Typography

MORE THAN JUST WORDS.

ELEMENTS OF

Typography

Tracking

The space between characters as a whole. Increasing creates distance while decreasing it creates tightness.

Alignment

A formating to unify text and create order.

Kerning

Different from tracking, this is the space between individual characters in a word.

Hierarchy

Guides the reader's eye on where to follow next the material.

Leading

It is the distance between two lines of text to create legibility.
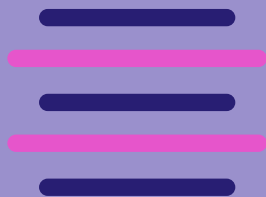
Tracking

Typography

Kerning

More than just words

Leading

by Joshua Lucero

Hierarchy

Alignment

ELEMENTS OF

Typography

The technique of arranging and selecting typefaces to show written language in a visually appealing and effective manner. It can enhance the readability, visual impact, and overall look of designs. Whether in print or digital media, typography serves as a vital tool for visual storytelling, enabling designers to capture attention, create certain emotions, and shape the perception of the content.

Serif

This traditional look are often found in lenghty text that's in newspapers, books and magazines. That being said, it's a common typeface choice in print publications. They can add a touch of sophistication and authority to a design, making them suitable for branding, editorial layouts, and other projects that require a classic or traditional feel.

Paper

The strokes attached to the letters are known as "Serifs".

Sans serif

A sleek and cleaner visual, which is why it is used more digitally such as smartphones and computer screens. Each style has its own characteristics, proportions, and design elements, which give them distinct personalities and intended uses.

Sans is french for "without".

Source

Basic

Address

Futura

Display

This is mostly used for headings to catch the reader's attention. It is not recommended to have it as body text. Keep in mind, that it is important to make it legible as display typefaces do sometimes sacrifice readibility for a better visual look.

Sometimes requires certain adjustments such as kerning.

Ransom

ACTION

CORAL CANDY

NORSE

Script

Mimics the appearance of handwritten or calligraphic lettering. These types of fonts aims more into showing sophistication, elegance and added human touch. It is used for invitations, logos and greeting cards as they give a sense of charm and uniqueness.

The script style evolved throughout centuries and different cultures.

Duckie

Duffy

Script

Broken