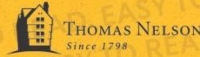


COMFORT PRINT® BIBLES

FROM THOMAS NELSON & ZONDERVAN



Imagine how much more enjoyable your Bible reading experience would be if you didn't have to strain to read. Eye fatigue will no longer cut short your time in God's Word.
Read on with new Comfort Print® Bibles from Thomas Nelson and Zondervan.

What are Comfort Print® Bibles?

Thomas Nelson's KJV and NKJV translations and Zondervan's NIV translation have each adopted an exclusive new typeface. Designed with great precision and purpose, these custom fonts allow your eyes to flow smoothly along the lines of text so you can take in more of the story. We are calling these new typefaces Comfort Print® because they create a more pleasant Bible reading experience without eyestrain or fatigue.

What is the difference between Comfort Print® and Large Print or Giant Print?

Comfort Print® is not an indicator of the size of the font but instead refers to the new proprietary typefaces that Thomas Nelson's KJV and NKJV translations and Zondervan's NIV translation have adopted. These typefaces will be incorporated into a variety of print sizes and trim sizes and, in every case, they deliver a superior reading experience (Compact, Personal Size, Large Print, Giant Print, Super Giant Print, etc.).

How will Comfort Print® Bibles benefit the customer?

Comfort Print® Bibles from Thomas Nelson and Zondervan have exclusive new typefaces designed with precision and purpose to remove eyestrain so customers can enjoy their Bible reading experience more and can take in more of the story without fatigue.

What is the difference between a typeface and a font?

The terms "typeface" and "font" are often used interchangeably, but there are actually many fonts within a typeface. The typeface refers to the overall look of the letters and the individual fonts within that typeface are variations of the same overall design. You could accurately say that a typeface is a "font family". The proprietary typefaces created for Thomas Nelson and Zondervan each contain 8 fonts (serif and sans serif versions of regular, *italic*, semi-bold, and **bold**).

How does Comfort Print® make Bibles easier to read and understand?

A poorly designed typeface imposes unnecessary cognitive workload on the reader resulting in eyestrain and fatigue. This affects both readability and comprehension. A well designed typeface, on the other hand, creates enjoyment and a better understanding of the text. The new proprietary typefaces designed by 2K/DENMARK were crafted with great precision and purpose so that the eye can flow smoothly along the lines of text, making it easier to understand and a pleasure to read.

Tell me more about the company that designed these new typefaces.

2K/DENMARK was founded in 1987. Today they offer a range of high quality services, both digitally and in printed media. 2K are designers, and that shines through in their type design, typesetting and app development. With their roots deep in typography, design, and art history, they understand and respect the crafts but also dare to find new solutions using new technology – innovation turns most parts of their business.

To learn more and see our new Comfort Print® Bibles, visit ComfortPrintBibles.com