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What Is Typography, And Why Is It Important? A Beginner's Guide

This article talks about the extreme importance of typography in our usual lives. It starts with the defining typography, moving onto its history and the impacts of typography. Typography is the styling of text in a way it is clear to the readers and gives a visually appealing experience to the reader. It originated in 11th century. It was first found in publication of Bible. However, in modern times, it is associated with printing and digital world.

Why typography is important?

- a. **Brand recognition**- the typography featured on the website is linked with the name of the brand. It helps in building trust and increasing user following.
- b. **Better decision making**- typography affects the information perceived by texts. Thus, it conveys the message to the user and help them in better decision making.
- c. **More attention of readers**- it makes information of a website visually stimulating and easy to remember. That makes a user in grabbing user's attention towards the important content.

What are the important elements of typography?

- a. **Fonts and typefaces**
- b. **Contrast**
- c. **Consistency**
- d. **White space**
- e. **Alignment**
- f. **Color**
- g. **Hierarchy**

How to select right typography?

- a. **Personality**- what type of personality we want to give to our website? We want it to look serious, playful, welcoming or high-end?

- b. **Tone or nature of the content**- It should depend on the brand and what type of information we want to deliver to the readers.
- c. **Functionality**- along with focusing on style and aesthetics of the texts and fonts, the legibility, readability and accessibility should also be considered at first place.
- d. **Web browser friendly**- the selected typography should be consistent with technology and should not create any problem while using in browser.
- e. **Learning and inspiring**- getting proper knowledge of typography before using it for a website.
- f. **Experimenting**- trying new things and making changes based on the feedback.

Example:

Fonts and Typeface- there are three elementary types of typefaces: serif, sans-serif and decorative. And how this typeface look is given in the image below:

Serif

Sans-Serif

DECORATIVE

Contrast- it shows the information on which the main emphasis of the writer is. Changing the size, typeface, colour, style and weight, the influence of the written content can be changed.

Contrast in type
Lets you Control the Message

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Consistency- it is key of a typography as many different types used can lead to confusion. a person should decide on single theme of colour and hierarchy style and fix it.

IMPACT ON PRIVATE EQUITY

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Alignment- it the orientation of the text towards a specific direction or at an angle. In a single document, it should be consistent just as other elements to have a powerful impact on the reader.

Left alignment is also called flush-left, left-justified, or ragged right.

Right alignment, is also called flush-right, right-justified, or ragged left.

Centered text is, well, centered!

Justified text is sometimes called fully-justified or full alignment and lines up evenly on both the left and the right sides except for the last line of a paragraph.

Forced justification forces "short" lines at the end of paragraphs to also align to both the left and right margins.

Whitespace- it is the empty space around the text. A proper ration of text and whitespace draws attention on text and creates a good visual experience for the reader.

Whitespace

White space is also related to the line height of your text. If you neglect to add a proper line height, your well constructed sentences become one big block of letters.

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Colour- it is to set the mood and helps the text (or important information) stand out. It further has several elements such as hue, saturation and value.

color typography on the web

Hierarchy- it is to help in the organization of ideas in order to help viewers to identify the category of information from which they are reading. For example, the title of a website is always written lager than the other content on the page.

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24px Italic	H2 Sub Header		2.369em	A Visual
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			0.422em	A Visual Type Scale

