

# INTERTYPE

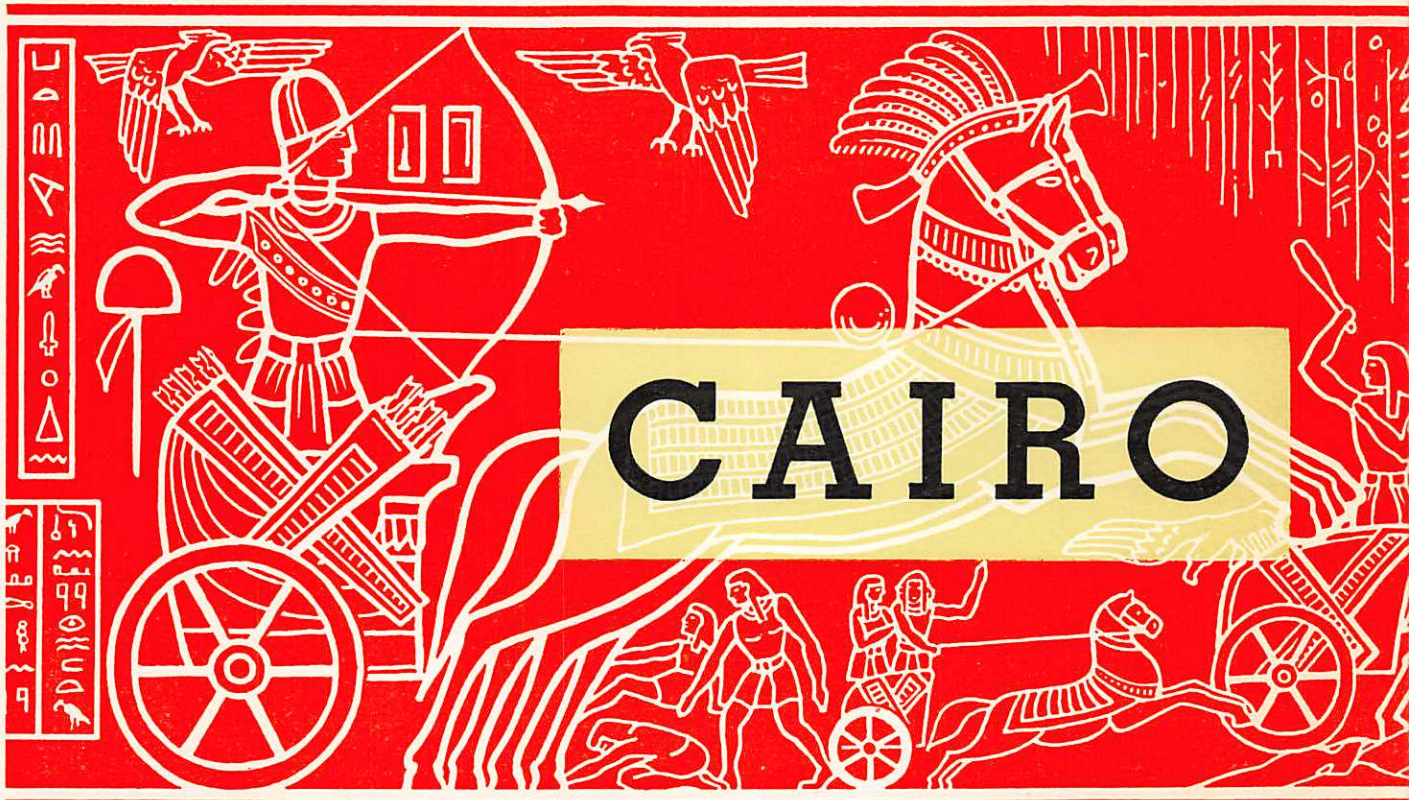


# CAIRO

Light and Bold

INTERTYPE LIMITED · SLOUGH · BUCKS





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

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One point leaded

### 6 point

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One point leaded



ABCDEFGHIJKLMN~~OP~~QRST  
abc~~def~~ghijklmno~~pqr~~stu &£ 34

36 point

ABCDEFGHIJKLMN~~OP~~QRSTU~~VWX~~  
abc~~def~~ghijklmno~~pqr~~stuv~~wxyz~~ 123 &£

30 point

ABCDEFGHIJKLMN~~OP~~QRSTU~~VWX~~YZ &£  
abc~~def~~ghijklmno~~pqr~~stuv~~wxyz~~ 1234567890

24 point

ABCDEFGHIJKLMN~~OP~~QRSTU~~VWX~~YZ &£ LIGHT CAI  
abc~~def~~ghijklmno~~pqr~~stuv~~wxyz~~ 1234567890 Cairo Light

18 point



ABCDEFGHIJKLMN~~OP~~QRSTU~~VWX~~YZ &£ BOLD CAI  
abc~~def~~ghijklmno~~pqr~~stuv~~wxyz~~ 1234567890 Cairo Bold

18 point

ABCDEFGHIJKLMN~~OP~~QRSTU~~VWX~~ &£  
abc~~def~~ghijklmno~~pqr~~stuv~~wxyz~~ 1234567890

24 point

ABCDEFGHIJKLMN~~OP~~QRSTU~~V~~  
abc~~def~~ghijklmno~~pqr~~stuv~~wxyz~~ 123 &£

30 point

ABCDEFGHIJKLMN~~OP~~QR  
abc~~def~~ghijklmno~~pqr~~st 34 &£

36 point

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



