

Determining Arabic Typefaces suitable for Flexible Packaging Printed by Flexography

Khaled Talat

Assistant Professor in Printing, Publishing and Packaging Dept., Faculty of Applied Arts, Helwan University, Egypt.

Randa Darwish Mohamed

Assistant Professor in Printing, Publishing and Packaging Dept., Faculty of Applied Arts, Helwan University, Egypt.

Tamer Ali Abdelmageed

Lecturer in Printing, Publishing and Packaging Dept., Faculty of Applied Arts, Helwan University, Egypt.

Abstract:

The most common printing technique today in packaging printing is flexography especially in plastic packaging. The effective factors for selecting the typeface and the size required in order to get high quality are readability and legibility. The problem is most consumers can't interpret some perceivable messages or information about a product because of non-compatible typefaces variables printed by flexography printing. Having a reference guide for Arabic fonts with suitable sizes for printing on flexible packaging using flexographic printing is very important for producing and exporting to Arab countries. The objective of the research is to determine the suitable Arabic typefaces and its size to print the text by flexography.

Different typefaces and size of Arabic text are printed by flexography on 12 micron PET film that can be used as a monolayer or as a laminating packaging material.

The results of the study indicate that:

All Arabic typefaces were unreadable in 2 pt. size in both positive and reversed styles. The best positive Arabic typefaces in 3 pt. size were AXT Advertising Light, AXT Advertising Bold, and AXT Simplified Light. Most Arabic fonts were readable in 4 pt. size except Axt Manal and Axt Manal Black in both positive and reversed styles.

Starting from 5 pt. font size is considered ideal in readability and legibility in both positive and reversed styles except with reversed Axt Manal font.

Keywords:

- *Arabic Typefaces,*
- *Flexography,*
- *Packaging,*
- *Packaging Design,*
- *Legibility,*
- *Readability*

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