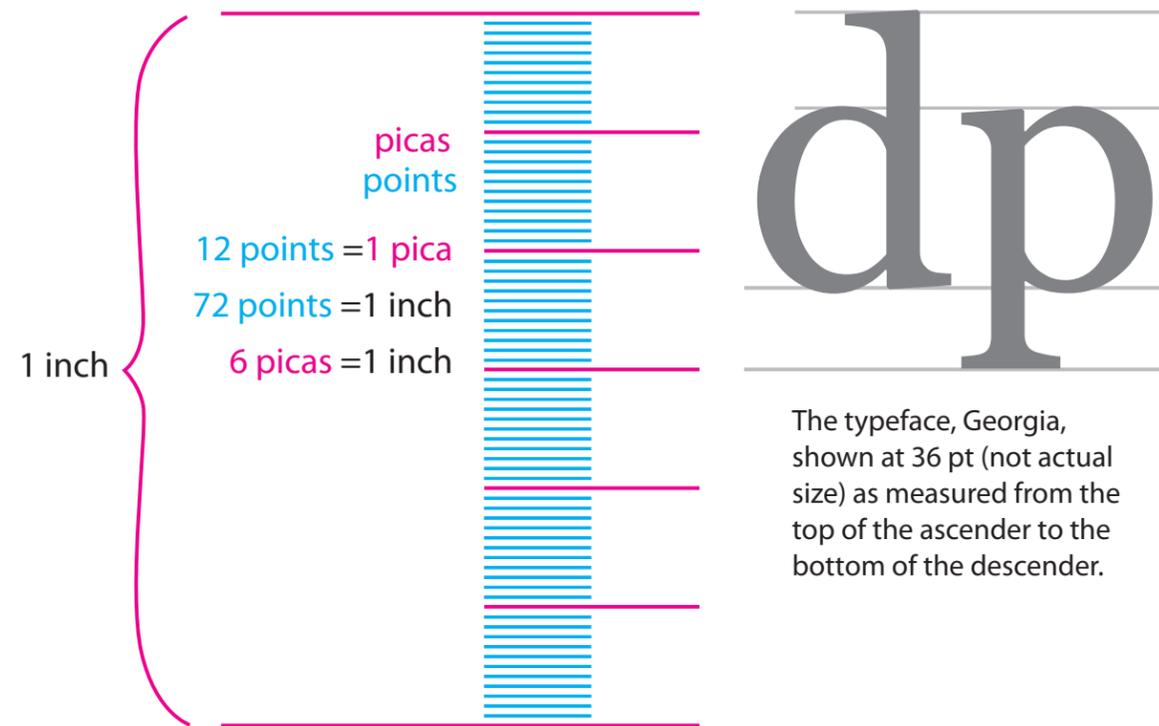


measurement of type

Font size is measured from the top of the ascender to the bottom of the descender in points. Below is a description of the points and pica system of measurement used in the type world.

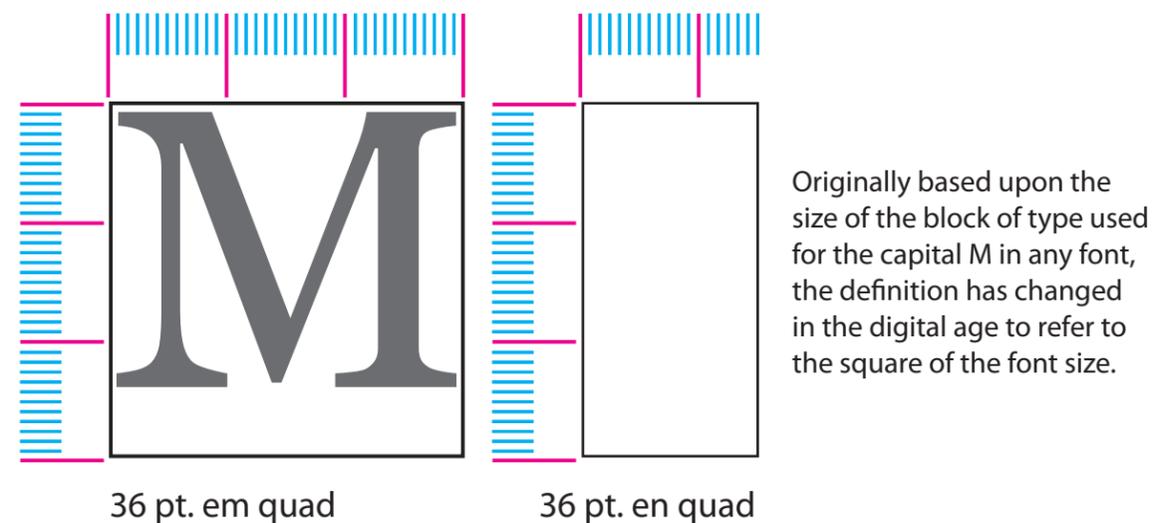


Leading is the distance between lines of type as measured in points from baseline to baseline.

This is an example of ten point type (not at actual size) with twelve point leading set in Baskerville—notated, *10/12 Baskerville*.

Typically, leading is set slightly higher than the point size of the font to allow ample space between ascenders and descenders that might otherwise collide. If the leading is too tall, the overall look of a body of type can be “stripey” and make one aware of the lines of type themselves. Often leading is determined by the measure of a column of type—tighter if shorter and looser if the measure is long to make it easier for the reader to find the beginning of the next line of type.

An **Em quad** is a unit of measure equal to the square of a font size. An **en quad** is equal to one half of an em quad. This unit of measure is used to define spaces and dashes within lines of type.



Set width is the term used to describe the width of a character. Width measurement is described in “units” which are arbitrarily set by proprietary systems. Digital fonts typically use an upper limit of 200 units that corresponds with the upper case M.

