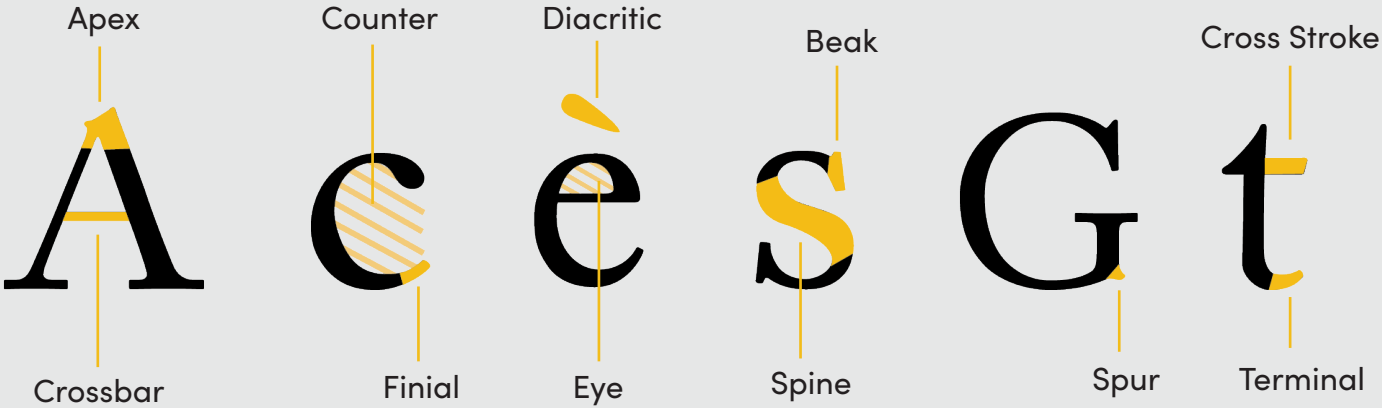Typeface

& Image

Typography

Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader. It involves font style, appearance, and structure, which aims to elicit certain emotions and convey specific messages.

Letter Anatomy

Typography

Serif · Bowl · Axis · Ear · Teardrop Terminal · Ascender · Lobe · Shoulder · Stem · Hairline · Link · Loop · Tail

A c è s G t

Apex · Counter · Diacritic · Beak · Cross Stroke · Crossbar · Finial · Eye · Spine · Spur · Terminal

Special Letters & Symbols

fi — Ligature

123456 / **123456** — Old Style Figures

ga — Double story glyphs

Q — Swashes

g g — Alternates

note⁶ note₂ — Superscript/Subscript

Spacing

Kerning — Kerning

LEADING LEADING LEADING LEADING — Leading

Tracking Tracking Tracking — Tracking

Type Classification

Aa
Humanist San Serif

Aa
Transitional Sans Serif

Aa
Modern
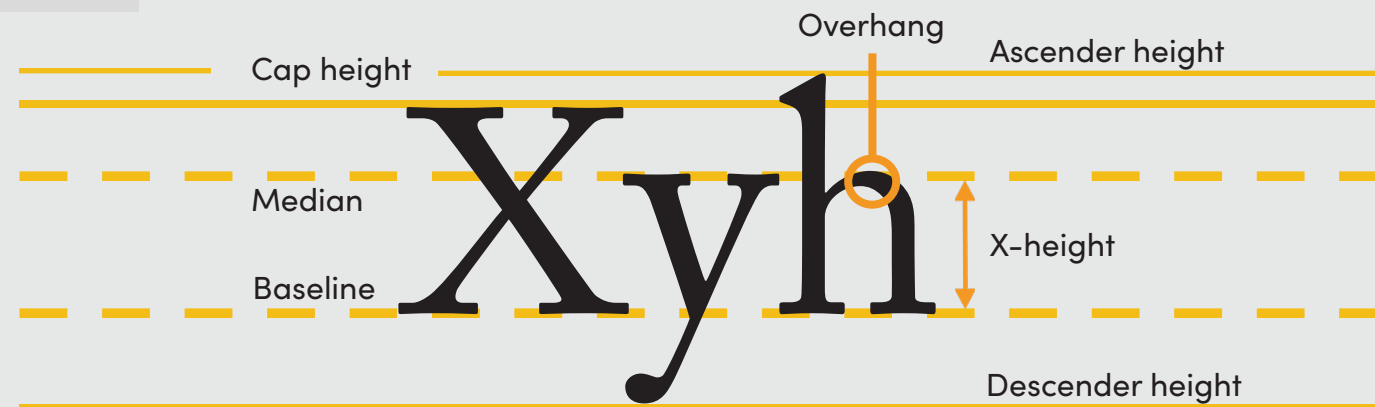
Aa
Geometric San Serif

Aa
Humanist or Old Style

Aa
Transitional

Aa
Egyptian or Slab Serif

Baseline

Overhang

Cap height

Ascender height

Xyh

Median

X-height

Baseline

Descender height

Variants

Bold Font Variation
Bold

Oblique Font Variation
Oblique

Italic Font Variation
Italic

Extended Font Variation
Extended

CAPS FONT VARIATION
Caps

SMALL CAPS FONT VARIATION
Small Caps

Condensed Font Variation
Condensed

Serif

Serif fonts, are the most traditional options, they are associated with feelings of heritage and tradition at the same time that makes your brand feel established.

Best for

Financial companies
Fashion brands
College
Editorials

Garamond

Baskerville

Source

Georgia

Script

Script fonts are the perfect choice for a more elaborated and detailed look for your logo design and tend to look fancier.

Best for

Food-related companies
Fashion brands
Elegant brands
Children focus brands

Samantha

Eds Market

America

Great Vibes

Display

Display fonts are one of the most versatile fonts as they are usually personally made for brands and are the popular choice for typography logo design due to their personality

Best for

Food-related companies
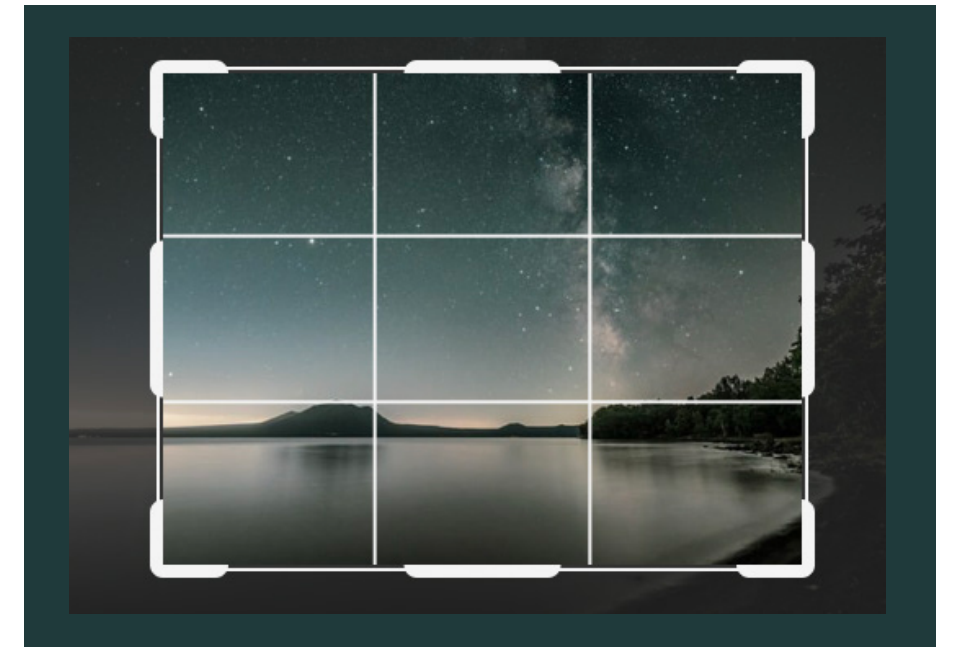Children focus brands

Montserrat

BEBAS NEUE

Poppins

Roboto

Images

Images serve as powerful companions to typography, enriching design with depth, emotion, and context. From evocative photographs to vibrant illustrations, they enhance communication, capture attention, and imbue messages with resonance. Discover how the fusion of images and typography creates compelling visual narratives that leave a lasting impression on audiences.
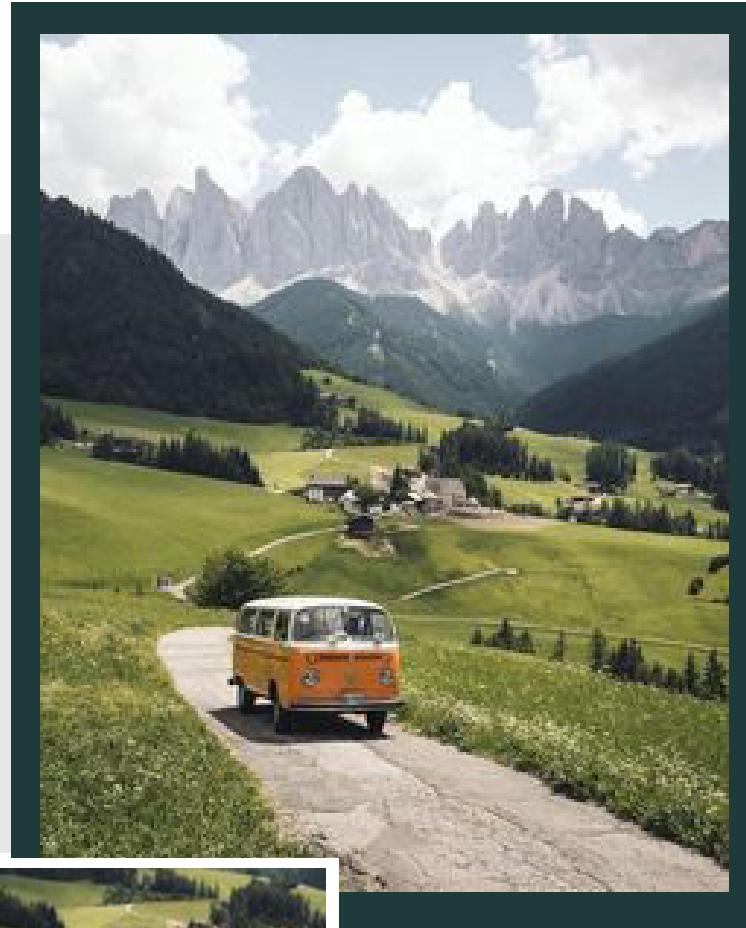
Cropping

Cropping refines visuals, direct-ing focus and enhancing bal-ance for cohesive design. Explore its trans formative power across print and digital mediums.

Dynamic and precise, vector images scale flawlessly for logos, illustra-tions, and beyond, enriching designs across print and digital platforms.
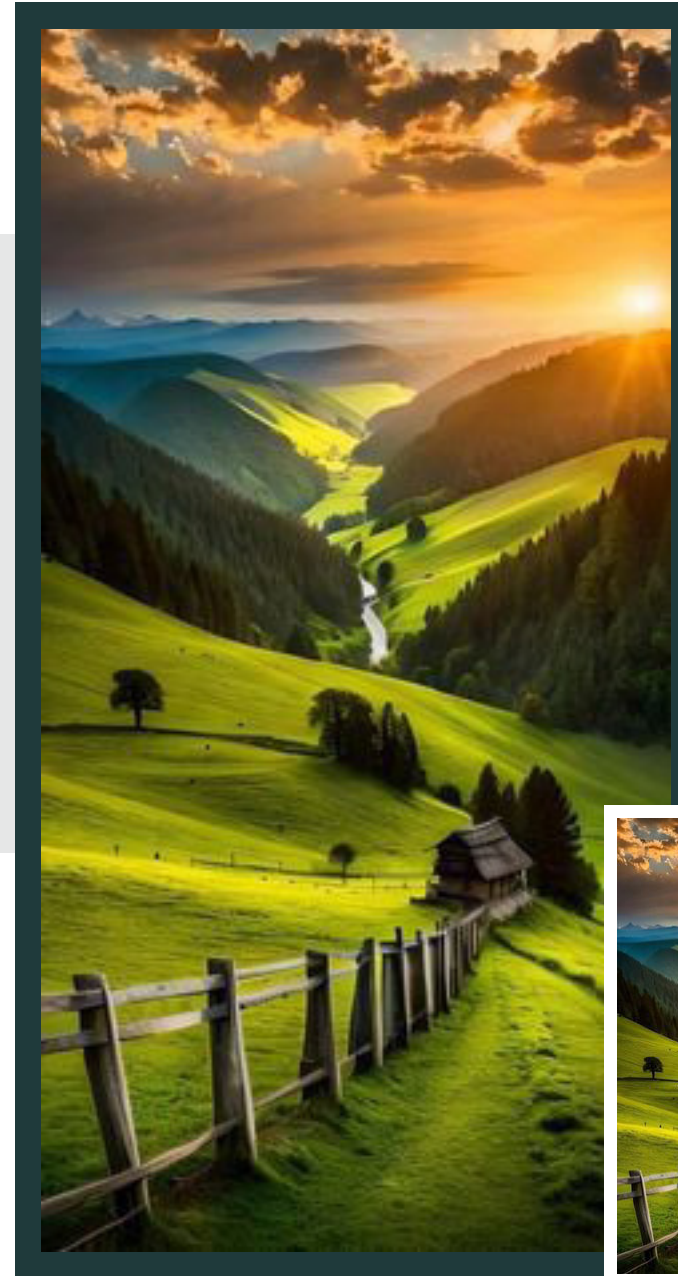

Vector Image

Raster Image

Resizing

Rich in texture and precision, raster images faithfully capture intricate detail in photography and graphics. Essential for high-resolution projects, they enhance visual storytelling across mediums.

Adjusting image size is key to fitting visuals seamlessly into various design contexts. Explore how resizing enhances flexibility and optimizes visual impact across different platforms and mediums.

Designed By

Mohadeseh Alidousti