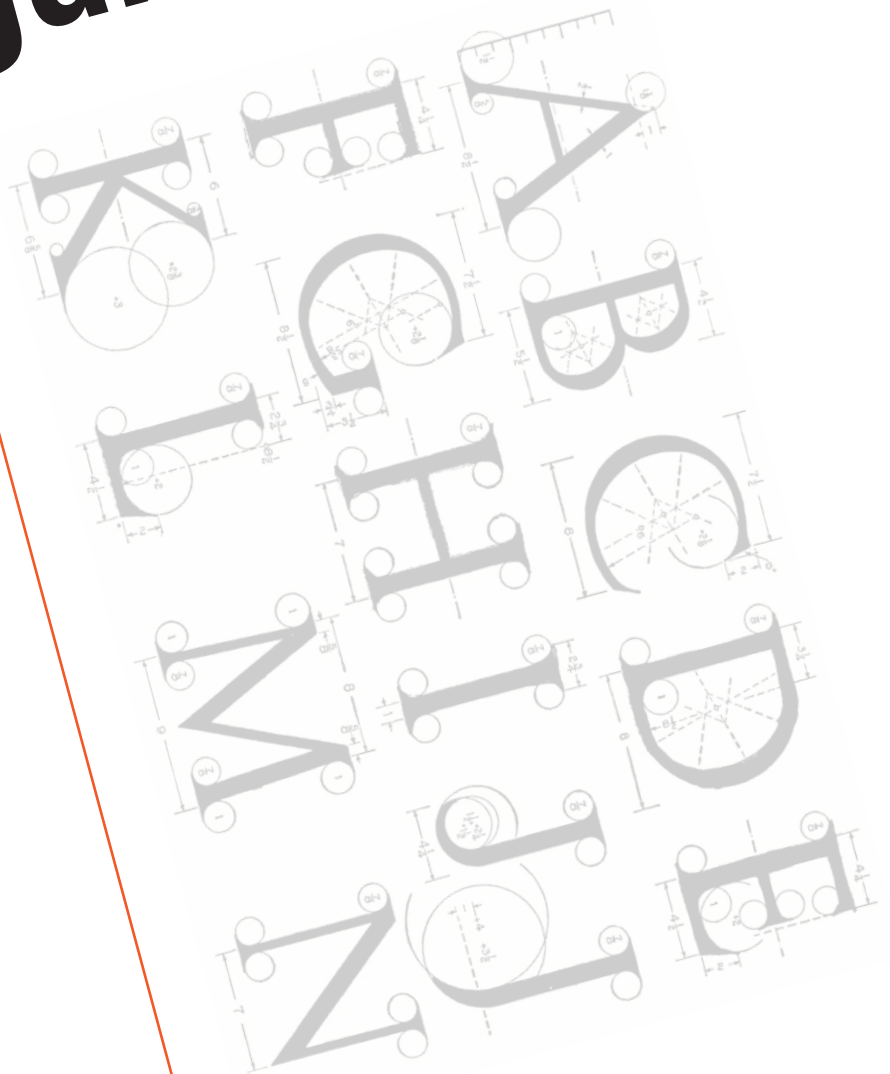




basic typography guide



> what is a font?

> what is a font?

A font is set of glyphs (or images) that represent a complete series of alphabetic and numeric characters, punctuations and symbols in a particular size and style (or typeface) which may include boldface, italic or bold italic.

Example:

Georgia Regular (size 18)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

., ' " ; : ? ! / - () []

< > @ # \$ % ^ & * + =

Georgia Bold (size 10)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

., ' " ; : ? ! / - () []

< > @ # \$ % ^ & * + =

Georgia Bold Italic (size 14)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

., ' " ; : ? ! / - () []

< > @ # \$ % ^ & * + =

> what is a point?

All fonts are measured in points, which equal 1/72". So if you typed your name in a (correctly built) font, and set it to 36 points, the letters would be 1/2" tall.

Helvetica [10 pts]

Helvetica [12 pts]

Helvetica [14 pts]

Helvetica [18 pts]

Helvetica [24 pts]

Times New Roman [10 pts]

Times New Roman [12 pts]

Times New Roman [14 pts]

Times New Roman [18 pts]

Times New Roman [24 pts]

> categories of fonts

> what are the categories of fonts?

serif

fonts that have counterstrokes, or “feet,” on the ends of main strokes of letters

Times New Roman

(ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

Garamond

(ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

sans serif

fonts that do not have serifs, or “feet,” on the ends of main strokes of letters

Arial

(ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

Gill Sans

(ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

script

fonts that resemble hand-written text and can be formal or casual

Formal: Script MT Bold

(ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

Casual: Bradley Hand ITC

(ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

deco (decorative)

fonts that are graphically enhanced for visual impact; should never be used in small sizes (body copy)

Jokerman

(ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

Laconic

(ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

> body copy vs. deco fonts

> what is body copy?

Body copy is informational text comprised of complete sentences, paragraphs or more. It is presented in smaller font sizes. Due to its extended length and smaller point size, body copy always utilizes clean, easily readable fonts such as Arial, Helvetica or Times New Roman. What you are reading right now is body copy text.

> how to tell if a font is deco or body copy

All fonts work fine in large sizes, but only body copy fonts should be used in small sizes.

Also, some deco fonts have serifs while others have only slight graphic enhancement. It can often be hard to tell the difference between deco and body copy fonts.

Serif Example: Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Deco Serif Example: Cooper Black

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

So how do you know the difference? Simply answer this question:

"Can I imagine reading an entire novel in this font with ease?"

If the answer is no, it is a **deco** font.

Look at the two samples below. Which is easier to read? The bottom font has serifs, but the letters are so thick that it makes it hard to read in such a small size.

Body Copy (Times New Roman)

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

Deco (**Aardvark**)

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

> styles and alignment

> what are the various type styles?

type styles are thicknesses and proportions of characters within a font

medium/regular or Roman

standard stroke weight values of a font; medium/regular usually associate with sans serif fonts, Roman usually associated with serif fonts

oblique/italic

canted letters; oblique usually associated with sans serif fonts and is strictly at an angle (such as *Arial*); italic usually associated with serif fonts and tends to have a cursive quality (such as *Times New Roman*)

bold

stroke weight is thicker compared to medium/regular or Roman settings

extended

letters are wider in comparison to it medium/regular or Roman setting

condensed

letters are more narrow in comparison to it medium/regular or Roman setting

black

stroke weight is thicker compared to bold setting

> what are the various text alignments?

left align- lines of text are flush to the left margin

center align- lines of text are centered within the margins with equal residual space on each side of lines

right align- lines of text are flush to the right margin

left justify- lines of text are flush to both margins except the last line which is left align

force justify- all lines of text are flush to both margins

LEFT ALIGN

Accum quipsusto commolore
mod dolor sequam iriliquipis
nonse ea cor acipis nim ipsusci
et at utet dit. Vero euguer ing
ex et nit acidunt am inis el il in
vel in vel ute cor. Sit ut nis nim
zzriuscinis nit nis ad doluptat
aliquis doluptat.

CENTER ALIGN

Accum quipsusto commolore
mod dolor sequam iriliquipis
nonse ea cor acipis nim ipsusci
et at utet dit. Vero euguer ing
ex et nit acidunt am inis el il in
vel in vel ute cor. Sit ut nis nim
zzriuscinis nit nis ad doluptat
aliquis doluptat.

RIGHT ALIGN

Accum quipsusto commolore
mod dolor sequam iriliquipis
nonse ea cor acipis nim ipsusci
et at utet dit. Vero euguer ing
ex et nit acidunt am inis el il in
vel in vel ute cor. Sit ut nis nim
zzriuscinis nit nis ad doluptat
aliquis doluptat.

JUSTIFIED

Accum quipsusto commolore
mod dolor sequam iriliquipis
nonse ea cor acipis nim ipsusci
et at utet dit. Vero euguer ing
ex et nit acidunt am inis el il in
vel in vel ute cor. Sit ut nis nim
zzriuscinis nit nis ad doluptat
aliquis doluptat.

FORCE JUSTIFIED

Accum quipsusto commolore
mod dolor sequam iriliquipis
nonse ea cor acipis nim ipsusci
et at utet dit. Vero euguer ing
ex et nit acidunt am inis el il in
vel in vel ute cor. Sit ut nis nim
zzriuscinis nit nis ad doluptat
aliquis adiatum doluptat.

> architecture (basic)

> what are the various parts of a font?

size

the total height of the text, measured in points, from the highest part of any character to the lowest

baseline

the imaginary line on which text seems to rest upon

the distance between baselines is known as "leading" (see example below)

capline

the imaginary line uppercase letters seem to reach

mean line

the imaginary line lowercase letters seem to reach

x-height

the height of lowercase letters (without ascenders) measured from the baseline to the mean line

ascender

the part of lowercase letters that rise above the x-height (meanline)

descender

the part of lowercase letters that drop below the baseline



> x-height

> why is the x-height of a font important?

The height of lowercase letters compared to capital letters is significant. Generally speaking, fonts with tall x-heights are easier to read. Unless of course, they become so tall that they impede upon ascenders and descenders, thus making it hard to read.

Fonts with high x-heights can be more casual and youthful. Fonts with low x-heights (allowing for longer ascenders and descenders) tend to be more formal. See examples below.

Normal x-height

This is a traditional x-height relationship with capital letters.

[Times New Roman]

The Quick Brown Fox Jumped Over The Lazy Dog.

Tall x-height

Taller x-heights, which create shorter ascenders and descenders, is more casual and youthful.

[Century Gothic]

The Quick Brown Fox Jumped Over The Lazy Dog.

Short x-height

Shorter x-heights, which create taller ascenders and descenders, is more formal.

[High Tower]

The Quick Brown Fox Jumped Over The Lazy Dog.

Tjk

Normal x-height

Tjk

Tall x-height

Tjk

Short x-height

> leading

> what is leading?

Leading (pronounced ledding) is simply the distance between baselines of text. Outside of the design world, people refer to this as "spacing." A "double spaced" paper has gaps between lines of text that are twice the normal size.



> why is leading important?

Leading can have a dramatic impact on readability. Too tight is as bad as too loose. There is no standard rule here- text needs to "feel" right to the reader. Traditionally, fonts default to a leading value that is 120% of the font size. As an example, Arial size 10 is defaulted to a leading value of 12 points.

DEFAULT

[Size: 10pt | Leading: 12 pt]

Accum quipsusto commolore mod dolor sequam iriliquipis nonse ea cor acipis nim ipsusci et at utet dit. Vero euguer ing ex et nit acidunt am inis el il in vel in vel ute cor. Sit ut nis nim zzriuscinis nit nis ad doluptat aliquis adiatum doluptat at.

TIGHT

[Size: 10pt | Leading: 9 pt]

Accum quipsusto commolore mod dolor sequam iriliquipis nonse ea cor acipis nim ipsusci et at utet dit. Vero euguer ing ex et nit acidunt am inis el il in vel in vel ute cor. Sit ut nis nim zzriuscinis nit nis ad doluptat aliquis adiatum doluptat at.

LOOSE

[Size: 10pt | Leading: 15 pt]

Accum quipsusto commolore mod dolor sequam iriliquipis nonse ea cor acipis nim ipsusci et at utet dit. Vero euguer ing ex et nit acidunt am inis el il in vel in vel ute cor. Sit ut nis nim zzriuscinis nit nis ad doluptat aliquis adiatum doluptat at.

> what leading value should you use?

Default leading is usually fine for body copy text (smaller informational text comprised of complete sentences, paragraphs or more). But when it comes to large text, default leading is usually way too much. It is best to start with a leading value equal to the font size, though most of the time you will need to decrease it even more for it to "feel right."

INCORRECT

Fonts in large sizes have awkwardly big default leading values.

**PRIMARY
HEADLINE**

CORRECT

The leading here was decreased until the distance "felt right."

**PRIMARY
HEADLINE**

> kerning & tracking

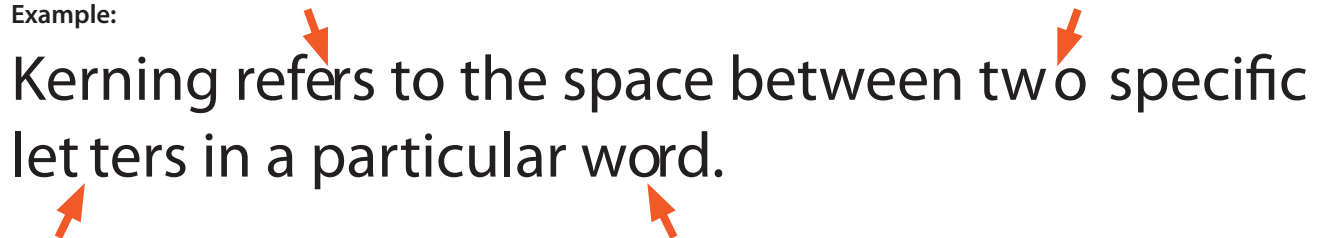
> what is kerning?

Kerning refers to the space between a specific pair of letters.

This is particularly evident with:
slanted letters like A, V, W and Y
irregular shaped letters like f

Example:

Kerning refers to the space between two specific letters in a particular word.

The diagram shows the word "two" in a serif font. Four orange arrows point to the spaces between the letters: one points to the space between 't' and 'w', one to the space between 'w' and 'o', one to the space between 'o' and the period, and one to the space between the period and the end of the sentence.

> what is tracking?

Tracking refers to the spacing between a series of letters of text (such as an entire word, sentence or line).

Example:

Tracking refers to the space between a series of letters of text such as an entire word, sentence or line.