


## MEASUREMENTS: *absolute measurement*

- 1 It's important to know this measurement conversion:  
72 points = 6 picas = 1 inch
- 2 It's important to know how to read absolute measurement specifications:

3p2.5



*List picas first. p=3picas. Then list points: 2.5 points.  
3p2.5 equals 38.5 points or about 0.5347 in.*

*Don't worry, the computer programs can do the math conversions for you.*

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Reading absolute measurement specifications within  
a typographic standards guide:

Gill Sans Bold Italic 10/12 x 12p3

