



Typography Defintions

Ascender - The parts of lowercase characters that lie above the midline.

Baseline - The imaginary line where all characters sit.

Body Height - The length between the top of the tallest letterform to the bottom of the lowest one.

Cap Height - The height of a capital letter measured from the baseline up.

Descender - The stroke of a letter that extends beyond the baseline.

Kerning - The spacing in between characters.

Leading - The vertical space between baselines.

Midline - Line where non-ascending lowercase letters stop.

Point - A typographic unit of measure. There are 72 points in an inch.

Point Size - The point size of a typeface refers to the size of the body, the imaginary area that encompasses each character in a font.

Serif - An extra stroke that is added to the end of the main vertical and horizontal strokes of a letterform.

Sans-Serif - When serifs are absent from a typeface.

Tracking - Also known as letter-spacing, refers to the adjustment of the space between characters in a block of text. It involves uniformly increasing or decreasing the spacing between all characters in a selected text, aecting the overall density and appearance of the text.

X-Height - The space between the baseline and the midline, also the height of the lowercase x.