

N 36 This size of print may be used for product **BRANDING.** 4 3 8 9
2 + 2 = 4

N 18 Titles, newspaper HEADLINES and childrens early primary school books are often in this size of print. 7 3 4 5 6 4
9 + 2 = 11

N 14 Book or magazine TITLES and paragraph **headlines** are often set in type of this size of type. 4 3 8 9 5 7
2 + 2 = 4

N 12 Books printed on very LARGE PAGES and having many words on each line use letters similar to this particular size of text. 6 7 5 9 8
5 + 5 = 10

N 10 Novels, magazines, text books and INSTRUCTIONS are generally set in characters of about this size. 7 6 2 1 5
6 - 4 + 2 = 4

N 8 The news columns in most daily papers use this as the average size print. Sometimes the letters are LARGER than this but seldom smaller. 5 7 3 8 3
20 / 2 = 10

N 6 This is the smallest size print in general use. It is used for the classified sections in some newspapers, TELEPHONE DIRECTORIES, time tables, pocket diaries and books of reference. 3 7 9 4 5
4 x 10 = 40

N 5 Printing of this size is used only for special purposes, for example, small advertisments, small print in insurance documents or contracts and prayer books. 4 1 3 4 5
52 - 4 = 48