will determine the width of the base on which most uprights depend.

Grass markers can still be adorned with images, laser etchings, and decorative artwork, but upright stones will offer a far greater opportunity for variation and creativity.



Above: Upright Monument

Stacked Images - Top & Middle: Bevels  
Stacked Images - Bottom: Grass Marker



MORE POPULAR SHAPES - SELECT SERIES



TSS 505



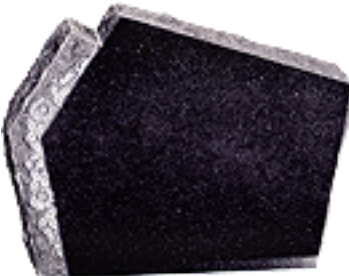
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TSS 935



TSS 550



TSS 600



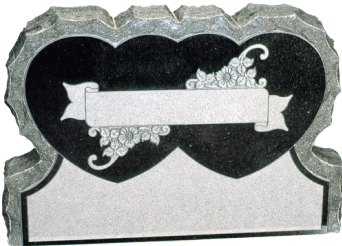
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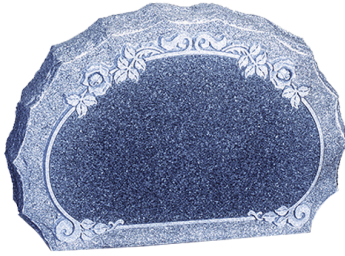
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TSS 700



TSS 730



TSS 735



TSS 775



TSS 800



TSS 1101

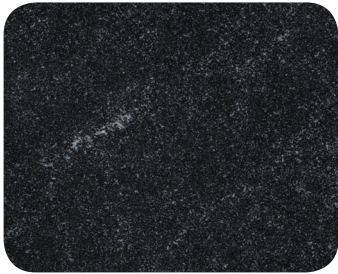


TSS 1120

## Step: 5: COLORS

Literally dozens of colors to choose from, mined from all over the world. Here are some of the most popular.

American Black



Autumn Mist



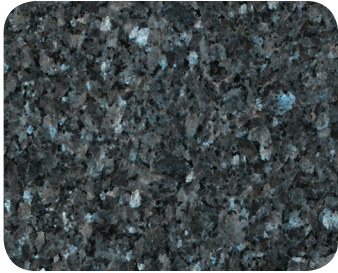
Bahama Blue



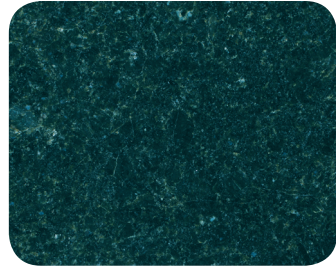
Black Ultimate



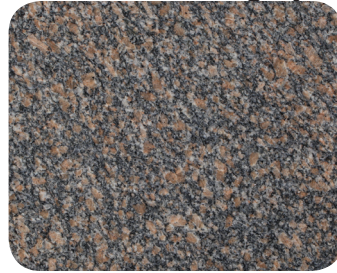
Blue Pearl



Canadian Green



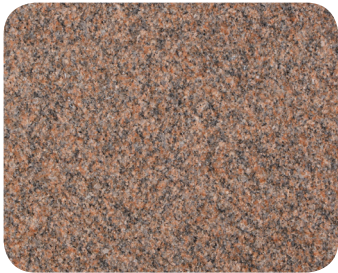
Canadian Mahogany



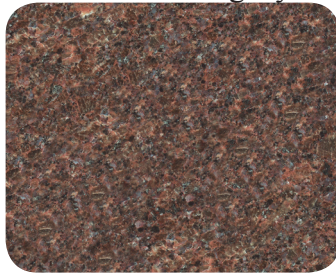
Canadian Pink



Colonial Rose



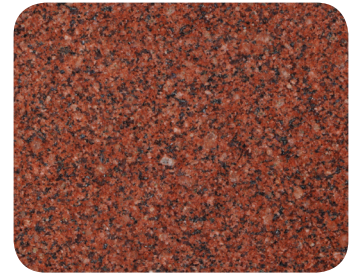
Dakota Mahogany



Georgia Blue



India Red



Mill Lane



Missouri Red



Moonlight Grey



Newbury Grey



Paradiso



Pink Pearl



Royal Mahogany



Wausau Red



## Step 6: FINISHES

There are 3 primary finishes to a granite memorial.



Choose from a variety of "finishes".

### SAWN

The stone, when cut to size results in a "sawn sides" finish which as you might expect is little more than the smooth surface of the granite itself.

### POLISHED

Granite surfaces can be "polished" into a smooth, glassy finish which lends to a very attractive refined appearance. Oftentimes, depending on the color of the granite, the polish will cause the sun to reflect and shimmer off the monument.

### ROCK PITCHED

Chiseled by hand to give a more balanced "natural" finish to the stone. Although rough, there is an aesthetic symmetry to sides and a definite unmatched uniqueness to the monument.

# DESIGN ELEMENTS

## FONTS

There are 2 primary elements to consider when choosing your fonts. The first is the style of font itself, and the second is the font finish. Here is a list of some of the most popular memorial fonts, but original fonts can actually be created if that is something you would choose to have.

Amaze

Brush

GOTHIC



CONDENSED ROMAN

MODIFIED ROMAN

BLOCK

Murray Hill

FS • PS

Old English

VERMARCO

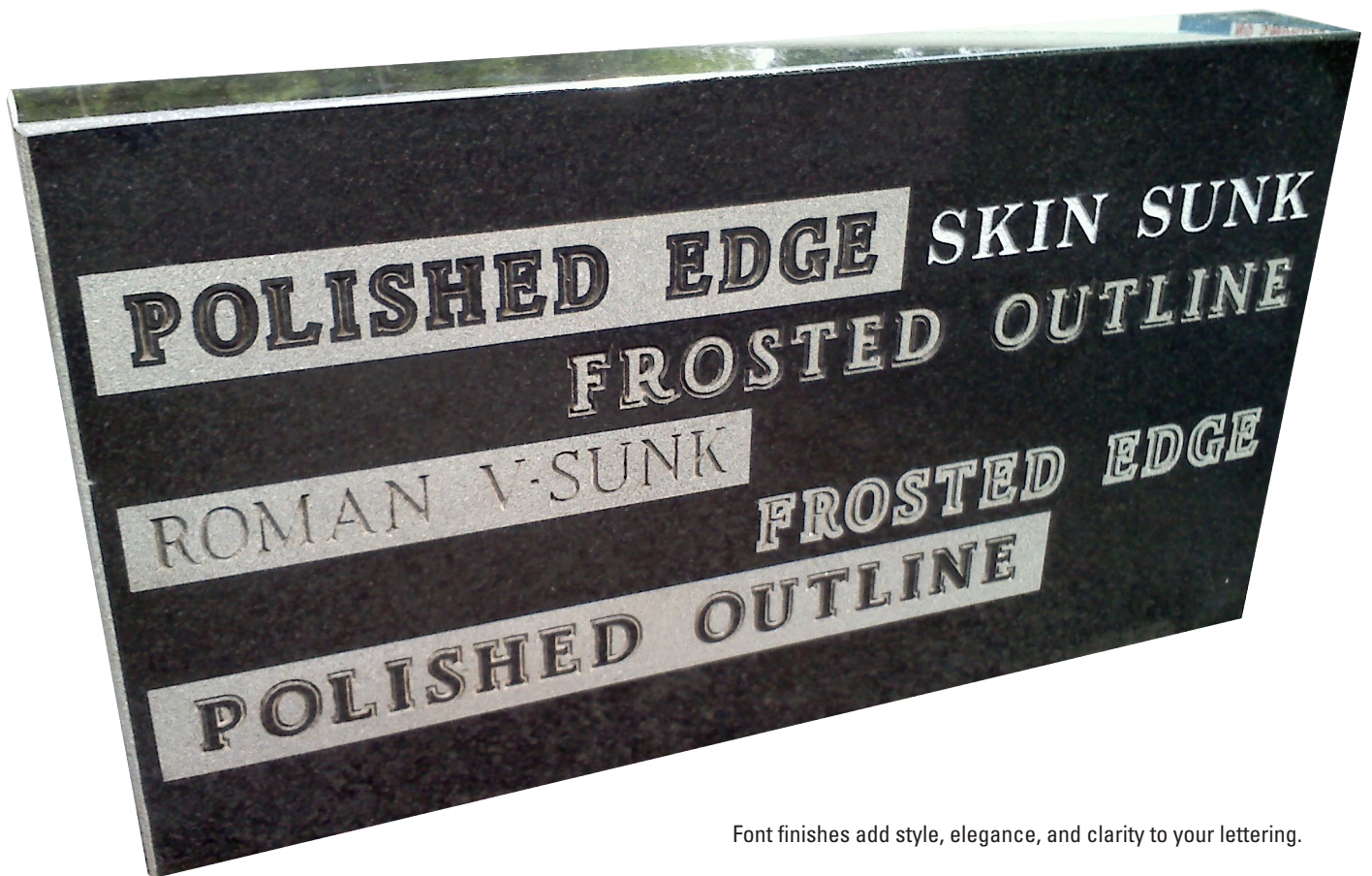
Zaph

Times *Italic*

Scores of popular fonts, or even invent one yourself.

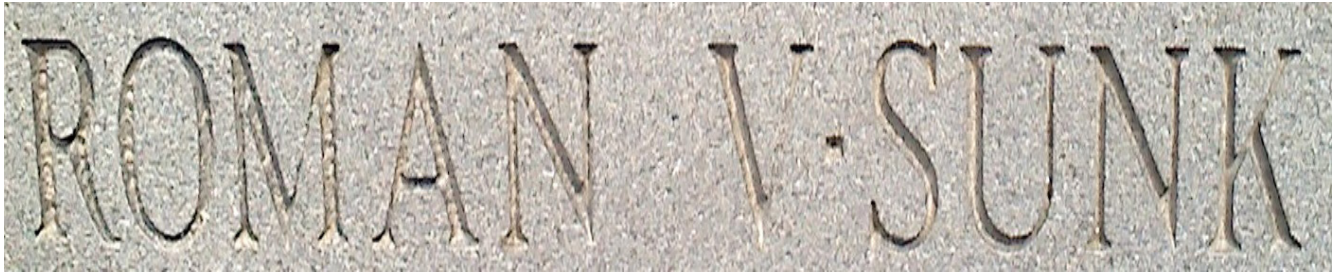
## FONT FINISHES

It may be necessary to see actual examples to clearly understand the differences among the various font finishing style. Here are a few of the most popular.



Font finishes add style, elegance, and clarity to your lettering.

## V-CUT



Standard text cut into the stone.

## POLISHED EDGE



The letters are carved with a standard V-Cut, while the stone immediately surrounding each letter is polished to a shine. Typically there is a frosted panel surrounding the text which makes the polished edge "pop" from contrast.

## SKIN SUNK



The letters are formed by "skinning away the polished granite" which provides a contrasting natural stone finish. This process is also known as Frosting.

## FROSTED OUTLINE



The letters are formed by Frosting/Skinning the polished granite while sandblasting a V-cut outline around each letter.

## POLISHED OUTLINE



The letters remain polished granite while the surrounding stone is frosted for contrast with a V-cut outline around each letter.

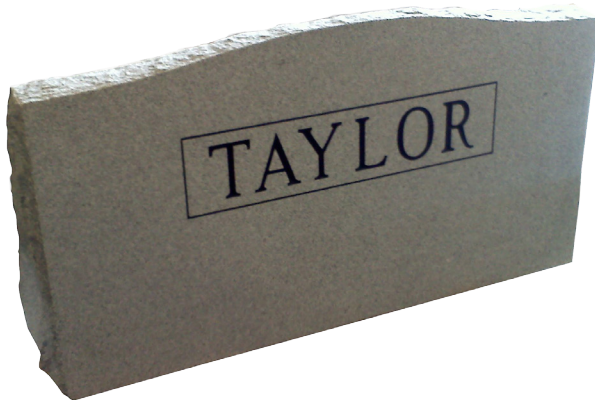
## FROSTED EDGE



The letters are V-Cut into the granite and then the surrounding edges of each letter is frosted against a polished background.

## LITHO TINT

For greater contrast between lettering, carvings and the surrounding stone, there is a process called tinting, which is similar to painting the stone with a silver, black, gold, tint.



## SAND-CARVED ARTWORK

Most Memorialists have catalogues of hundreds if not thousands of different artworks that can be carved into the stone. From nature settings, to hobbies, to military insignia, trade emblems, religious symbols, animals, vehicles and more... There is bound to be a perfect graphic to honor your loved one. Here are just a tiny representation of what can be done.





## CERAMIC TILES

Images can be inset into the memorial on durable, non-fading ceramic tiles.



## LASER ETCHINGS

A fantastic alternative to sand-carved memorials are laser etchings on black granite. Choose an image from an extensive library or have a custom setting created for you.



## EPITAPHS

Did your loved one have a favorite biblical verse, stanza of poetry, or song lyric? Did they have a catch-phrase that all who knew them would attribute as their motto? Not all memorials bear epitaphs... but in choosing the perfect monument for your loved one it may be an absolute necessity. Some ideas follow:

Not Lost To Memory. Not Lost To Love. But Gone To Our Father's House Above.

Step Softly, An Angel Lies Here.

Your Love Will Light My Way: Your Memory Will Forever Be With Me.

To Live In Hearts We Leave Behind - Is Not To Die.

Those Who Knew Him Could Not Help But Love Him.

God Grant Him Eternal Rest.

Life's Duty Finished, She Sweetly Rests

Blessed Are The Pure Of Heart, For They Shall See God

I Have Fought The Good Fight, I Have Finished The Course, I Have Kept The Faith

Just Resting... Until We Meet Again

Got 'Er Done!

I'd Rather Be (insert hobby)

You Ought To See The View From Up Here!

In The Arms Of Angels

Live \* Laugh \* Love

We Lived Life To The Fullest With No Regrets

What A Beautiful Difference One Life Made

Earth Has No Sorrow Heaven Cannot Heal

I'm Home Again...Waiting For Y'all

If It Takes Forever I Will Wait For You

Godspeed My Love

# IDEA GENERATOR:

Step 1:

Cemetery: \_\_\_\_\_

Phone: \_\_\_\_\_

Step 2:

Single

Companion

Step 3:

Upright

Lawn Marker

Step 4:

Shapes that interest me:

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Step 5:

Colors that interest me:

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## ***About My Loved One:***

What were they passionate about?

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What would they most like to be remembered for?

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Career / Hobbies / Military Service / Civic Volunteer Organizations / Favorite Sayings

## ***Notes And Questions:***

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*More thoughts and ideas:*



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