# I N T ERTYPE 



## 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

## I NTERTYPE

## CAIRO CAIRO

## 14 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 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 as much to be desired as

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 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 as much to be desired

> 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

# ABCDEFGHIIK历MNOPQBST abcdefghijkimnopqrstu d\& 34 36 point 

## ABCDEFGHIIKLMNOPQRSTUVWX

 abcdefghijklmnopqrstuvwxyz 123 \&£ 30 pointABCDEFGHIJKLMNOPQRSTUVWXYZ\&£ 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

24 point

## ABCDEFGHIJKLMNOPQRSTUV abcdefghijklmnopqrstuvwxyl23 \&E 30 point

# ABCDEFGHIJKLMNOPQR abcdefghijklmnopqrst 34 \&E 

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

## 14 point ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

## 12 point ABCDEFGHIJKLMNOPQRSTUVWXYZ <br> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

10 point ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

8 point ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

6 point ${ }^{\text {ABCDEFGHIKLMNOPORSTUVWXYZ }}$ ABCDEFGHIIKLMMOOPQRSTUVWXYZ abedeighijiklmnopqrstuvwxyz 1234567890


Face No. El008 Figure size •0968 Lower case alphabet 193 points Standard alignment

Face No. El936 Figure size 083 Lower case alphabet 165 points Standard alignment

Face No. El795 Figure size -0692 Lower case alphabet 134 points Standard alignment

Face No. El706 Figure size -056 Lower case alphabet 113 points Standard alignment

Face No. El600 Figure size 046 Lower case alphabet 96 points Standard alignment

| Light | 18 point | Face No. E4419 | Figure size $\cdot 114$ | Lower case alphabet 235 points |
| :--- | :--- | :--- | :--- | :--- |
| 24 point | Face No. E3513 | Figure size $\cdot 152$ | Lower case alphabet 304 points |  |
|  | 30 point | Face No. E3474 | Figure size $\cdot 1798$ | Lower case alphabet 357 points |
|  | 36 point | Face No. E2611 | Figure size $\cdot 2213$ | Lower case alphabet 440 points |
| Bold | 18 point | Face No. E4420 | Figure size $\cdot 114$ | Lower case alphabet 238 points |
|  | 24 point | Face No. E3512 | Figure size $\cdot 166$ | Lower case alphabet 322 points |
|  | 30 point | Face No. E3473 | Figure size $\cdot 1937$ | Lower case alphabet 369 points |
|  | 36 point | Face No. E2487 | Figure size $\cdot 2355$ | 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

|  | $\mathbf{8}$ | $\mathbf{9}$ | $\mathbf{1 0}$ | $\mathbf{1 1}$ | $\mathbf{1 2}$ | 13 | $\mathbf{1 4}$ | $\mathbf{1 5}$ | $\mathbf{1 6}$ | $\mathbf{1 7}$ | $\mathbf{1 8}$ | $\mathbf{1 9}$ | $\mathbf{2 0}$ | $\mathbf{2 1}$ | 22 | 23 | 24 | 25 | $\mathbf{2 6}$ | 27 | $\mathbf{2 8}$ | $\mathbf{2 9}$ | $\mathbf{3 0}$ |
| ---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 6 point | 26 | 30 | 34 | 38 | 41 | 45 | 49 | 52 | 56 | 60 | 63 | 67 | 70 | 74 | 78 | 81 | 85 | 88 | 92 | 96 | 99 | 102 | 106 |
| 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 |
| 10 point | 18 | 21 | 24 | 27 | 30 | 33 | 36 | 38 | 41 | 44 | 46 | 49 | 52 | 55 | 58 | 61 | 63 | 65 | 68 | 71 | 74 | 76 | 79 |
| 12 point | 15 | 18 | 20 | 22 | 24 | 26 | 28 | 30 | 33 | 35 | 37 | 39 | 41 | 43 | 45 | 47 | 49 | 51 | 53 | 56 | 58 | 61 | 63 |
| 14 point | 13 | 15 | 17 | 19 | 20 | 22 | 24 | 26 | 28 | 30 | 32 | 34 | 36 | 38 | 40 | 41 | 43 | 44 | 46 | 48 | 50 | 52 | 54 |

