

PAPER BASICS

Basic kinds of paper
and general use

BOND basic sizes
22x17

letterhead
flyers
newsletters

BOOK-TEXT

25X38

books

catalogs

manuals

calendars

annual reports

etc.

COVER

20x26

PAPER WEIGHTS

500 sheets (ream) of
paper in its basic size

OTHER

- weight
- color
- texture
- brightness
- opacity
- cost \$\$\$
- folding
- permanence