
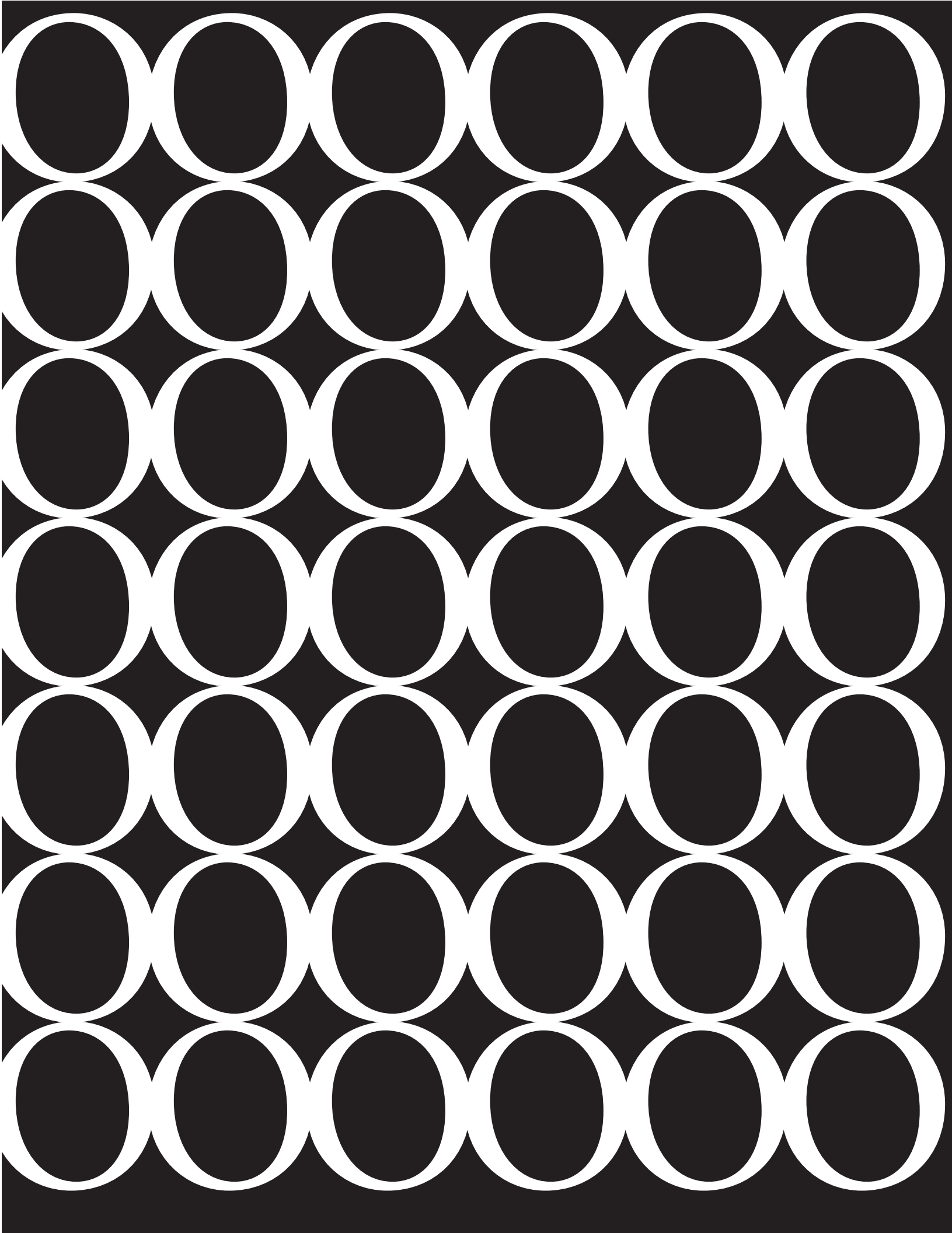


typography handbook

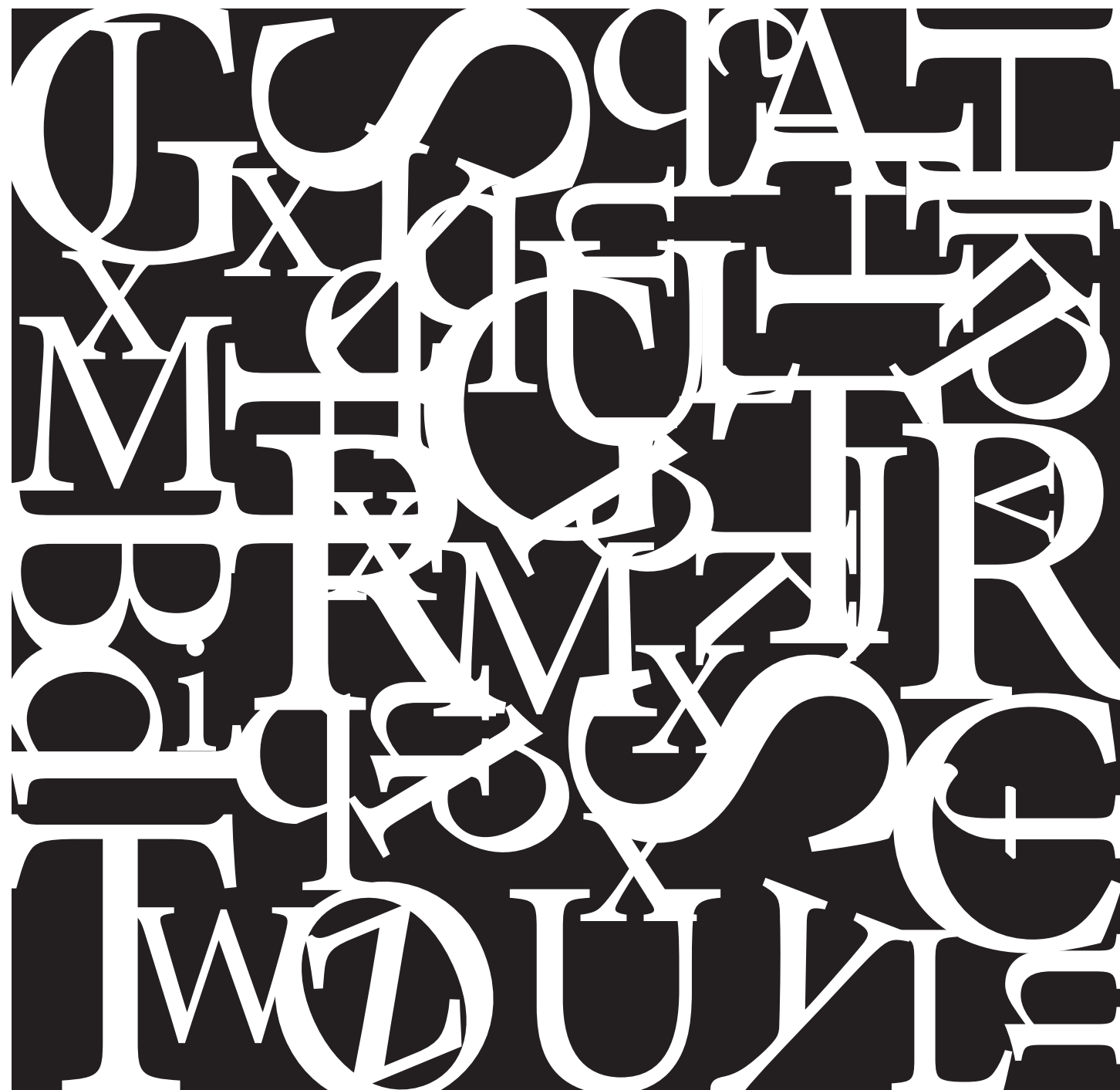
The image features a series of horizontal bars of varying widths, alternating between a dark navy blue and white. These bars are stacked vertically, creating a striped pattern that occupies the lower two-thirds of the page. The top bar is the widest, followed by a thinner white bar, then another dark navy bar, and so on, ending with a wide dark navy bar at the bottom.



contents

History of Minion Pro	2
Alignment	4
Ascender and Descender	6
Baseline	8
Display Type	10
Kerning	12
San SerIF	14
SerIF	16
Tracking	18
Type	20
Font Family	22
Glossary	24

HISTORY OF MINION PRO



- ⇒ Robert Slimback 1990
- ⇒ inspired by late Renaissance-era type
- ⇒ the name comes from the traditional naming system for type sizes, in which minion is between nonpareil and brevier, with the type body 7pt in height
- ⇒ developed using sophisticated interpolaton or multiple master technology to create a range of weights and optical sizes suitable for different text sizes
- ⇒ designed in the “classical tradition”-designed to look like almost all of the other serified typefaces
- ⇒ intended for text that needs to have a classical style, neutral and practical while also slightly condensed to save space
- ⇒ expertly designed to maximize legibility
- ⇒ contains more characters or glyphs than most other fonts
- ⇒ “simplified structure and moderate proportions”

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 ! * @ i ¢ \$ £ ¤ ¥ ¦ § ¨ « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 ω Ÿ “ ” † ‡ • ⁂ ⁃ ⁄ ⁅ ⁆ ⁇ ⁈ ⁉ ⁊ ⁋ ⁌ ⁍ ⁎ ⁏ ⁐ ⁑ ⁒ ⁓ ⁔ ⁕ ⁖ ⁗ ⁘ ⁙ ⁚ ⁛ ⁜ ⁝ ⁞   ⁠ ⁡ ⁢ ⁣ ⁤ ⁥ ⁦ ⁧ ⁨ ⁩ ⁪ ⁫ ⁬ ⁭ ⁮ ⁯ ⁰ ⁱ ⁲ ⁳ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹
 1 2 3 4 5 6 7 8 9 0
 ⁂ ⁃ ⁄ ⁅ ⁆ ⁇ ⁈ ⁉ ⁊ ⁋ ⁌ ⁍ ⁎ ⁏ ⁐ ⁑ ⁒ ⁓ ⁔ ⁕ ⁖ ⁗ ⁘ ⁙ ⁚ ⁛ ⁜ ⁝ ⁞   ⁠ ⁡ ⁢ ⁣ ⁤ ⁥ ⁦ ⁧ ⁨ ⁩ ⁪ ⁫ ⁬ ⁭ ⁮ ⁯ ⁰ ⁱ ⁲ ⁳ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹
 ™ € £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
 ∫ ≈ √ ≠ ≤ ≥ ■ ► ▼ ◀ ◄ ◆ ◇ ◻ ◼ ✓ ✱ ✲ ✳ ✴ ✵ ✶ ✷ ✸ ✹ ✺ ✻ ✼ ✽ ✾ ✿
 ➤ ➦ ➧ ➨ ➩ ➪ ➫ ➬ ➭ ➮ ➯ ➰ ➱ ➲ ➳ ➴ ➵ ➶ ➷ ➸ ➹ ➺ ➻ ➼ ➽ ➾ ➿

Flush Left

Text can be set to different alignments. This one is flush left meaning that every line begins at the same left hand starting point on the page and will be uneven on the right hand side.

Flush Right

Text can be set to different alignments. This one is flush right meaning that every line begins at the same right hand starting point on the page and will be uneven on the left hand side.

Centered

Text can be set to different alignments. This one is centered meaning that every line balances along the axis centered on the paragraph width and both sides are uneven.

Justified

Text can be set to different alignments. This one is justified meaning that every line begins at the same left hand starting point on the page and ends on the same right hand side.

Ascender &
Descender
Ascender &

Ascenders are the parts of a letter or number that go above the cap line or the x-height.

Descenders are the parts of a letter or number that go below the cap line or the x-height.

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

This is the Baseline



The baseline is the line below the letters that they all rest on to demonstrate that they are written in a straight line.

DISPLAY

Display typefaces are usually better read when they are larger in size and tend to become illegible when smaller or used in too many lines of text. They're used

more for headlines, initials, logos and can include experimental, distressed or handwritten elements. Display typefaces should be used for emphasis only.

M X
P E
ε A L

TYPE

We
We

Wo
Wo

Kerni

Ae
Ae

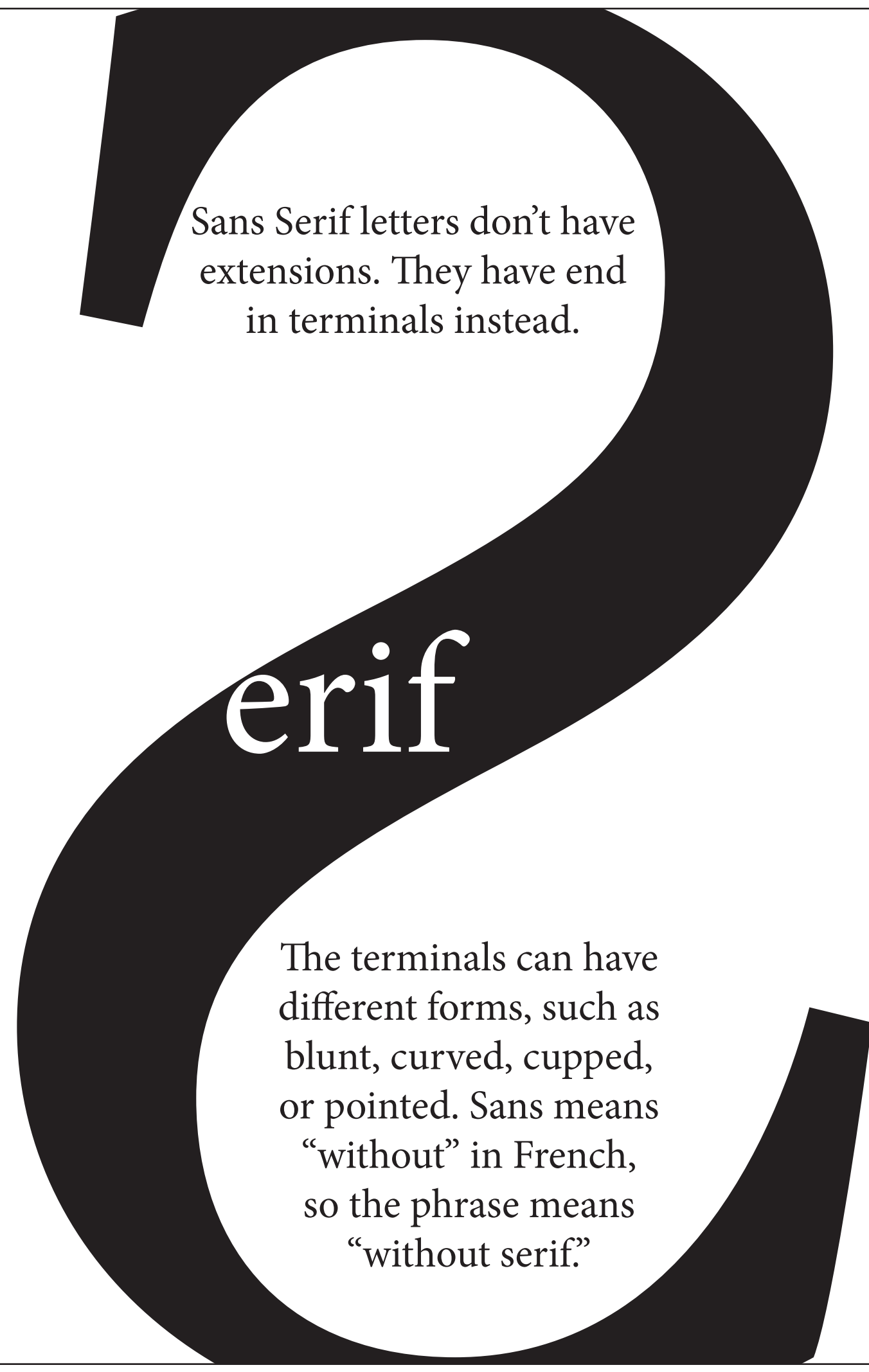
Pe
Pe

To To Ty Ty

in

Kerning is the manual adjustment of the space between two letters to increase good readability of text. Fonts should usually have kerning pairs, which are sets of two letters whose spacing has been modified from the normal preset space, but sometimes the fonts will still need a little kerning.


Tr Tr

The image shows two large, stylized letters, 'a' and 'n', in a classic serif typeface. The letters are white and set against a solid black background. The 'a' is positioned above the 'n'. Both letters feature prominent serifs, particularly on the vertical stems and the bowl of the 'a'.The image shows a large, stylized letter 'S' in a serif typeface. The letter is black and set against a white background. It features prominent serifs, particularly on the vertical stems and the bowl of the 'S'.

Sans Serif letters don't have extensions. They have end in terminals instead.

erif

The terminals can have different forms, such as blunt, curved, cupped, or pointed. Sans means “without” in French, so the phrase means “without serif.”



Serif fonts have extensions that come off the strokes of a letterform. The serifs can come in different shapes and sizes, such as fat, thin, tall, short, pointed, curved, squared, cupped, prominent, or barely visible.

erif

A B C D E F
G H I J K
L M N O P Q
R S T U V W
X Y Z a b c d e f g h
i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

T

Tracking is the spacing between all the letters in a word or sentence. Spacing around each letter makes it easier to distinguish one letter from another. If the tracking is too tight, it interferes with the letter recognition. If the tracking is too loose, it's difficult to tell where one word ends and another begins.

rac

It's important to have the right balance to maximize the readability. Tracking that's too tight or too loose can create emphasis and mood. Wide or extended fonts can benefit from tight tracking, while thin or condensed fonts can benefit from looser tracking. Since no two fonts are created alike, each font should be tracked independently.

Tracking
Tight

king
Loose

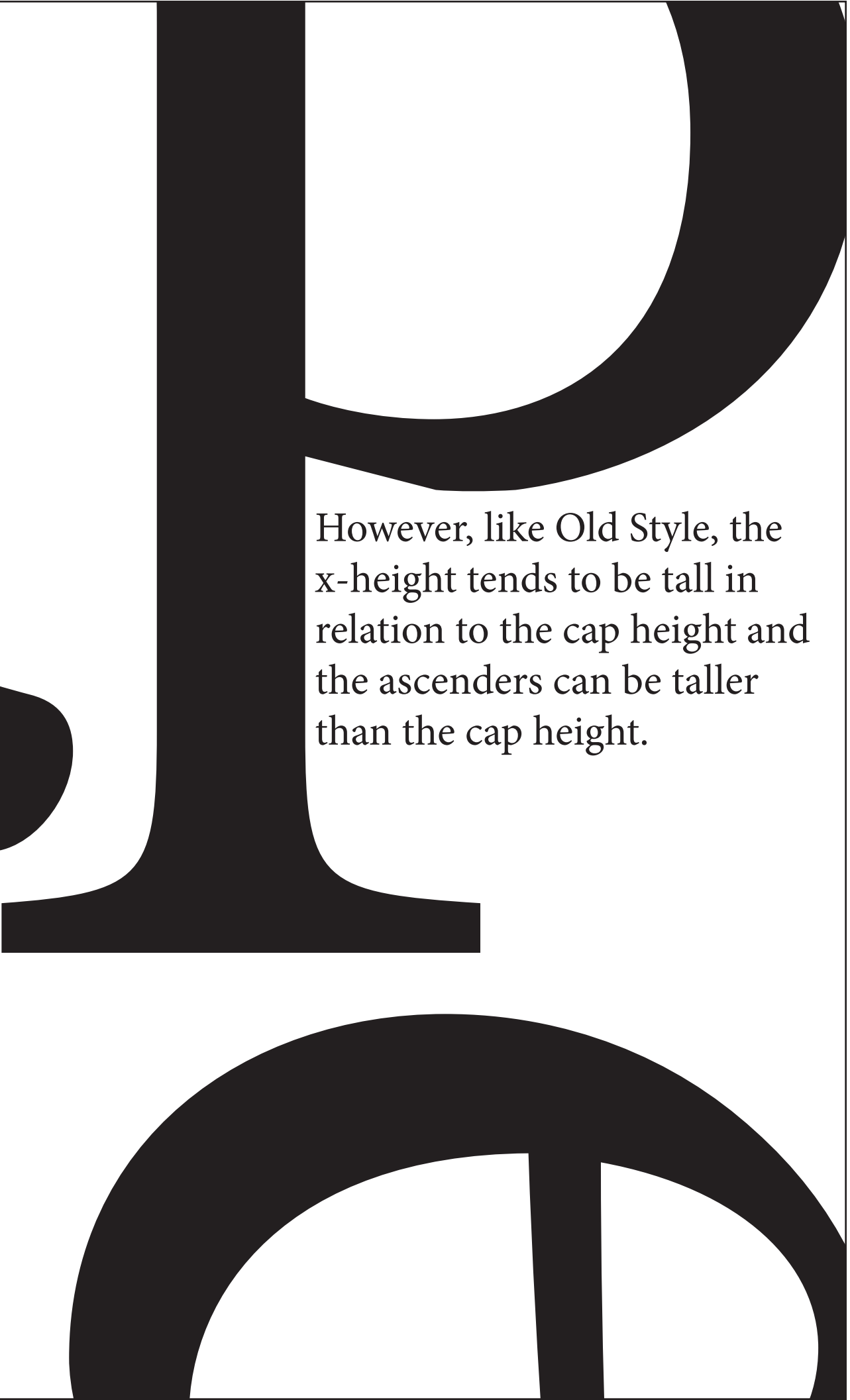
Tracking
Regular

A large, dark, stylized letter 'X' that spans across the middle of the page, acting as a visual separator between the two columns of text. It has a slightly curved, elegant design.

TRANSITIONAL

Minion Pro is similar to a transitional typeface. Transitional typefaces originated in the late 18th century and serve

as a transition between Old Style and Modern lettering. The letters have a straighter and sharper serif, with smaller brackets. It's letterforms have slightly biased or vertical stress and medium contrast between the main and hairline strokes that have more contrast than Old Style.

A large, dark, stylized letter 'P' that is positioned on the right side of the page. It features a tall, straight vertical stem and a curved bowl at the top, with a small horizontal bar at the base.

However, like Old Style, the x-height tends to be tall in relation to the cap height and the ascenders can be taller than the cap height.

Minion Pro is a font that
has four families: bold
condensed italic, regular,
italic, and bold.

ont
amily

Minion Pro- Bold Cond Italic

Minion Pro- Regular

Minion Pro- Italic

Minion Pro- Bold

Minion Pro- Bold Cond Italic

Minion Pro- Regular

Minion Pro- Italic

Minion Pro- Bold

Minion Pro- Bold Cond Italic

Minion Pro- Regular

Minion Pro- Italic

Minion Pro- Bold

glossary

Alignment-This is the position of text, usually a paragraph, that makes sure it is all together and on the left, on the right, centered, or justified.

Ascender-This is the part of a letter or number that crosses over the cap line or x-height reaching, or almost reaching, the ascent line.

Baseline-This is the line that the letters or numbers sit on to keep them in a straight line together on the page.

Descender-This is the part of a letter or number that crosses over the baseline and reaches, or almost reaches, the descent line.

Display Type-This is a typeface that is more decorative and is used more often for a headline or logo because it's read better at a larger size.

Font Family-This is the different variations of a font that can be used.

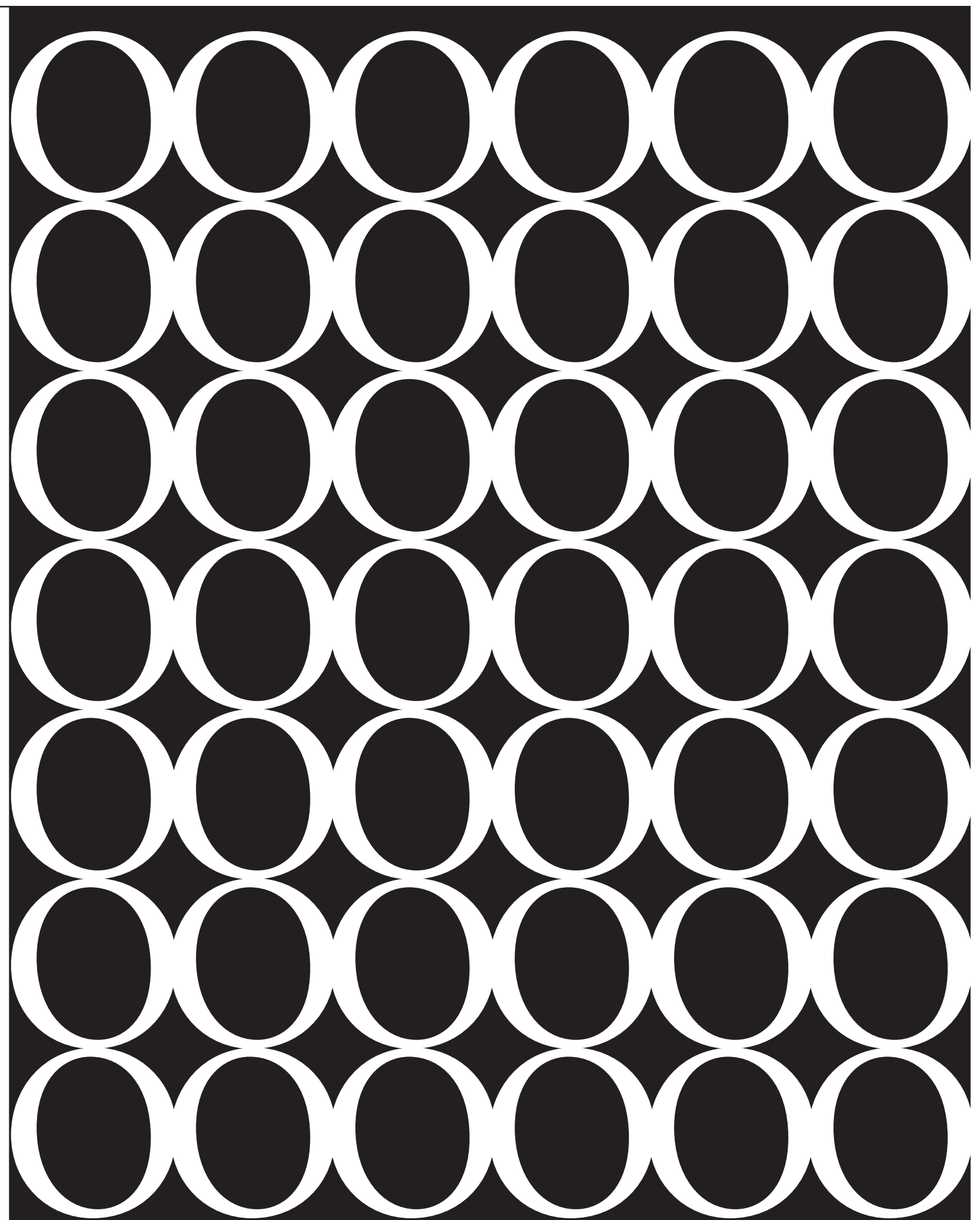
Kerning-This is the manual adjustment of the spacing between two letters.

Sans Serif-This is a typeface that doesn't have extensions on its letterform, but instead ends in terminals.

Serif-This is a typeface that has extensions coming off the strokes of the letterform.

Tracking-This is the manual adjustment of space between all the letters in a word or sentence.

Transitional-This is a typeface that serves as the transition from Old Style to Modern lettering.



Tasha Washington

11/7/17

Graphic Design