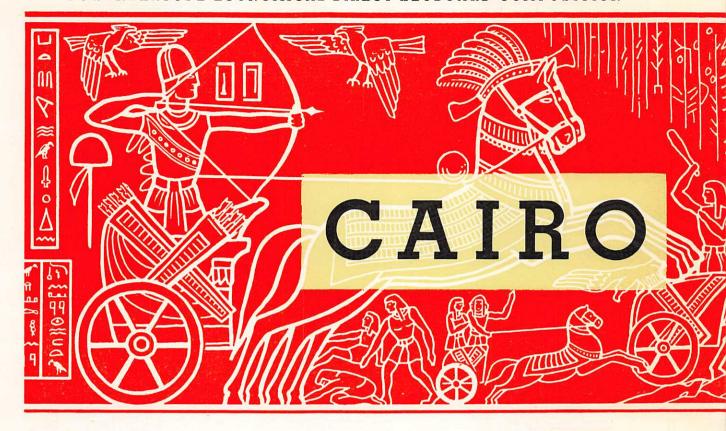
INTERTYPE



CAIRO Light and Bold



Two point leaded

10 point

Consideration of ease of reading is so essential in the planning of printed matter that every principle helping to achieve comfort in the assimilation of the message conveyed by words should always be in the forefront of the typographer's mind. On what does ease of reading depend? On the simpleness of the type design, on the length of the type lines and on their leading, on the spacing of words, and on a principle either misunderstood or sadly ignored: that of appropriate choice of type face for the paper on which it is to be printed. Many type faces appropriate for the moderate copy of advertisements are inappropriate for continuous reading in the book or magazine page: many type faces readable in the larger text sizes lose their clarity in the smaller sizes. Wise choices for small text are, therefore, type faces of unobtrusive character and type faces of large x-height whose maximum face-to-body size aids readability. Simpleness of type design is

12 point

Two point leaded

Consideration of ease of reading is so essential in the planning of printed matter that every principle helping to achieve comfort in the assimilation of the message conveyed by words should always be in the forefront of the typographer's mind. On what does ease of reading depend? On the simpleness of the type design, on the length of the type lines and on their leading, on the spacing of words, and on a principle either misunderstood or sadly ignored: that of appropriate choice of type face for the paper on which it is to be printed. Many type faces appropriate for the moderate copy of advertisements are inappropriate for continuous reading in the book or magazine page: many type faces readable in the larger text sizes lose their clarity in the

INTERTYPE



14 point Two point leaded

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One point leaded

6 point

Consideration of ease of reading is so essential in the planning of printed matter that every principle helping to achieve comfort in the assimilation of the message conveyed by words should always be in the forefront of the typographer's mind. On what does ease of reading depend? On the simpleness of the type design, on the length of the type lines and on their leading, on the spacing of words, and on a principle either misunderstood or sadly ignored: that of appropriate choice of type face for the paper on which it is to be printed. Many type faces appropriate for the moderate copy of advertisements are inappropriate for continuous reading advertisements are inappropriate for the moderate copy of advertisements are inappropriate for continuous reading in the book or magazine page: many type faces readable in the larger text sizes lose their clarity in the smaller sizes. Wise choices for small text are, therefore, type faces of unobtrusive character and type faces of large x-height whose maximum face-to-body size aids reada-bility. Simpleness of type design is as much to be desired

Consideration of ease of reading is so essential in the

8 point

One point leaded

Consideration of ease of reading is so essential in the planning of printed matter that every principle helping to achieve comfort in the assimilation of the message conveyed by words should always be in the forefront of the typographer's mind. On what does ease of reading depend? On the simpleness of the type design, on the length of the type lines and on their leading, on the spacing of words, and on a principle either misunderstood or sadly ignored: that of appropriate choice of type face for the paper on which it is to be printed. Many type faces appropriate for the moderate copy of advertisements are inappropriate for continuous reading in the book or magazine page: many type faces readable in the larger text sizes lose their clarity in the smaller

ABCDEFGHIJKLMNOPQRST abcdefghijklmnopqrstu & 34

ABCDEFGHIJKLMNOPQRSTUVWX abcdefghijklmnopqrstuvwxyz 123 &£

ABCDEFGHIJKLMNOPQRSTUVWXYZ&£ abcdefghijklmnopqrstuvwxyz 1234567890

24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ &£ LIGHT CAI abcdefghijklmnopqrstuvwxyz 1234567890 Cairo Light

18 point



ABCDEFGHIJKLMNOPQRSTUVWXYZ &£ BOLD CAI abcdefghijklmnopqrstuvwxyz 1234567890 Cairo Bold 18 point

ABCDEFGHIJKLMNOPQRSTUVWX &£ abcdefghijklmnopqrstuvwx 1234567890

ABCDEFGHIJKLMNOPQRSTUV abcdefghijklmnopqrstuvwxy123&£

ABCDEFGHIJKLMNOPQR abcdefghijklmnopqrst 34 &£

36 point

48 point and 60 point capitals, figures and points also available

Fount details of Intertype



Light and Bold

14 point ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890 Face No. E1008 Figure size '0968 Lower case alphabet 193 points Standard alignment

12 point ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

Face No. E1936 Figure size '083 Lower case alphabet 165 points Standard alignment

10 point ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

Face No. E1795 Figure size 0692 Lower case alphabet 134 points Standard alignment

8 point ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Face No. E1706 Figure size '056 Lower case alphabet 113 points Standard alignment

6 point ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ cbcdefghijklmnopqrstuvwxyz 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

Face No. E1600 Figure size 046 Lower case alphabet 96 points Standard alignment

Light	24 point 30 point	Face No. E4419 Face No. E3513 Face No. E3474 Face No. E2611	Figure size '114 Figure size '152 Figure size '1798 Figure size '2213	Lower case alphabet 235 points Lower case alphabet 304 points Lower case alphabet 357 points Lower case alphabet 440 points
Bold	24 point 30 point	Face No. E4420 Face No. E3512 Face No. E3473 Face No. E2487	Figure size 114 Figure size 166 Figure size 1937 Figure size 2355	Lower case alphabet 238 points Lower case alphabet 322 points Lower case alphabet 369 points Lower case alphabet 468 points

Additional characters contained in regular founts of double letter matrices

CHARACTER COUNT TABLE

Bold figures indicate pica measures. Light figures indicate average number of characters per line 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 26 30 34 38 41 45 49 52 56 60 63 67 70 74 78 81 85 88 92 96 99 102 106 6 point 8 point 22 26 29 33 36 39 42 45 49 52 55 58 62 65 68 71 74 77 80 83 86 89 92 33 36 38 41 44 46 49 52 55 10 point 18 21 58 61 63 65 68 71 74 15 18 20 22 24 26 28 30 33 35 37 39 41 43 45 47 49 51 53 56 12 point 13 15 17 19 20 22 24 26 28 30 32 34 36 38 40 41 43 44 46 48 50 52 54 14 point