

Measure

Art & Design

How long a line of text should be, and what goes wrong either side of that.

A comfortable line of body text runs between 45 and 75 characters, counting the spaces.

measure $\approx$ two to three lowercase alphabets

Single-column book

The classic target.

66 characters

Two-column page

Shorter is acceptable.

40 to 50

Wide screen column

Set a max width.

Cap it at 75

THE COMMON MISTAKE

✗ **Fixing a long line with more leading**

✓ **Shortening the measure itself**

Extra leading helps the eye find the next line, but a 120-character line still exhausts the reader. Leading treats the symptom, not the cause.

Longer measures need more leading, shorter ones less. Size, measure and leading are one decision, not three.