Typography

Digital Moran
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What is Typography?

Typography simply refers to the font type you will choose for your design. The major types of typography are:

i) **Serif Fonts** – Oldest and most basic type of fonts. They have "feet" at the top and bottom of each letter. Perfect for classic, professional use cases e.g. Times New Roman

ii) **San–Serif** – Don't include "feet" nor any projections at the end of the strokes. They are widely used especially in modern designs. E.g. Poppins

iii) **Scripts** – They are based on the fluid strokes of handwriting and can range from formal to very casual. They add a feminine feel to the brand.

iv) **Decorative** – This is the largest and most diverse. They are rarely used for lengthy blocks of texts. Normally used for signage and headings.

Serif Fonts

Oldest and most basic type of fonts. They have "feet" at the top and bottom of each letter. They are mostly still widely used in print e.g. The Daily Nation Newspaper e.g. Times New Roman

San-Serif Fonts

Unlike Serifs, San-Serifs have got no "feet" at the top and bottom of each letter. They have smooth edges. They are widely used especially in modern designs. E.g. Poppins

Script Fonts
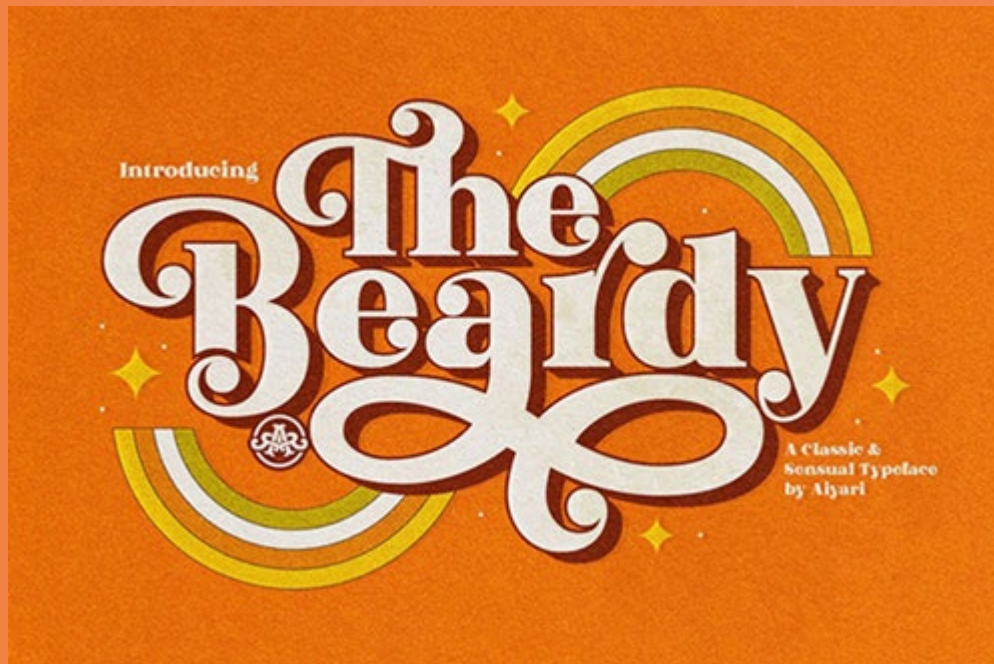
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Decorative

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Spacing

Spacing and alignment are critical aspects of typography that directly impact the legibility, readability, and overall aesthetics of fonts. They refer to how characters and lines are spaced and arranged in a text.

1. **Tracking (Letter-spacing):** Tracking is the uniform adjustment of spacing between all characters in a line or block of text. Increasing tracking adds space between characters, while decreasing tracking tightens the spacing. Proper tracking ensures the text is easy to read and visually pleasing.

2. **Kerning:** Kerning is the adjustment of spacing between specific pairs of characters, often done to improve the visual balance between letters. It corrects irregular spacing, especially in combinations like "AV," "To," or "WA," where certain letters might appear awkwardly spaced.

3. **Leading (Line-spacing):** Leading refers to the vertical spacing between lines of text. Proper leading prevents lines from being too crowded or too spread out, enhancing readability. The ideal leading ensures that ascenders and descenders of letters don't collide with adjacent lines.
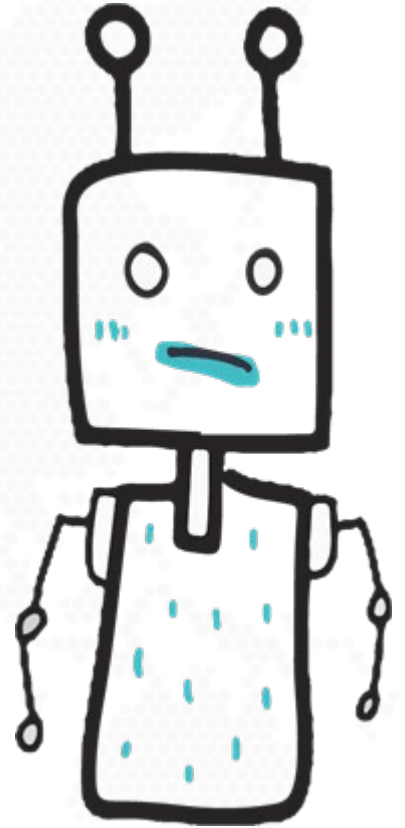
Alignment

1. **Left Alignment:** Also known as "flush left," text lines up on the left side, creating a straight margin on the right. This is a common alignment for body text.

2. **Right Alignment:** Text lines up on the right side, creating a straight margin on the left. It is less commonly used for body text as it can create jagged edges on the left side.

3. **Center Alignment:** Center alignment places the text in the middle of the available space, creating equal margins on both sides. It can work well for short headings or titles but is less practical for body text due to potential inconsistency in line lengths.

4. **Justified Alignment:** Justified alignment aligns text flush on both the left and right sides by adding space between words and characters. It creates clean margins on both sides, but the increased spacing between words can sometimes result in awkward word spacing, known as "rivers."

Font Pairing

Font pairing refers to the practice of combining two or more different fonts in a design to create a harmonious and visually appealing typographic composition. When working on graphic design projects, websites, or any other visual content that involves text, choosing the right fonts and pairing them effectively is crucial for enhancing readability, conveying the right tone, and maintaining overall design aesthetics.

Effective font pairing involves selecting fonts that complement each other in terms of style, weight, and overall appearance. The goal is to create a balanced and cohesive typographic hierarchy while ensuring that the fonts don't clash or compete with each other for attention.

There are various approaches to font pairing, including:

1. Contrasting Fonts

Involves Combining fonts with distinct styles, such as pairing a serif font with a sans-serif font, or a script font with a bold geometric font. Contrasting fonts add visual interest and create clear distinctions between different types of content. E.g A San-serif for header and a serif for body.

Helvetica for Header

Colaborate for body copy. Lorem ipsum dolor sit amet, et nec stet dicat, nam dicat dicunt fierent et, eu cibo quando detraxit eos. Ad tollit sanctus verterem duo. Ad docendi prodesset signiferumque vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud perfecto.

Helvetica for Header

Georgia for body copy. Lorem ipsum dolor sit amet, et nec stet dicat, nam dicat dicunt fierent et, eu cibo quando detraxit eos. Ad tollit sanctus verterem duo. Ad docendi prodesset signiferumque vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud perfecto.

2. Similar Fonts

Involves using fonts from the same font family or typeface with different weights (e.g., light, regular, bold) can provide a cohesive and unified look while still allowing for typographic variation.

Raleway Light Head

Raleway Light for body copy. Lorem ipsu dolor sit amet, et nec stet dicat, nam dicat dicunt fierent et, eu cibo quando detraxit eos. Ad tollit sanctus verterem duo. Ad docendi prodesset signiferumque vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud perfecto.

Raleway Black Head

Raleway Thin for body copy. Lorem ipsum dolor sit amet, et nec stet dicat, nam dicat dicunt fierent et, eu cibo quando detraxit eos. Ad tollit sanctus verterem duo. Ad docendi prodesset signiferumque vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud perfecto.

3. Size & Hierarchy

Playing with font sizes and styles can help establish a clear typographic hierarchy, making it easy for the reader to distinguish headlines, subheadings, and body text.

Playfair for Header

Josefin Sans for Subheader.

Comfortaa for body. Eu cibo quando detraxit eos. Ad tollit sanctus verterem.

Caslon Pro for body as well. Ut mea utinam mentitum accusamus vis ex illud perfecto.

Playfair for Header

Montserrat for Subheader.

Baskerville for body sanctus verterem duo. Ad docendi prodesset signifer. vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud.

4. X-height

X-height font pairing is a typographic technique that involves selecting fonts based on their x-height, which is the height of the lowercase "x" in relation to the font's overall size.

Futura's x-height matches Century Old Style's x-height

Futura's x-height doesn't match Baskerville's x-height

5. Mood

Mood font pairing is a typographic strategy that involves selecting fonts based on their mood or emotional tone to convey a specific atmosphere or feeling in a design. Fonts can evoke various emotions, such as elegance, playfulness, formality, or informality.

Bickham Script is formal and doesn't work well with a casual font like Comic Sans.

Adobe Caslon is traditional and clashes with a modern font like Futura.

Garamond is professional and works well with another professional font like Brandon Grotesque.

Josefin Slab is feminine and coordinates with *another feminine font like Dancing Script.*