TYPOGRAPHY

IT'S LIKE WORDS AND STUFF
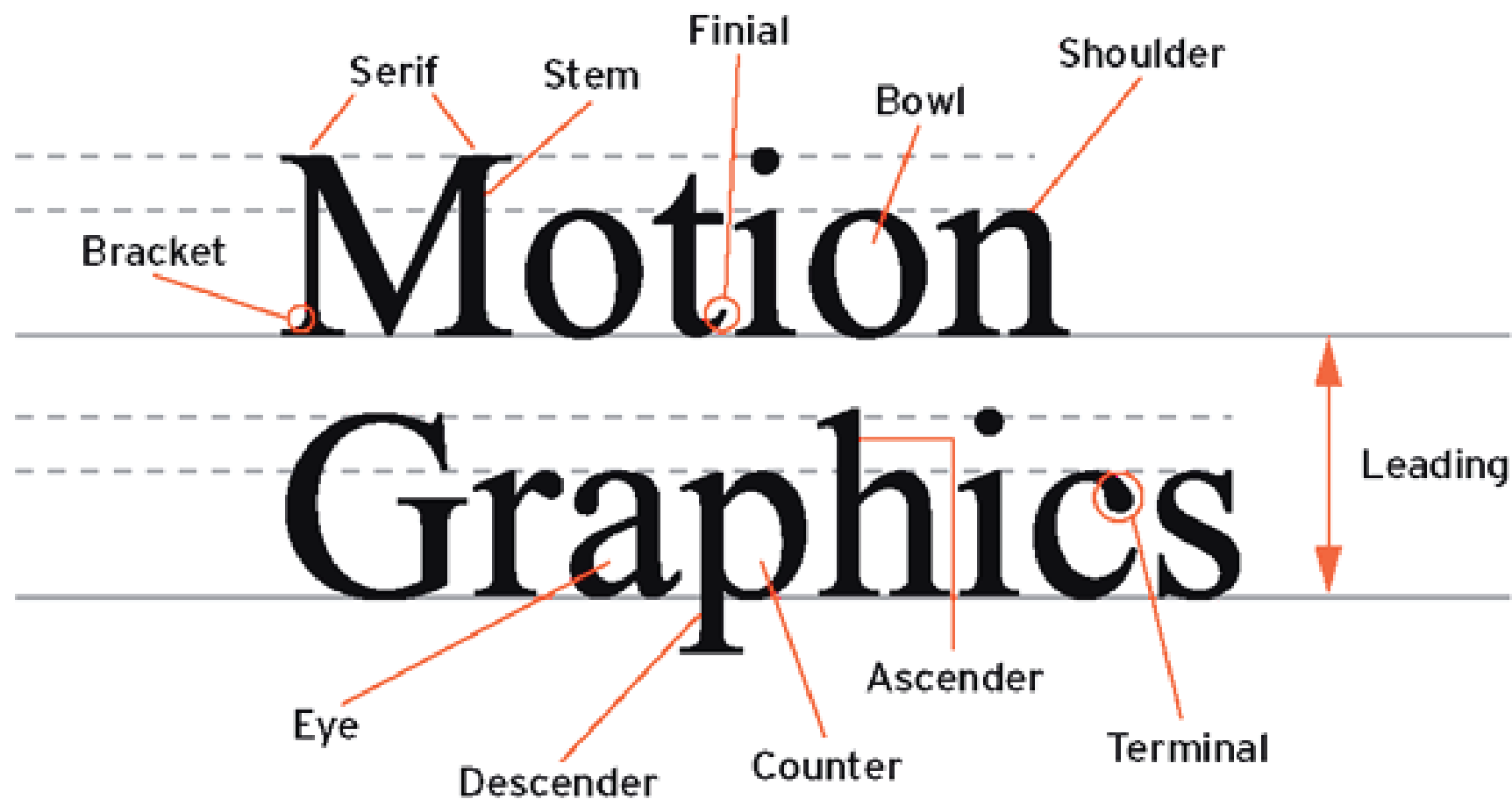
Serif

vs.

Sans-serif

TYPES OF SERIF

Garamond
Old-Style

Baskerville
Transitional

Didot
Modern

Rockwell
Slab

SCRIPT FONT

Mascot from The Bronx

Standup Triple

Red Sox and Yankees

HANDWRITTEN FONT

WHY DO I CARE ABOUT THIS STUFF?

BECAUSE CHOOSING THE WRONG FONT IS A

REALLY BIG DEAL

FOR EXAMPLE

LOOK UNPROFESSIONAL

Ashley's Tax &
Accounting
Sercive$:)

MAKE SURE PEOPLE CAN ACTUALLY READ IT

olietville
Baptist

Sunday Scho
Worship Serv
Wednesday E

Pastor

"Jesus saith u
the truth, and
unto the

MEGAFLICKS

You should have used a different font

OR THAT IT JUST DOESN'T LOOK RIGHT

ACTION HERO

VALENTINE

Ahhhhh!!!!
It's a
Sharknado!

USING FONTS
IN PARAGRAPHS

LINE LENGTH SHOULD BE AN ALPHABET AND A HALF

abcdefghijklmnopqrstuvwxyz abcdefghijklm

BAD

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec sed odio dui. Maecenas sed diam eget risus varius blandit sit amet non magna. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

GOOD

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

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KERNING

Gasoline

Gasoline

KERNING
FONTS USED IN GRAPHIC: MIC 32 NEW

LEADING or LINE-HEIGHT

Leading and Kerning

Leading and Kerning

Leading and Kerning

leading is the space
between baselines

acsender
midline
baseline
descender

HEADING 1

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

HEADING 2

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

HEADING 3

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HEADING 4

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H1 Heading

H2 Heading

H3 Heading

H4 Heading

H5 Heading

H6 Heading

I Don't Care

I Do Care

Heading 1

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

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CONTRAST

WHY FOR THE LOVE OF EVERYTHING GOOD IN THIS WORLD WOULD YOU DO THIS

I FEEL SAFE

AND I CAN READ IT

CORRECT SIZING

```css
p {
        font-size:12px;
        font-size: 1em;
        font-size: 100%;
}
```

Meet the Units

1. **"Ems" (em):** The "em" is a scalable unit that is used in web document media. An em is equal to the current font-size, for instance, if the font-size of the document is 12pt, 1em is equal to 12pt. Ems are scalable in nature, so 2em would equal 24pt, .5em would equal 6pt, etc. Ems are becoming increasingly popular in web documents due to scalability and their mobile-device-friendly nature.

2. **Pixels (px):** Pixels are fixed-size units that are used in screen media (i.e. to be read on the computer screen). One pixel is equal to one dot on the computer screen (the smallest division of your screen's resolution). Many web designers use pixel units in web documents in order to produce a pixel-perfect representation of their site as it is rendered in the browser. One problem with the pixel unit is that it does not scale upward for visually-impaired readers or downward to fit mobile devices.

3. **Points (pt):** Points are traditionally used in print media (anything that is to be printed on paper, etc.). One point is equal to 1/72 of an inch. Points are much like pixels, in that they are fixed-size units and cannot scale in size.

4. **Percent (%):** The percent unit is much like the "em" unit, save for a few fundamental differences. First and foremost, the current font-size is equal to 100% (i.e. 12pt = 100%). While using the percent unit, your text remains fully scalable for mobile devices and for accessibility.

CHOOSING FONT

```css
p {
    font-family: futura, helvetica, sans-serif;
}
```

FONT WEIGHT

```css
p {
        font-weight: normal;
        font-weight: bold;
}


p {

        font-weight: 200;
}
```

FONT COLOR

```css
p {
    color: red ;
}


p {

    color: #ff0000;
}


p {

    color: rgb( 255 , 0 , 0 );
}
```

FONT STYLE

```css
p {
    font-style : italic ;
}
```

```css
p {
    font-style : italic ;
}
```

WHEN YOU USE THESE TOOLS RIGHT THE RESULTS ARE BEAUTIFUL

We create successful digital products.

DASSEL UND WAGNER plans, designs and executes websites, and apps for mobile and tablet devices.

Code, Sweat And Pixels.

Grafik is a small design and technology studio based in Wellington, New Zealand.

We specialise in smart and effective websites.

We listen, think, solve and challenge. We remove excess to add value.

Our work is carefully crafted, honest, and aims to exceed.

Currently servicing clients, agencies and collaborators from around the globe.

Why not read our story?

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Nick de Jardine, Design & Development. Kevin, Wellington, New Zealand.

Grafik

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Facebook   TTOB   Touchtech
                Xero   Miles Calder
                                 Stylehatch

HARRY FORD

FREELANCE DESIGNER & ILLUSTRATOR

Follow

SAXUM

We are strategic thinkers
who generate awareness and demand
for brands, people and causes.*

SAXUM   About   Work   People   Careers   Blog   Contact   🔍

A
BETTER
BOLD

BARREL RECAP

∘ 2012 ∘

We began 2012 with some grand plans: grow the business, improve our process, up the quality of our work, and have a lot of fun. Day-by-day, we tried different things and made progress. We'd love to share some of the highlights.

START THE RECAP

Etch

A small team of designers and developers, who help brands with big ideas.

We set the right foundations so you're ready for tomorrow. Content first, responsive layouts, resusable code.

Andy Shield

We've created an environment that fosters enthusiasm and lets everyone work to their full potential.

Code and Resources

We create robust code and useful resources, and share them with the industry.

Jim Ramsden

Joint Angel

5 Designers. 2 Developers. and 1

App Development

We design & build apps for the Web, iOS and Android.

We're hiring!