

R!Btype Characters Per Inch Estimator

The following is information to help determine the length of logos, mats, handle stamps, etc. They are based on averages and are not guaranteed to be 100% accurate.

Some things to keep in mind:

- Wider characters, such as "M" and "W", and "4", take up more space than "I" and "1".
- Individual sorts will occupy more space than when the same character is produced as a logo or mat. Be sure to use the correct list below.
- When type is required to fit within a certain space, the best way to be 100% certain of the size is with a proof. A standard proof charge may apply.
- Logos and mats can sometimes be condensed to fit a smaller space than is normal. There is a 25% extra charge for this.

Average Number of Characters per Inch*

FOR LOGOS & MATS

RIBTYPE STYLE	CHAR. PER INCH
A7	18.7
A8	14.1
A9	11.3
A10	9.4
A11	8.1
A12	6.3
A13	4.7
A14	3.8
A15	3.2
A15-1/2	2.7
A16	2.4
A17	1.8
A18	1.5
A19	1.0
810	13.0
811	11.3
812	8.8
813	6.7
814	5.3
815	4.5
816	3.4
817	2.5
818	2.1
819	1.4
U70	13.3
U71	11.4
U72	8.9
U73	6.7
U74	5.4
U75	4.5
U75-1/2	3.9
U76	3.4
U77	2.6
U78	2.1
U79	1.8
G73	9.0
G74	7.2
G75	6.0
G76	4.5
G77	3.4
G78	2.8
G79	2.4

Average Number of Characters per Inch*

FOR SORTS

	Char/Inch		Char/Inch
A?	10.6	U70	8.8
AS	10.0	U71	8.1
A9	8.9	U72	6.0
A10	7.8	U73	5.2
All	6.5	U74	4.1
A12	5.1	U75	3.6
A13	4.2	U75-1/2	3.1
A14	3.4	U76	2.9
A15	2.8	U77	2.2
A15-1/2	2.4	U78	1.8
A16	2.3	U79	1.5
A17	1.7		
A18	1.3	G73	7.2
A19	1.0	G74	5.7
		G75	4.7
810	10.8	G76	3.6
BII	8.4	G77	2.4
812	7.7	G78	2.0
813	5.7	G79	1.9
814	4.6		
815	3.9		
816	2.9		
817	2.2		
818	1.9		
819	1.4		

Based on 9 N's + 1 W

*Average number of characters is based on estimates and should not be considered 100% accurate. No guarantees expressed or implied are given.