



BIBLE PRODUCTION GUIDE



BIBLE TYPESETTING AND READABILITY

A critical component of every ESV Bible is the typesetting, which is the careful arrangement of the printed text on the page. There are multiple factors that go into the process of laying out the text, including readability, size, and any added material (study notes, references, maps, etc.). It's the job of the typesetter to ensure that each page is easy to read and aesthetically pleasing.

Key Terms:

Type Size: The size of the text. Larger type improves readability for low-vision readers and smaller type enables the text of the Bible to fit into a smaller format.

10pt AaBbCcDdEeFfGgHhIi
8pt AaBbCcDdEeFfGgHhIi
6pt AaBbCcDdEeFfGgHhIi

Font: The style of the letters, sometimes called a typeface. A well-designed font will have easily recognizable characters, even at small sizes.

Lexicon Caslon Sabon
Sentinel Milo Mercury

Leading: The amount of vertical white space between lines of text. More leading makes it easier to follow each line of text, thus increasing overall readability.

AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe
AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe
AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe
AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe

Line Matching: The process of lining up the text on both sides (front and back) of a page. This helps the text appear more orderly, reduces ghosting (the degree to which print shows through from the opposite side of a page), and also highlights the white space between the lines of text, making it appear brighter and larger.

Line Matching	No Line Matching
Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras mattis consectetur.	Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras mattis consectetur.

Line Length: The number of letters on a single line. The standard metric for a readable single-column setting is two and a half alphabets, or between 45 and 75 characters. Generally speaking, a shorter line length facilitates easier tracking from one line to the next.

48 characters

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras mattis consectetur.

Margin: The amount of white space between the edge of the text and the edge of the page. The more margin bordering the text, the more readable it is. Together with leading, larger margins promote a more comfortable reading experience.

Margin	Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean eu leo quam pellentesque.	Margin
--------	---	--------

Letter and Word Spacing: Maintaining enough letter spacing (so that letters do not touch) and enough word spacing (so that a line of text looks like a string of words, not a string of letters) is important to retain readability.

Good Spacing	Poor Spacing
Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean eu leo quam.	Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean eu leo quam.

Kerning: The white space between two letters. A readable font will naturally space characters so they can be read comfortably, but there are times when those spaces need to be adjusted if characters are too close or too far apart.

Needs adjustments	Adjusted
Too wide Too tight	Letters are evenly spaced
Words	Words



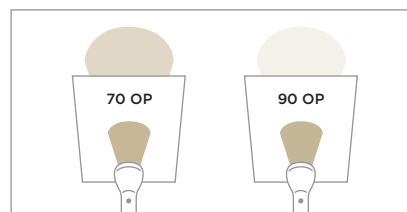
BIBLE PAPER

Bible paper plays an essential yet sometimes underappreciated role in the reading experience. For example, the type of paper chosen has an impact on the thickness of the Bible and the show-through of each page. The following guide summarizes the various paper options to ensure clarity in the Bible selection process.

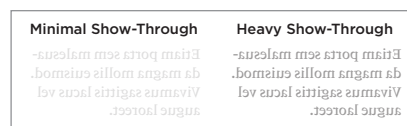
Key Terms:

Opacity: The transparency of the page, measured by how much light shines through each sheet. Opacity utilizes a numerical rating system from 70 (higher transparency) to 90 (lower transparency). Examples:

- *ESV Study Bible*: 84 OP
- *ESV Preaching Bible*: 85 OP
- *ESV Heirloom Bible, Legacy Edition*: 80 OP

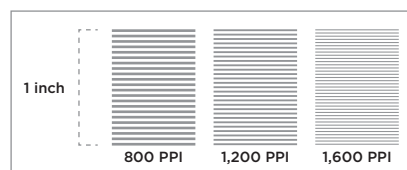


Show-Through: The degree to which print shows through from the opposite side of a page (often referred to as ghosting).

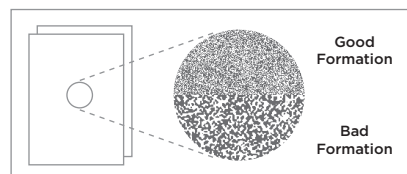


PPI (Pages Per Inch): A measurement of the number of pages in an inch of paper (utilizing a numerical rating of 800–1,600). Examples:

- *ESV Economy Bible*: 800 PPI
- *ESV Illuminated Bible, Art Journaling Edition*: 1,050 PPI
- *ESV Study Bible*: 1,500 PPI



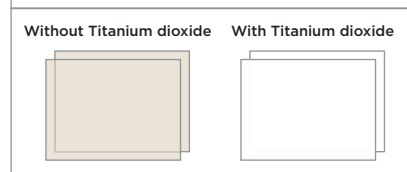
Formation: The degree to which the pulp and fibers of the paper are evenly dispersed in the page. The more evenly dispersed the fibers are throughout the page improves the opacity across the whole sheet, which greatly reduces show-through.



Lignin: An organic substance found in plant cell walls that serves as a fortifying substance within the paper, acting as a glue that binds fibers together.



Titanium dioxide: The most widely used white pigment added to Bible paper to increase its brightness and opacity, owing to its high refractive index.



Coating: A polymer that is added to the paper to increase its opacity and allow printed ink to sit on top of the page, rather than soaking into the paper, enhancing clarity and readability.





BIBLE PAPER

Continued

COMMON TYPES OF BIBLE PAPER

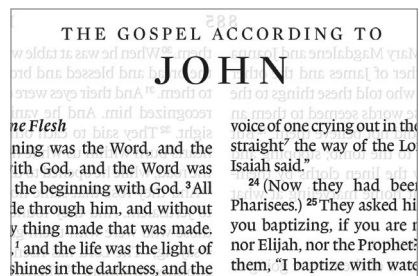
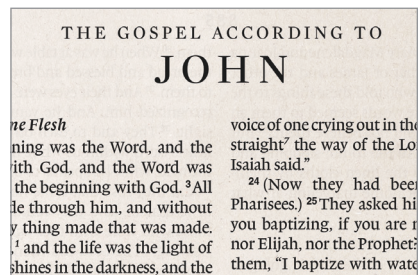
There are two main categories of Bible paper:

Groundwood

- Oatmeal colored
- Most commonly used paper for books and newspapers because of its low production cost
- The lignin in groundwood paper begins to deteriorate when exposed to air and sunlight, causing the paper to yellow and become brittle
- Typically a thicker paper (low PPI), which means it has high opacity
- Commonly used in economy Bible editions

Free sheet

- Most commonly used paper for Bibles
- A chemical process pulls out the lignin, which protects the paper from discoloration and decreases its opacity
- To improve the opacity, titanium dioxide (in powder form) is injected into the pulp
- Has high PPI compared to groundwood paper
- Examples:
 - Cream sheet paper: *ESV Illuminated Bible, Art Journaling Edition*
 - White sheet paper: *ESV Heirloom Bible, Legacy Edition*
 - Thick, cream-ivory paper: *ESV Scripture Journal*





BIBLE BINDING AND GILDING

The following guide summarizes the key terms related to the binding process and explains the two binding types (Smyth-sewn and glued).

Key Terms:

Hinge: The inner portion of the book where the inside cover of the book meets the spine. On premium Bibles, the hinge is constructed out of leather and connected to the liner. The leather hinge allows the edgeline Bible cover to be flexible.

Book Block: A collective unit of signatures that have been sewn or glued together. Once this step is done, the Bible is ready to receive a cover.

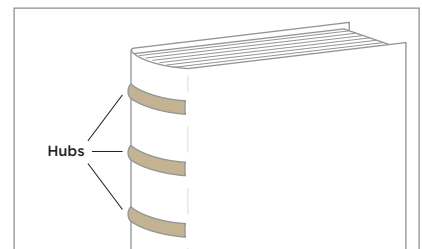
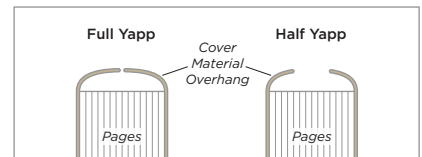
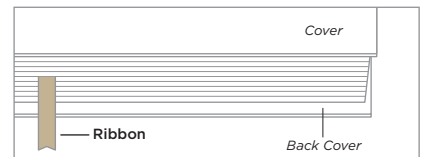
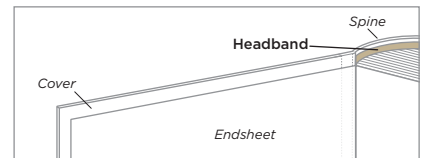
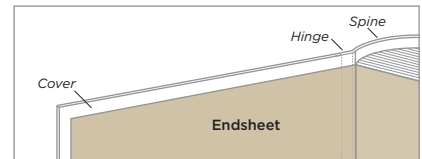
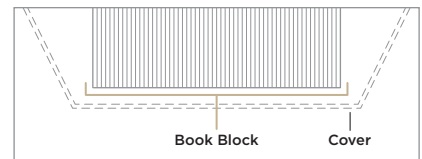
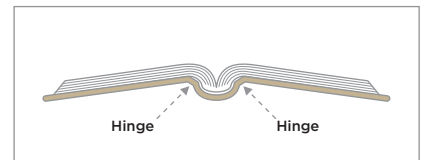
Endsheet: Latex-covered paper glued to the inside of a Bible's front and back cover, often colored to match the cover. The endsheet is a decorative element that also serves as support for the Bible's book block.

Head and Tail Bands: Decorative pieces of fabric that run along the top (head) and bottom (tail) of the spine of the book.

Ribbons: Ribbons attached to the spine of the book block that serve as bookmarks. Premium ESV Bibles generally have 2-4 ribbon markers in one or more colors.

Yapp (Overhang): The overhang of the leather cover beyond the top, bottom, and front edges of the text block. A full yapp extends far enough beyond the text block that the edges of the front and back cover can be touched together; a half yapp is a shorter extension of the cover.

Hubs: Decorative raised strips that run horizontally on the Bible's spine. Historically, hubs were formed with strips of leather under the cover material, but modern hubs are generally made with a specially molded board running along the spine and covered with leather.





BIBLE BINDING AND GILDING

Continued

BINDING TYPES

Smyth-Sewn

A Smyth-sewn Bible binding is created by sewing together signatures (groups of folded pages) to create the full book block. Smyth-sewn binding is known for durability and a book block that easily lies flat.

Perfect (Adhesive)

A perfect-bound Bible is created by cutting the ends of the folded signatures flat, which are then pressed together and glued. Bibles with glued bindings tend to be more affordable options for both personal Bible reading and bulk distribution.

Paste Off

The paste-off binding method connects the cover and the book block with an adhesive through an endsheet that functions as the hinge. This endsheet covers a board, which provides support to the cover. This is the most common and economical practice for Bible binding.

Edge Lined

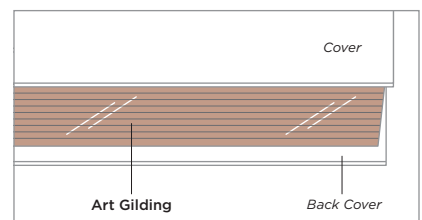
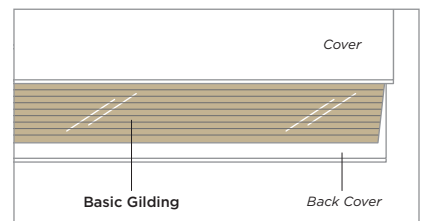
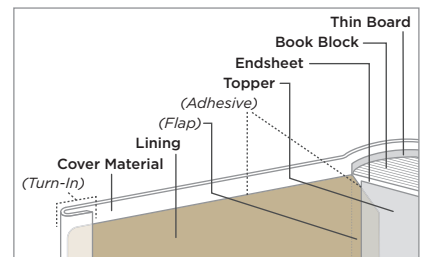
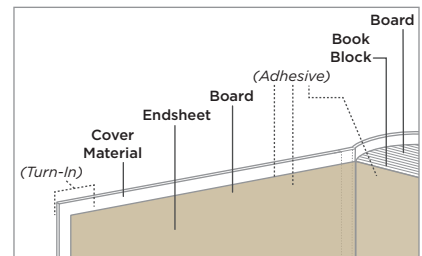
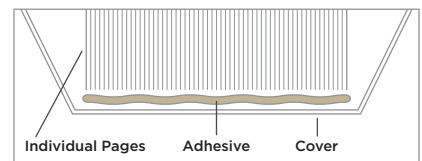
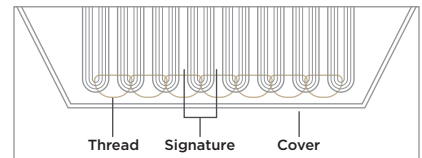
The edge-lined binding method directly connects the cover and the book block together. This process does not require an endsheet. The resulting cover is extremely limp and flexible. Only Smyth-sewn book blocks are bound with this method.

GILDING

Gilding is the color shown on the edge of a Bible's pages, often a gold or silver color. This process has been carried on for many generations of book binding for decorative purposes, giving each Bible a classic, elegant appearance.

Gilding is created through the application of a metallic leaf foil to the edge of the pages. The Bible pages are sanded down until they are smooth, and then they're held together tightly while applying a heated foil to the edge of the pages. Once cooled, the gilding gives a beautiful shine to the closed pages of the Bible.

After a Bible has been gilt, art gilding adds a red or blue tint to the edge of the pages. This tint is created by adding a thin coating of red or blue dye onto the edges of the book block. Art gilding is used to create a unique look that is typically found on premium Bible lines.





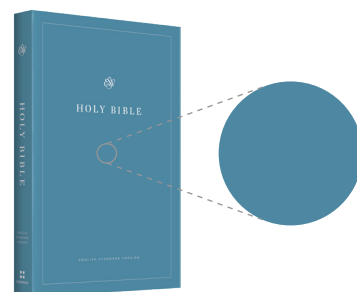
CHOOSING THE RIGHT BIBLE COVER MATERIAL

ESV Bibles feature a wide range of cover materials, from paperback to premium goatskin and many options in between. The following guide gives a brief description of the different cover materials offered, beginning with the most cost-effective options and ending with premium leathers.

Paperback

Easy to carry in a backpack or purse, paperback Bibles are great for bringing to church and having on hand to give away. They are also ideal for churches and outreach ministries looking to distribute a large quantity of Bibles to seekers and new Christians.

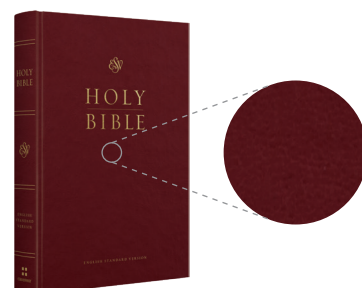
Example: *ESV Economy Bible*



Hardcover

Hardcover Bibles are characterized by a sturdy material that provides notable protection for the book pages. Hardcover Bibles are durable and can be enjoyed for many years. They are a great candidate for bulk purchase and ministry distribution.

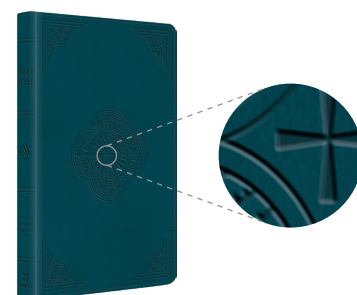
Example: *ESV Premium Pew and Worship Bible*



TruTone

TruTone is a synthetic, faux-leather cover material that offers readers a pliable and plush surface along with a wide range of colors and designs. Both flexible and durable, the base layer of the TruTone material adds strength and longevity as well as being an ideal surface for imprinting intricate, heat-stamped designs. With the wide selection of cover options coupled with Crossway's lifetime guarantee, TruTone Bibles are an ideal choice for those looking for an affordable yet reliable way to engage with God's Word.

Example: *ESV Thinline Bible*



Cloth over Board

The cloth-over-board material combines the sturdiness of the hardcover with a 100% cotton cover for added texture and style. The base layer provides water-resistance while maintaining the textured feel of the cloth material. Cloth-over-board Bibles often feature foil stamping on the cover and are available in various colors.

Example: *ESV Reader's Bible*; *ESV Illuminated Bible, Art Journaling Edition*





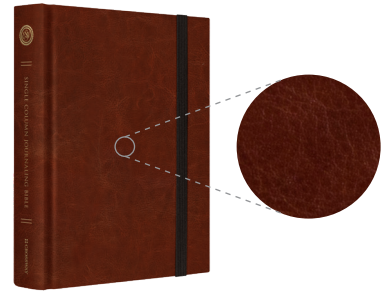
CHOOSING THE RIGHT BIBLE COVER MATERIAL

Continued

TruTone over Board

TruTone over board features the soft, leather-like feel of faux leather with the durability of a hardcover. With vintage gold-foil stamping and the sturdiness of a hardcover, TruTone-over-board Bibles are perfect for both gift giving and personal study. These Bibles are backed by a lifetime guarantee.

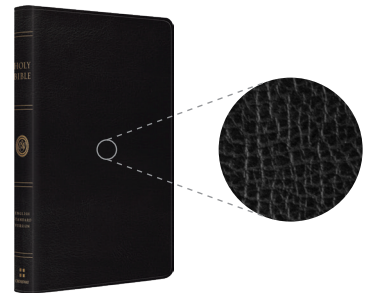
Example: *ESV Single Column Journaling Bible*



Bonded Leather

Bonded-leather covers are made from recycled leather that is formed into a pulp and adhered to a paper backer. The resulting material is coated with polyurethane and embossed, giving it the appearance of genuine leather. Bonded-leather Bibles are affordable, durable, and available in both text-only and study options. These Bibles are backed by a lifetime guarantee.

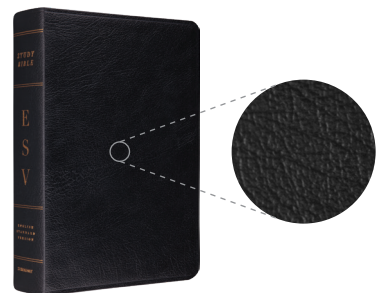
Example: *ESV Thinline Bible*



Genuine Leather

Genuine-leather Bible covers are 100% leather, made from the middle layer of the hide. With use over time, genuine leather softens and becomes more flexible. Several ESV product lines are available in black genuine leather, including text-only, study, and giant-print options. Genuine-leather Bibles are backed by a lifetime guarantee.

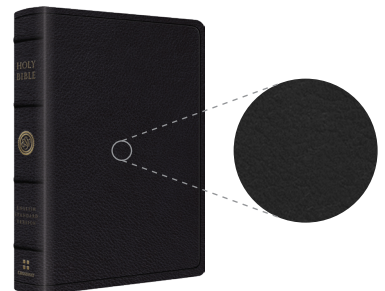
Example: *ESV Study Bible*



Top Grain Leather

Top grain Bible covers are made from a full-grain leather that is carefully sanded and buffed, resulting in a smooth and highly flexible surface. Each Bible will have slight variations in the grain from the hide, giving each Bible a unique character and feel. Top grain leather Bibles are backed by a lifetime guarantee.

Example: *ESV Wide Margin Reference Bible*



Natural Leather

Natural-leather Bible covers are made from organic, tanned leather, giving a rustic and weathered appearance. Known for its durability, suppleness, and resilience, natural leather will soften with age and use. Featuring the natural markings from the source animal hide, each Bible cover is unique. Natural-leather Bibles are backed by a lifetime guarantee.

Example: *ESV Single Column Journaling Bible, Large Print*





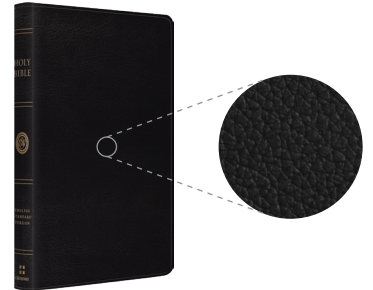
CHOOSING THE RIGHT BIBLE COVER MATERIAL

Continued

Buffalo Leather

Buffalo leather sourced from African buffalo is a full-grain, genuine-leather material that is revered for its durability and superior quality. The smooth, reliable texture will soften and beautify with use and age, making these Bibles a timeless treasure to pass down for generations to come. Buffalo-leather Bibles are backed by a lifetime guarantee.

Example: *ESV Thinline Bible*



Goatskin

Goatskin leather is a premium, full-grain leather known for its longevity and pristine quality. Nimble to the touch, these high-quality covers feature a uniform grain that is generated through a stamping process. Each goatskin Bible is a keepsake that is guaranteed to gain character with age. Goatskin Bibles are backed by a lifetime guarantee.

Example: *ESV Heirloom Single Column Legacy Bible*

