Lorem ipsum

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*"Ipsum" redirects here. For the car, see*[*Toyota Ipsum*](https://en.wikipedia.org/wiki/Toyota_Ipsum)*.*

Using lorem ipsum to focus attention on graphic elements in a webpage design proposal

In [publishing](https://en.wikipedia.org/wiki/Publishing) and [graphic design](https://en.wikipedia.org/wiki/Graphic_design), **Lorem ipsum** is a [placeholder text](https://en.wikipedia.org/wiki/Placeholder_text) commonly used to demonstrate the visual form of a document without relying on meaningful content (also called [greeking](https://en.wikipedia.org/wiki/Greeking" \o "Greeking)). Replacing the actual content with placeholder text allows designers to design the form of the content before the content itself has been produced.

The lorem ipsum text is typically a scrambled section of [*De finibus bonorum et malorum*](https://en.wikipedia.org/wiki/De_finibus_bonorum_et_malorum), a 1st-century BC Latin text by [Cicero](https://en.wikipedia.org/wiki/Cicero), with words altered, added, and removed to make it nonsensical, improper [Latin](https://en.wikipedia.org/wiki/Latin).

A variation of the ordinary lorem ipsum text has been used in [typesetting](https://en.wikipedia.org/wiki/Typesetting) since the 1960s or earlier, when it was popularized by advertisements for [Letraset](https://en.wikipedia.org/wiki/Letraset" \o "Letraset) transfer sheets. It was introduced to the [information age](https://en.wikipedia.org/wiki/Information_Age) in the mid-1980s by [Aldus Corporation](https://en.wikipedia.org/wiki/Aldus), which employed it in graphics and word-processing templates for its desktop publishing program [PageMaker](https://en.wikipedia.org/wiki/Adobe_PageMaker). Many popular [word processors](https://en.wikipedia.org/wiki/Word_processor_(electronic_device)) use this format as a placeholder. Some examples are [Pages](https://en.wikipedia.org/wiki/Pages_(word_processor)) or [Microsoft Word](https://en.wikipedia.org/wiki/Microsoft_Word).

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Example text[[edit](https://en.wikipedia.org/w/index.php?title=Lorem_ipsum&action=edit&section=1)]

A common form of *lorem ipsum* reads:

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*

Discovery[[edit](https://en.wikipedia.org/w/index.php?title=Lorem_ipsum&action=edit&section=2)]

"Lorem ipsum" text is derived from sections 1.10.33 of Cicero's [*De finibus bonorum et malorum*](https://en.wikipedia.org/wiki/De_finibus_bonorum_et_malorum).[[1]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-Microsoft-1)

It is not known exactly when the text obtained its current standard form; it may have been as late as the 1960s. Dr. Richard McClintock, a Latin scholar who was the publications director at [Hampden–Sydney College](https://en.wikipedia.org/wiki/Hampden%E2%80%93Sydney_College) in Virginia, discovered the source of the passage sometime before 1982 while searching for instances of the Latin word "*[consectetur](https://en.wiktionary.org/wiki/consectetur" \o "wikt:consectetur)*" ("that [he/she/it] pursue", [subjunctive](https://en.wikipedia.org/wiki/Subjunctive_mood)), rarely used in classical literature.[[2]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-SDop-2)[[a]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-4) The physical source of the *lorem ipsum* text may be the 1914 [Loeb Classical Library](https://en.wikipedia.org/wiki/Loeb_Classical_Library) Edition of the *De Finibus*, where the Latin text, presented on the left-hand (even) pages, breaks off on page 34 with "*Neque porro quisquam est qui do-*" and continues on page 36 with "*lorem ipsum ...*", suggesting that the [galley type](https://en.wikipedia.org/wiki/Galley_proof) of that page was mixed up to make the dummy text seen today.[[4]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-Cibois-5)

Latin source[[edit](https://en.wikipedia.org/w/index.php?title=Lorem_ipsum&action=edit&section=3)]

The original version appears in the 1913 Loeb Classical Library Edition of the *De Finibus,* Book 1, sections 32–33[[5]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-cicero_archive_org-6). The relevant section of Cicero as printed in the source is reproduced below with the example text drawn from it in bold and letters not found in the printed source in brackets:

[32] Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos, qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui do**lorem ipsum**, quia **dolor sit amet consectetur adipisci[ng]** v**elit, sed** quia non-numquam **[do] eius mod**i **tempor**a **inci[di]dunt, ut labore et dolore magna**m **aliqua**m quaerat voluptatem. **Ut enim ad minim**a **veniam, quis nostru**m**[d]** **exercitation**em **ullam co**rporis suscipit**labori**o**s**am, **nisi ut aliquid ex ea commod**i **consequat**ur? **Quis aute**m vel eum **iure reprehenderit,** qui **in** ea **voluptate velit esse**, quam nihil molestiae **c**onsequatur, vel **illum**, qui **dolore**m **eu**m **fugiat**, quo voluptas **nulla pariatur**?

[33] At vero eos et accusamus et iusto odio dignissimos ducimus, qui blanditiis praesentium voluptatum deleniti atque corrupti, quos dolores et quas molestias **exceptur**i **sint, obcaecat**i **cupiditat**e **non-pro**v**ident**, similique **sunt in culpa**, **qui officia deserunt mollit**ia **anim**i, **id est laborum** et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet, ut et voluptates repudiandae sint et molestiae non-recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat…

English translation[[edit](https://en.wikipedia.org/w/index.php?title=Lorem_ipsum&action=edit&section=4)]

This is H. Rackham's translation as printed in the Loeb Classical Library edition with highlighting added for the translation of the text found in the example of the lorem ipsum[[5]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-cicero_archive_org-6):

[32] But I must explain to you how all this mistaken idea of denouncing of a pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who **loves or pursues or desires to obtain pain of itself, because it is pain, but** occasionally **circumstances occur in which toil and pain can procure him some great** pleasure. **To take a trivial example, which of us ever** undertakes **laborious physical exercise, except to obtain some advantage from it? But who** has any right to **find fault** with a man who **chooses to enjoy a pleasure** that has no annoying consequences, or **one** who **avoids a pain**that **produces no** resultant pleasure?

[33] On the other hand, we denounce with righteous indignation and dislike men who are so beguiled and demoralized by the charms of pleasure of the moment, so **blinded by desire, that they cannot foresee** the pain and trouble that are bound to ensue; and equal **blame belongs to those who fail in their duty through weakness of will, which is the same as saying through shrinking from toil** and pain. These cases are perfectly simple and easy to distinguish. In a free hour, when our power of choice is untrammeled and when nothing prevents our being able to do what we like best, every pleasure is to be welcomed and every pain avoided. But in certain circumstances and owing to the claims of duty or the obligations of business it will frequently occur that pleasures have to be repudiated and annoyances accepted. The wise man therefore always holds in these matters to this principle of selection: he rejects pleasures to secure other greater pleasures, or else he endures pains to avoid worse.

Variations[[edit](https://en.wikipedia.org/w/index.php?title=Lorem_ipsum&action=edit&section=5)]

A lorem ipsum placeholder text was inadvertently published in the Singapore newspaper [*The Straits Times*](https://en.wikipedia.org/wiki/The_Straits_Times) on 26 April 2014

*Lorem ipsum* passages were popularized on Letraset dry-transfer sheets from the early 1970s, which were produced to be used by graphic designers for filler text.[[4]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-Cibois-5)[[2]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-SDop-2) Aldus Corporation created a version in the mid-1980s for their desktop publishing program [PageMaker](https://en.wikipedia.org/wiki/Adobe_PageMaker).[[2]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-SDop-2)

A variety of software today can generate[[6]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-7) semi-random text which looks like jumbled Latin. Apple's [Pages](https://en.wikipedia.org/wiki/Pages_(iWork)) and [Keynote](https://en.wikipedia.org/wiki/Apple_Keynote) software employs such jumbled text as sample screenplay layout. Lorem ipsum is also featured on [Joomla!](https://en.wikipedia.org/wiki/Joomla!), [Google Docs](https://en.wikipedia.org/wiki/Google_Docs), and [WordPress](https://en.wikipedia.org/wiki/WordPress) web content managers. [Microsoft Word](https://en.wikipedia.org/wiki/Microsoft_Word) (type '=lorem()' or '=rand()' and hit enter)[[7]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-8) and [BBEdit](https://en.wikipedia.org/wiki/BBEdit) (Edit-->Insert-->Lorem ipsum) have a lorem ipsum generation feature. Several [LaTeX](https://en.wikipedia.org/wiki/LaTeX) packages produce Lorem-ipsum-style text.[[8]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-9)[[9]](https://en.wikipedia.org/wiki/Lorem_ipsum#cite_note-10)