

Water Activity Typography

a_w

The recognized scientific symbol for water activity is shown above. Following are some rules and conventions to use when typesetting the a-sub-w symbol.

- use a roman-styled, serif face — even with sans serif body type.
- lowercase ‘a’ is same weight as body copy (or slightly larger).
- subscript the lowercase ‘w’ the baseline should intersect the ‘w’.
- ‘A_w’ and ‘aw’ are inappropriate.
- line leading should not change because of the subscript.

Example

AquaLab Series 3 measures water activity (a_w) of food, cosmetics, and pharmaceutical samples by the chilled-mirror dew point method. The patented sensor technology measures water activity between 0.030 and 1.000 a_w with a precision of 0.001 a_w and an accuracy of $\pm 0.003 a_w$.

Non-example

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