

**Type Specification Form**

Although most jobs will be typeset by you on the computer, allowing for flexibility in type specifications, the list below shows some of the typographic choices that must be made on a comprehensive project like the brochure. Determine the type specifications for your project. To insure clarity and continuity, take pains to maintain consistency in type settings and styles throughout your brochure.

**Eight-Page Brochure Type Specifications**

**Name** \_\_\_\_\_

**Text type** Typeface \_\_\_\_\_ Point size / leading \_\_\_\_\_

**Alignment**  Justified  Centered  
 Flush left / Rag Right  Flush right / Rag left

**Letterspacing**  \_\_\_\_\_ Normal  \_\_\_\_\_ Loose  \_\_\_\_\_ Tight  
Letterspacing acceptable to justify line? \_\_\_\_\_

**Word spacing**  \_\_\_\_\_ Normal  \_\_\_\_\_ Loose  \_\_\_\_\_ Tight

**Paragraphs**  Indent all paragraphs \_\_\_\_\_em(s)  
 First paragraph flush, indent all others \_\_\_\_\_em(s).  
 All paragraphs flush left with \_\_\_\_\_line(s) space between.  
Minimum acceptable widow is \_\_\_\_\_characters.

**Hyphenation** OK to hyphenate words?  Yes  No (*skip this part*)  
 Capitalized words?  
 Hyphenate no word smaller than \_\_\_\_\_characters.  
Minimum characters before hyphen? \_\_\_\_\_ After hyphen? \_\_\_\_\_  
Maximum number of hyphens in a row? \_\_\_\_\_

**A Head** Typeface \_\_\_\_\_ Point size / leading \_\_\_\_\_ Alignment \_\_\_\_\_

**B Head** Typeface \_\_\_\_\_ Point size / leading \_\_\_\_\_ Alignment \_\_\_\_\_

**Captions** Typeface \_\_\_\_\_ Point size / leading \_\_\_\_\_ Alignment \_\_\_\_\_

**Folios** Typeface \_\_\_\_\_ Point size / leading \_\_\_\_\_ Alignment \_\_\_\_\_