



busy busy busy

buzz

FRESH

graph

buzz

buzz

100% natural

buzz

sweet AS

honey flavor



counter
The entirely or partly enclosed inner area of a letterform

tail
A letter's descending stroke

pica
A unit commonly used in typesetting, specifically for measuring lines of type, equivalent to a little less than 1/6 inch. One pica contains 12 points.

Honeybees are important pollinators for flowers, fruits, and vegetables. They live on stored honey and pollen all winter and cluster into a ball to conserve warmth. All honeybees are social and cooperative insects. Members of the hive are divided into three types. Workers forage for food (pollen and nectar from flowers), build and protect the hive, clean, and circulate air by beating their wings.
(12 pt font size / 18 pt leading)

point
The smallest unit of measurement for typography, used to measure things like font size and leading. One point is roughly 1/72 of an inch.

leading
Also called "line spacing," it is the space between lines of text, measured from one baseline to the next of type.

beak
A wedge-like or triangular decorative piece at the end of a letter's arm

stem
The main, and usually vertical, stroke of a letterform

roman type
The upright style of Latin script, as opposed to slanted italic, that serves as the most widely used type style

cross bar
A horizontal stroke that connects two lines

dingbats
Decorative elements such as squares or checkmarks that exist in font format. They can also be called "printer's ornaments."

cap height
The height, measured from the baseline, of the typeface's flat capital letters

em space
An em space is about as wide as a capital letter M for fonts that use the Latin alphabet.

en space
Half the width of an em space and therefore only takes up half a point size.

leg
A small, sloping descending part of a letter

arm
A horizontal stroke that, at one or both ends, does not connect to the stem of the letterform

serif
A short, decorative line like stemming from the upper and lower ends of a letter's strokes

ear
The stroke that projects from the upper right of a lowercase g

link
The connecting portion between the upper bowl and lower loop of a two-story lowercase g

loop
A fully or partially enclosed extender (either ascender or descender) of cursive letters

ascender
Portion of a lowercase letter that extends above the x-height

descender
Portion of a lowercase letter that drops below the baseline and main body

baseline
An invisible guide upon which a line of text rests. The descenders of a letter will extend below the baseline.

uppercase
Refers to the capital letters of a typeface

lowercase
Refers to the small letters of a typeface

x height
Measures the distance between the baseline and the top of the lowercase line for a given typeface (the height of the typeface's lowercase x)

median
An invisible line that defines the x-height of letterforms

stress
Measured by the axis, the stress of a character refers to how the stroke width changes across the letters in a font.

old style figures
Numerals that have an x-height and ascenders and descenders to approximate lowercase type.

italic type
A type style with upward and rightward slanted characters, developed from slanted cursive handwriting

bowl
The stroke that creates an enclosed portion (the counter) of a letterform

spine
The main left-to-right stroke of an S.

swash
A typographical embellishment extending off the standard character

light type
A type style with a reduced weight when compared to the roman type in a given typeface

barb
A half-serif terminal on a curved serif uppercase letter

cross stroke
A horizontal stroke that intersects with the stem but does not connect two lines

apex
The upper point of a letterform formed when two strokes meet and connect

small caps
Resemble the forms of uppercase letters, but with reduced height and weight to blend with lowercase type

terminal
A stroke that does not end with a serif

vertex
The point where two strokes meet at the baseline for a character.

bracket
The wedge in between the stem and serif that creates a smoother, curved connection.

spur
A piece that extends from the curve of a letter but is smaller than a serif or beak.

shoulder
The downward curved portion of a letterform extending from the stem

final
The tapered or curved end of a letter stroke

crotch
The acute angle created by two strokes meeting

ligature
A character formed by joining two or more characters together