


“Typography must be as beautiful as a
forest, not like the concrete jungle of the
tenements. It gives distance between
the trees, the room to breathe
and allow for life.”

Adrian Frutiger

INTRODUCTION

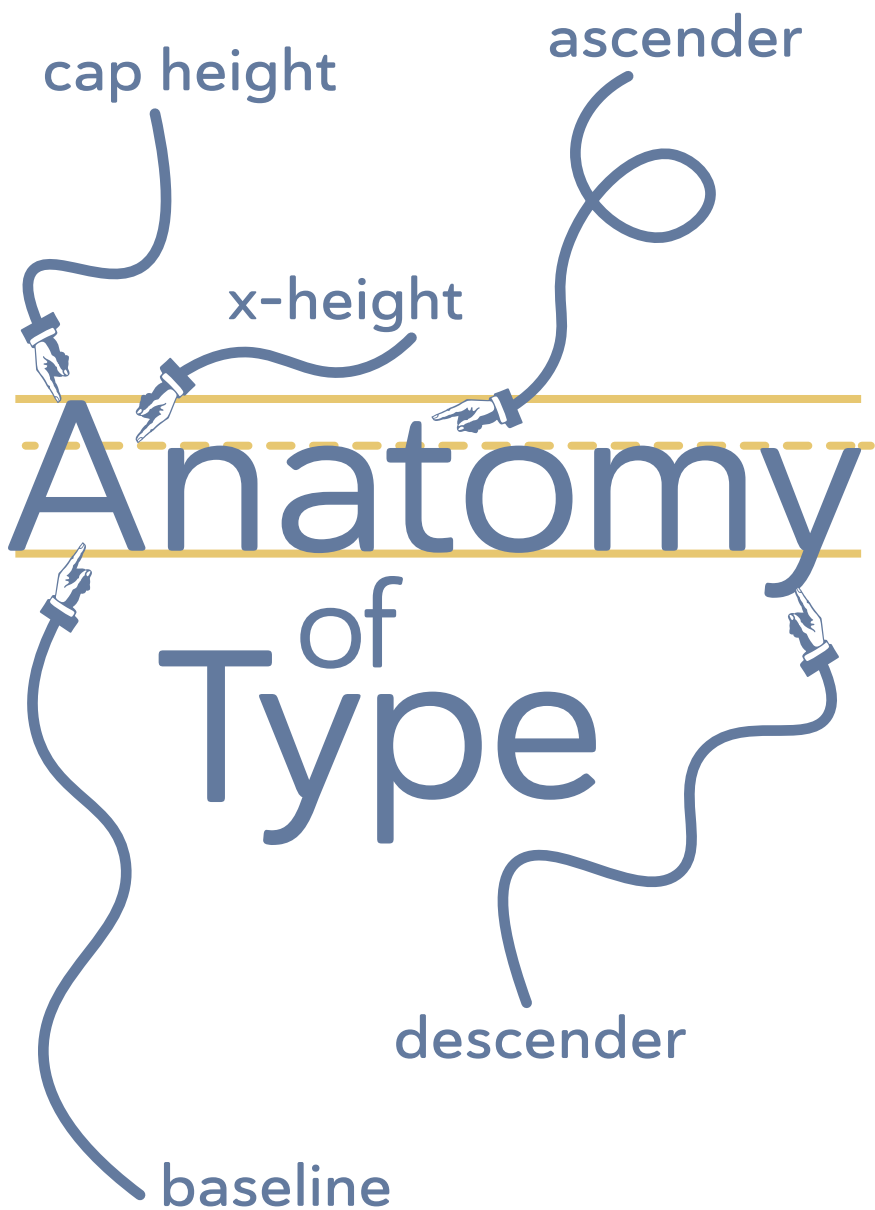
Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, as well as adjusting the space between pairs of letters.

The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols.



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TYPE ANATOMY

[ascender]

the part of a lowercase letter that extends above the x-height

[baseline]

the horizon on which letters sit

[cap height]

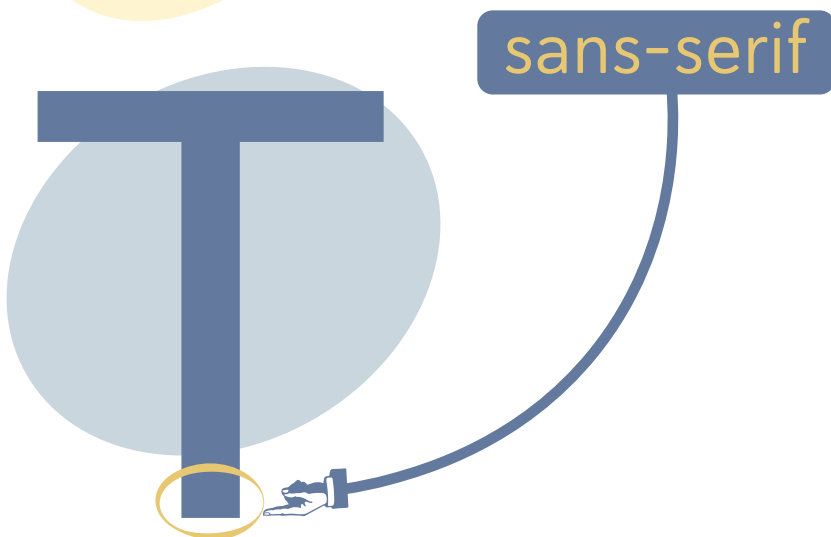
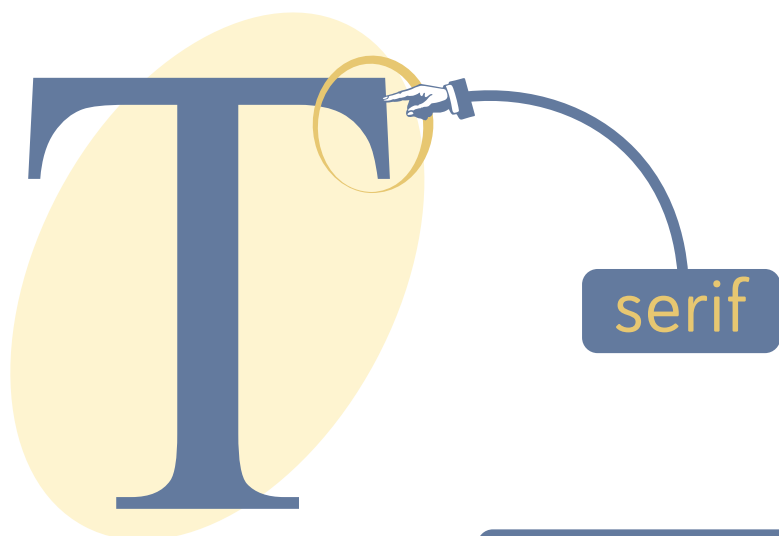
the height of a capital letter above the baseline for a specific typeface

[descender]

the part of a lowercase letter that extends below the baseline

[x-height]

the center area of the baseline and cap height, measured against the height of the lowercase x



[serif]

A straight or curved line that creates the principal part of a letter

[sans-serif]

A typeface that does not have serifs.

Ampersand

A stylized typographic symbol used to designate the word and.

The paragraphs in a document that make up the bulk of its content. Body text should be set in an appropriate and easy to read face, typically at 10 or 11 point size.

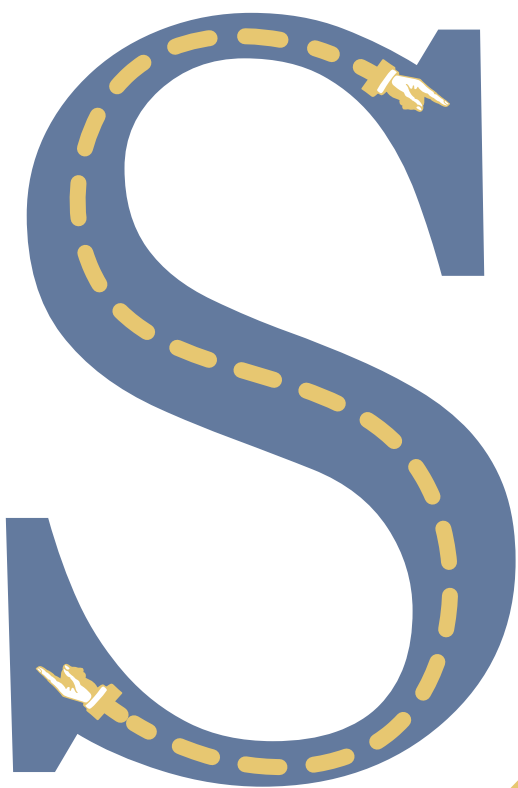
Body Text

Dingbats



Symbol characters such as decorations, arrows, and bullets.





stroke

A straight or curved line
that creates the principal
part of a letter

DISPLAY FONT

AN appearance-
based OR
USAGE-BASED
category
OF FONTS.

DECORATIVE

FONTS are

OFTEN ornate &
attention-grabbing.

Script

Fonts that appear to have been hand lettered with a calligraphy pen or brush, or sometimes with a pencil or technical pen.

GRID

A matrix of vertical and horizontal lines that come together to create a two-dimensional structure.

Haboro Soft
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Font Family

A collection of typefaces that were designed and intended to be used together. For example, the Haboro family on the left consists of demi and italic styles, as well as regular, semibold, and bold weights. Each of the style and weight combinations is referred to as a typeface.

Typeface

The letters, numbers, and symbols that makeup a design of type. A typeface is often part of a type family of coordinated designs. The individual typefaces are named after the family and are also specified with a designation, such as italic, bold, or condensed.

Adrianna

Arial

Bahnschrift

Comic Sans

Georgia

Haboro Soft

Impact

Myriad Pro

Plume

Pulpo Rust

Raleway

Segoe Print

Sylfaen

Tahoma

Trebuchet

Verdana



A design treatment in which the first capital letter of a paragraph is set in a larger point size and aligned with the top of the first line. This method is used to indicate the start of a new section of text, such as a chapter.

EM DASH

A long dash that indicates either a change of thought or emphasis used to indicate a break in a sentence:

His friend—also an editor—thought the same thing.

EN DASH

A medium-length dash used to indicate a range of items, values or the passage of time: 1960–1990.

ALIGNMENT

The positioning of text within the text block or frame. Alignment can be flush left, flush right, justified, or centered. Flush left and flush right are sometimes referred to as left justified and right justified.

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Leading

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The amount of space added between lines of text to make the document legible. The term originally referred to the thin lead spacers that printers used to physically increase space between lines of metal type.

Leading

Leading

Leading

Gutter

Leading

The space between columns of type

>Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed
diam nonummy nibh
euismod tincidunt ut
laoreet dolore magna
aliquam erat volutpat.
Ut wisi enim ad minim

Ut wisi enim ad minim
veniam, quis nostrud
exercitation ullamcor-
per suscipit lobortis
nisi ut aliquip ex ea
commodo consequat.
Duis autem vel eum
iriure dolor in hendre-




Ker n i n g Kerning




The adjustment of horizontal space between individual characters in a line of text. Without kerning adjustments, many letter combinations can look awkward. The objective of kerning is to create visually equal spaces between all letters so that the eye can move smoothly along the text.

Kerned Pairs



Some combinations of characters naturally have excessive space between them (such as Ta or Vo) and must be manually adjusted by the designer or typographer.



R i v e r

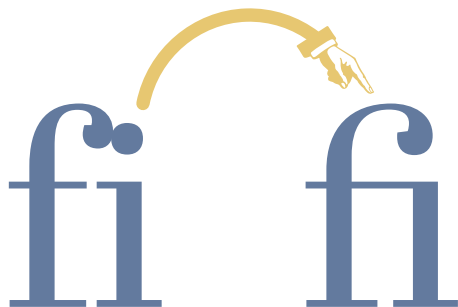
Word spaces that align vertically from line to line in poorly justified text creating a distracting river of white space in a block of copy.

The Nile is a major north-flowing river in northeastern Africa. It flows into the Mediterranean Sea. The Nile is the longest river in Africa and has historically been considered the longest river in the world, though this has been contested by research suggesting that the Amazon River is slightly longer. Of the world's major rivers, the Nile is one of the smallest, as measured by annual flow in cubic metres of water.

O R P H A N A word or paragraph-opening line that appears by itself at the bottom of a page or column, thus separated from the rest of the text.

W I D O W A paragraph-ending line that falls at the beginning of the following page or column, thus separated from the rest of the text.

L I G A T U R E Two or more letters combined into a single letter form that touch. In some typefaces, character combinations such as fi and fl overlap, resulting in an unsightly shape.



SUPERSCRIPT A character (such as a number or letter) that is set slightly below or above the normal line of type

$$a^2 + b^2 = c^2$$