

MORG PRESS

NO. 0

Specimen

The House Style of Morg Press

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MORGAN RITCHIE

Specimen

The House Style of Morg Press

MORGAN RITCHIE

MORG PRESS

Seattle

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For the group chat

Less is a lot *more*.

— THE PUBLISHER

Specimen

THIS IS A specimen, the little book a type foundry used to print to show what its letters could do. Nothing here is meant to be read twice. It exists so that the next book, the real one, can be judged on its sentences and not on its margins.

Every book from this press will be small, a little over four inches wide and seven tall, because it will almost always be read on a telephone held in one hand. That proportion fills the screen. The type is set at eleven and a half points on sixteen, which on a phone comes out close to the size of a paperback held at a comfortable distance. Lines run about forty-five characters, short enough that the eye never has to hunt for the next one.

The face is Literata, chosen because it was drawn for screens and doesn't look like it. Its

numbers sit in the line the way lowercase letters do (1, 2, 3, 1926, 2026), its quotation marks curl, and its dashes—the long ones—are closed up in the American manner. When a word must break at the end of a line, it breaks where a dictionary says it may, and never twice in a row if that can be helped.

* * *

The front matter is real, more or less. There is a title page, a copyright page with a cataloging block that no librarian has ever seen, and a note on the type at the back, because a book that cares about its type should say so.

What comes next is the actual work: someone talks for a while, the words get cleaned up but not improved, and then they're set here, in this style, and sent. That's the whole idea. The rest is margins.

A NOTE ON THE TYPE

This book is set in Literata, designed by Veronika Burian and José Scaglione of TypeTogether. Begun in 2014 as the house face of Google's ebook reader, it was released under the SIL Open Font License in 2018. It is drawn separately for each size it works at, so the cover, the title, and this note are each set in a cut made for its job.

Composed with XeLaTeX and microtype on a page four and a quarter inches by seven, a proportion chosen to fill a telephone. Dictated by the author; edited and set with Claude.

Digital pocket book, 8 pages, 4.25 × 7 in.

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