

WHY DON'T MY LETTER HEIGHTS MATCH?

Typical copy sizes based on the height of a 'flat' capital letter, such as an **E**. Letters like **E**, **H**, or **I**, are considered flat, and typically have a shorter height measurement than round letters like **O**, **S**, or **U**. This height difference is intentional in most type designs to allow for a visual balance, not mathematical exactness. The areas of 'extra' height on round letters are called **overshoots**. They make letters appear visually consistent in size. Type styles, or fonts, been made this way since the creation of the Latin alphabet thousands of years ago. The flat letter size is then referenced on the order, typically used for pricing, and then shown measured on the proof.



HELVETICA



TIMES



NORMAL HEIGHTS

Notice that the **O** extends slightly above and below the top and bottom of the **E** (the flat cap height and baseline). The letters are visually balanced and appear to be matching sizes.

INCORRECTLY RESIZED

Here the **O** has been scaled down to have the exact same height as the **E**. This makes the **O** appear smaller, unbalanced, and mismatched.



MEASUREMENT DISCREPANCIES

The most common source of confusion on letter measurements comes from the difference between the height of the flat reference letter and the overall height of an entire word or line of text. We usually measure both on our proofs to ensure accurate production and installation.