## Type Size Examples

If the typeface of your body copy is too small, it will be uncomfortable to read for many people. However, it will reduce the page count in your book, which makes for a lower production price.

If the typeface of your body copy is too large, it can also be hard to read because spacing will not be ideal. Type that is too large can also make your book appear amateurish. The larger the body type, the larger the book—which will result in a higher production price. The type size used for "large print" editions is 14 points or higher.

The optimum range for most typefaces is between 11-12 points. It is also advisable to check type sizes by printing them out to read them, as they can appear larger or smaller when viewed on a computer screen. We also recommend checking out books, magazines or newspapers that you feel comfortable reading—you might be surprised to see how small the body type is.

At Gorham Printing, we have several typefaces that we have relied on for years—Arno, Bembo, Caslon, Garamond, Minion, Warnock and Sabon are a few. Every typeface looks different at a given point size. As an example, we have chosen one of our favorite typefaces, Arno, to show three available sizes.

## Space Saver: Arno Pro: 11 point type / 15 point leading

The typeface chosen for a book is perhaps the most important aspect of the whole design. Each typeface will convey a particular mood to the writing, subconsciously supporting the feelings evoked by the words. In this computer age of thousands of typefaces produced by many manufacturers, with trendy new faces designed every day, those that reign have proven themselves over years of typesetting use.

## Optimum: Arno Pro: 11.5 point type / 15.5 point leading

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## Large Type: Arno Pro: 12.5 point type / 16.5 point leading

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