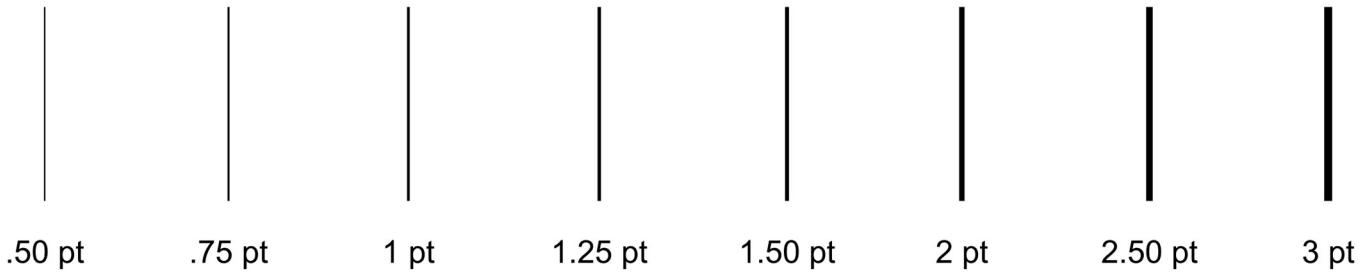


Font & Line Specifications

Line Point Sizing

We recommend lines in art be no less than 1.50 point.



Font Point Sizing

We recommend **san serif fonts**, sized to 14 points, no less than 12 points.

Ab	Ab	Ab	Ab	Ab	Ab
7 pt	9 pt	11 pt	12 pt	14 pt	18 pt

Reversed Out Font Point Sizing

We recommend **san serif fonts**, sized to 26 points, no less than 22 points.
Reversed letters must have at least a 3 point lead.

When choosing a font to reverse stay away from typefaces that are ultra-thin, that have hairline serifs, or that have tiny counters that fill in, as well as those with small counters (the enclosed or partially enclosed negative spaces such as the interior of a lowercase **e** or **a**), as these fill in.

Ab	Ab	Ab	Ab	Ab	Ab	Ab	Ab	Ab
11 pt	12 pt	14 pt	18 pt	20pt	22pt	24pt	26pt	28pt

Common Font Issues to Avoid

Serif detailed

Serif fonts and other highly detailed fonts have thin lines and are subject to filling in or not printing as intended. We recommend sizing these fonts at 20pt and up. Printability will vary depending on style. Check with your sales rep.

ALGERIAN

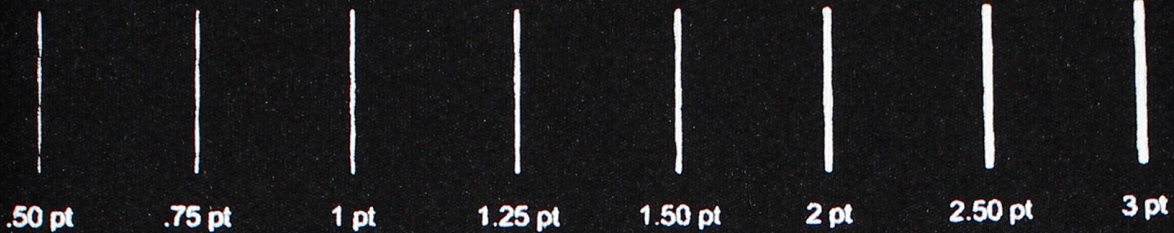
Due to it's flared style and adjoining thin lines we do not recommend using this or similar styled fonts. Working with this font gives our artists and printers the blues.

Any sizes less than the recommended point size will not print as intended.
Printability varies with font style and size, please check with your sales rep for any art discrepancies.

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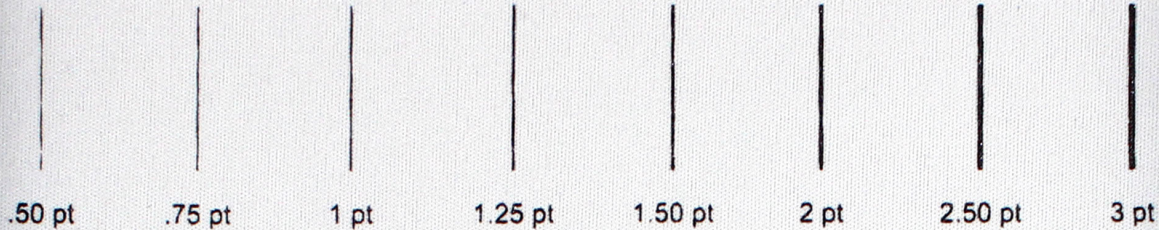
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Instructional text on this page is 12pt Arial

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