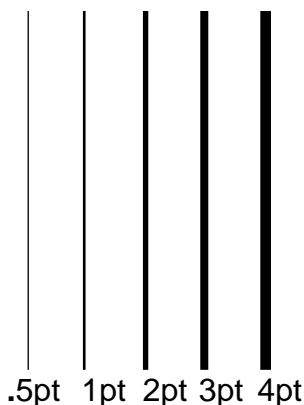


Type is measured in Points (abbrev: pt) 72 pt = one inch.

RULES



- 6 point
- 7 point
- 8 point
- 9 point
- 10 point
- 11 point
- 12 point
- 13 point
- 14 point
- 15 point
- 16 point
- 17 point
- 18 point
- 19 point
- 20 point
- 21 point
- 22 point
- 23 point
- 24 point
- 25 point
- 30 point
- 35 point
- 40 point
- 45 point
- 50 point
- 72 pt

This is Helvetica,
a Sans Serif face

This is Times, a **Serif** face

The serifs are the bits at the ends of the letters!

Times, normal width
 Times, condensed to 80%
 Times, condensed to 50%
 Times, expanded to 120%
 Times, expanded to 150%

Helvetica type centred in box

Helvetica type ranged left in box

Helvetica type ranged right in box

Helvetica type justified in box

Helvetica type with increased letterspace

**150% TIMES CAPS
 REVERSED OUT,
 CENTRED AND WITH
 +20 LETTERSPACING**

This is 10 point Times body copy with no leading (pronounced "leding" - the space between the lines). This makes legibility very difficult. Better to have 9 point type with 1 point leading than 10 point "solid".

This is 10 point Times body copy with the computer's automatic 2 point extra leading. Adding extra leading makes body copy more legible. You should aim for at least 2pt leading.

This is 10 point Times body copy, justified and 4 point leaded. There is little difference between the legibility of ranged left and justified type, provided that you keep the leading at 2 or 3 pts: Legibility is affected by the weight of the type, the colour it's printed in, its size, leading, and line length. Reversed out type is generally more difficult to read than positive. Serif typefaces are often easier to read than sans serif, except when reversed out.