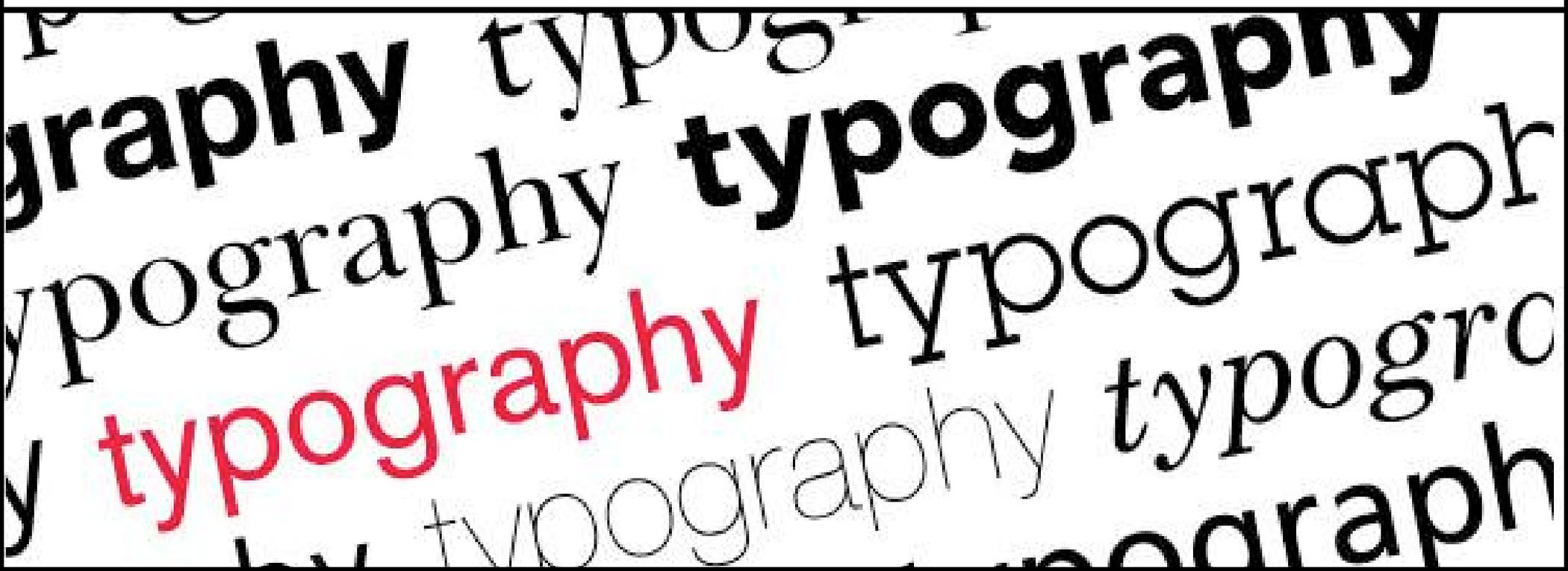


A Basic Introduction to Typography



What is Typography?

Typography is an art form that has been around for hundreds of years. Words and text are all around us every day in almost everything we do. In every piece of type you see, somebody has considered how the letters, sentences and paragraphs will look in order for it to be read by us, or make us feel a certain way when we look at it.

Sometimes this is done well, sometimes not. Often it is graphic designers who are the ones deciding how it will look; in brochures, logos, websites and so on. The better we are at this, the more effective our designs will be.

Good typography comes from paying attention to *tiny details*. This can make the difference between work that is average or work that is *really* good.

Typographic Basics... typeface or font?

Designers are often unsure of the difference between these two, as they are often confused for being the same thing...

typeface

a set of fonts in the same style. a font family.

Arial

Times New Roman

Century Gothic

font

a single weight or style within a typeface family.

Arial Narrow

Arial Rounded Bold

Arial Black

Times New Roman Regular

Times New Roman Italic

Times New Roman Semi Bold

Century Gothic

Century Gothic Bold

Typographic Basics...

classification

There are many different classifications of typefaces, but the most common two types are:

Serif – these typefaces are the more traditional ones. “Serifs” are the little feet or arms that hang off the end of letter strokes, and typically add a thick/thin look to the letter. Serif fonts are considered the easiest fonts to read so they are most often used as text or “body” copy.

Sans-serif – as the name suggests, sans serif fonts are “without serifs” and usually have an overall even stroke weight. Sans serif fonts can evoke a more modern look because they were not created until the 19th century. While they can also be harder to read, they are often used only for small amounts of copy, subheadings, or large headlines. Helvetica is the most universal sans serif font as it is used around the world.

Typographic Basics... serif vs. sans-serif

Now, how do you decide which one to work with for your project?

serif or **sans-serif?**

Baskerville

Clarendon

Garamond

Georgia

TRAJAN

Arial

Futura

Impact

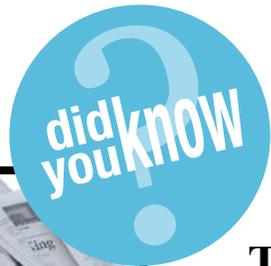
Myriad

Tahoma

Typographic Basics... serif vs. sans-serif

Start out by considering Serif fonts as "fancy" fonts. Those little embellishments on every letter are just that – embellishments. Serif fonts can be associated with words like classy, refined, expensive. If those words also describe who your target audience is, then this is the type of font you should choose.

Serif fonts are: **REFINED** *fancy* *elegant*
expensive *classy*

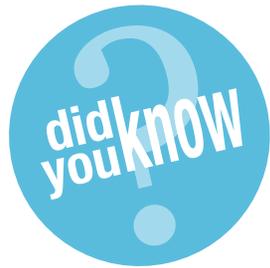


Times New Roman: is the standard for all written articles because it the most common font found in newspapers. News is associated with importance and seriousness – so the font Times New Roman became associated with intelligence and seriousness, and conveys the feeling that the news or article you are reading is important!

Typographic Basics... serif vs. sans-serif

Sans-Serif fonts come without these embellishments so they tend to get associated with words like clean, modern, straightforward, and sometimes (although not always) inexpensive – If you want a font that is going to speak to the subconscious of the general public and make them feel comfortable instantly, than use a sans-serif font.

Sans-serif fonts are: **clean** **modern** **minimalist**
straightforward **fresh**



Masthead: The title going across the front of a magazine is called a *masthead*. The next time you are standing in front of a magazine rack, take a look at the fonts used for the covers on display. You can usually tell the target audience just by looking at the font used for the masthead. Magazines that use a sans-serif font are clear, inviting and universal to the general public. However, ones that are more news-oriented, sophisticated or political will most likely use a serif font for the masthead.



Typographic Basics... other styles of fonts

decorative

Decorative fonts are designed to be used for attention-getting headlines. They should rarely be used as body copy fonts. When designing, it is best to limit your use to only one decorative font.

Las Vegas

Castaway

MESQUITE

LIVING HELL

JetSet

PORTOCALI.

Kiddiez

Fiesta

ROSEWOOD

Typographic Basics... other styles of fonts

script

Script fonts are designed to mimic handwriting, therefore the letters often touch one another. There is both traditional and modern styles of script. Script fonts should never be used in all capital letters.

Formal

Allegro

Bickham

Zapfino

Modern

Split

Brush

Rocket

Typographic Basics... other styles of fonts

handwriting

Handwriting fonts are designed to look like they were hand written. These can range from a fancy adult script, to a child's scribble.

Angelina

Scribble

peas

STREET SOUL

children

Baby Face

comic sans

CARTOONS

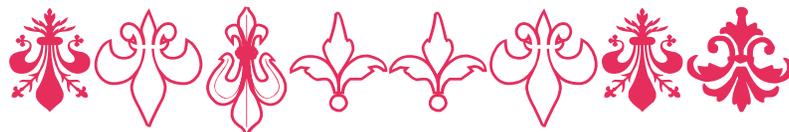
Typographic Basics... other styles of fonts

dingbats

Dingbats are symbols that are small pieces of art used to enhance the design of the text or page. While Zapf Dingbats and Wingdings are the most common dingbats, there are hundreds, if not thousands, of different designs available. They are usually packaged with a specific font, and tend to mimic their style.



LOOK! *FREE* *Call*



Typographic Basics...

font sizes

sizes

Fonts come in many different sizes, and use a system of measurement called *points*. Computers use 72 points to equal one inch. Two different font designs at the same point size may actually have different physical sizes. The correct size for a font depends on how it's being used. The body copy is generally 9-12 points depending on the font used, the audience, and the size of the material. A printed letter page may use a 12 pt, but a presentation on screen may need a larger size like 24 pt.

6 7 8 9 10 11 12 14 18 21 24 36 48 60 72

84 96 2000

It's the little things that matter most...

The difference between “just okay” typography and professional level typography is usually in the details. Many times, simply typing in the text and formatting the font, size and line spacing is enough. However, depending on the design, some extra attention may be needed. Larger type sizes may need adjustments to the space between the characters, and paragraphs need to be adjusted to eliminate “widows” and “orphans.”

Character & word spacing

kerning
tracking

Line spacing
leading

Paragraph spacing

alignment
line breaks & rag
hyphens
widows & orphans

Typographic Basics... **character spacing**

kerning

Kerning is the space between each character or letter. Sometimes this space needs to be adjusted in order to create a more pleasing look to the text. Most programs apply kerning automatically, but there are certain letter combinations that may require manual kerning.

AWE
No Kerning

AWE
Automatic Kerning

AWE
Manually Adjusted

type looks better with kerning!

Watermelon
Watermelon

Typographic Basics... word spacing

tracking

The adjustment of word spacing is called tracking. It is similar to kerning but refers to the space between words instead of characters. It's main purpose is to make type fit a required space without altering the type size or line spacing. Tracking can be either negative (making the words closer together) or positive (making the words farther apart)

Tracking at 400 **T R A C K I N G I S A D E S I G N T O O L**

Tracking at 100 **TRACKING IS A DESIGN TOOL**

Tracking at 0 **TRACKING IS A DESIGN TOOL**

Tracking at -50 **TRACKING IS A DESIGN TOOL**

Tracking at -100 **TRACKING IS A DESIGN TOOL**

Typographic Basics... **line spacing**

leading

Leading, or line spacing, refers to the amount of space between lines of type. The amount of leading you use will be determined based on the font used, the line length, and the size of the type. The larger the type, the more leading you will need.

24 / 24

**this is an example of
size 24 type with a
leading of 24 pt.**

24 / 36

**this is an example of
size 24 type with a
leading of 36 pt.**

36 / 24

**this is an example of
size 36 type with a
leading of 24 pt.**

24 / 24

**this is an example of
size 36 type with a
leading of 36 pt.**

Typographic Basics... paragraph spacing

alignment

Alignment refers to the way the lines of text flow on a page. Most text is aligned left, as this is how we are used to reading it. In some cases, we may want to use other alignments in order to add to the design quality of a project.

align left

This text is aligned left so that the sentences always line up on the left side

align center

This text is centered so that the sentences always line up on top of one another

align right

This text is aligned right so that the sentences always line up on the right side

justified

This text is justified so that there is a straight edge on both sides. In order to do this you will have to use tracking

Typographic Basics... paragraph spacing

line breaks & rag

In typography, “rag” refers to the irregular or uneven vertical margin of a block of type. Usually it’s the right margin that’s ragged but either or both margins can be ragged. Pay attention to the shape that the ragged line endings make. A good rag goes in and out from line to line in small increments. A poor rag creates distracting shapes of white space in the margin. Don’t rely on the line breaks generated by your software application; get in the habit of spotting and correcting poor rags by making manual line breaks or by editing your copy.

bad rag

Not many days after we heard the church-bell tolling for a long time, and looking over the gate we saw a long, strange black coach that was covered in black cloth and was drawn by black horses; after that came another and another and another, and all were black, while the bell kept tolling, tolling.

good rag

Not many days after we heard the church-bell tolling for a long time, and looking over the gate we saw a long, strange black coach that was covered in black cloth and was drawn by black horses; after that came another and another and another, and all were black, while the bell kept tolling, tolling.

bad rag



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tortor neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra. Curabitur eget eros sed erat pretium convallis ac eu ipsum. Integer at purus ante sed volutpat nisl.

good rag



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tortor neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra. Curabitur eget eros sed erat pretium convallis ac eu ipsum. Integer at purus ante, sed volutpat nisl.

Typographic Basics... paragraph spacing

hyphens

Hyphenated words are sometimes considered a necessary evil in typography, but proper hyphenation allows for a better-looking, tighter rag – or, in the case of justified type, a more natural, even text color. Hyphenation also allows more words to fit in a line, which saves space.

- Don't have more than two hyphenations in a row.
- Don't have too many hyphenated line endings in a single paragraph
- Check the “rag” (the right edge of the text) for any glaring holes, or words that “stick out”
- In justified text, check that the text looks natural, with an even, readable color and texture. Avoid spacing that looks squeezed or stretched.

Typographic Basics... paragraph spacing

widows & orphans

If a single word or very short line is left at the end of a column it is called a *Widow*. If the same is left at the top of the following column this is called an *Orphan*. Both of these are considered bad typography as they cause distracting shapes in a block of type. They can usually be fixed easily in the same way as the rag, by reworking the line breaks in the column or by editing the copy.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Donec eleifend tortor a nibh
porta iaculis. Sed et neque
turpis. Fusce et tortor
neque, quis tempus lorem.
Sed rutrum nunc sit amet
nibh volutpat viverra.
Curabitur eget eros sed erat
pretium convallis ac eu
ipsum.

Widow

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Donec eleifend tortor a nibh
porta iaculis. Sed et neque
turpis. Fusce et tortor
neque, quis tempus lorem.
Sed rutrum nunc sit amet
nibh volutpat viverra.
Curabitur eget eros sed
erat pretium convallis.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Donec eleifend tortor a nibh
porta iaculis. Sed et neque
turpis. Fusce et tortor
neque, quis tempus lorem.
Sed rutrum nunc sit amet
nibh volutpat viverra.
Curabitur eget eros sed erat
pretium convallis ac eu

Orphan

ipsum.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Donec eleifend tortor a nibh
porta iaculis. Sed et neque
turpis. Fusce et tortor
neque, quis tempus lorem.
Sed rutrum nunc sit amet
nibh volutpat viverra.

Typographic Basics...

is that it?

You will find that you will be able to communicate your message more effectively when you take the time to select the right typeface, and make all the small adjustments needed.

typography humor

