



# Typhography

# Typography Terms

## TYPEFACE

### TYPEFACE

also known as font stock and should not be disorientated with the phrase font.

## K E R N I N G KERNING

### KERNING

the space between specific characters. Contrasting tracking, it alter over the track of the word because each letter join together variously.

## T R A C K I N G TRACKING TRACKING

### TRACKING

connection to the accuracy and to place more or less text into a set space. It is usually involved to a repel of text as a whole not just odd letters as opposed to kerning.

**FONT**

Liquorstore 3D

**FONT**

Minion Pro

**FONT**

Myriad Pro

**FONT**

is when you alter the size and weight of a typeface (light, medium, bold)

**HYPHEN-  
ATION**

**HYPHENATION**

is when a word gets cut off right to its length and position. use only to your body copy and not to your headings, sub-headings and connect accessory.

**LEADING**



**LEADING**

**LEADING**

is pronounced “ledding” and also known as line spacing and learning the range between each line of rank

# Typography Terminology

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## Glossary

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### BASELINE

The line sequence of the base of the letters.

**Cap height**– refers to the pinnacle of a typeface’s level capital letters (such as M or I) estimate from the diagnostic.

**Descender** – The part of a character that sometimes descends below the letter, commonly in a g, j, p, q, y and sometimes j.

### LEADING

The spacing in the middle of the baseline of one line of text to the next.

**Letter spacing** – A short, plunge line on a typography.

### X-HEIGHT

The elevation of a usual character rule out any ascender or abseiler.

### APERTURE

The opening or relatively enfold negative space created by an open piece.

**Ascender** – A part of the font that ascends entirely the height of a letter.

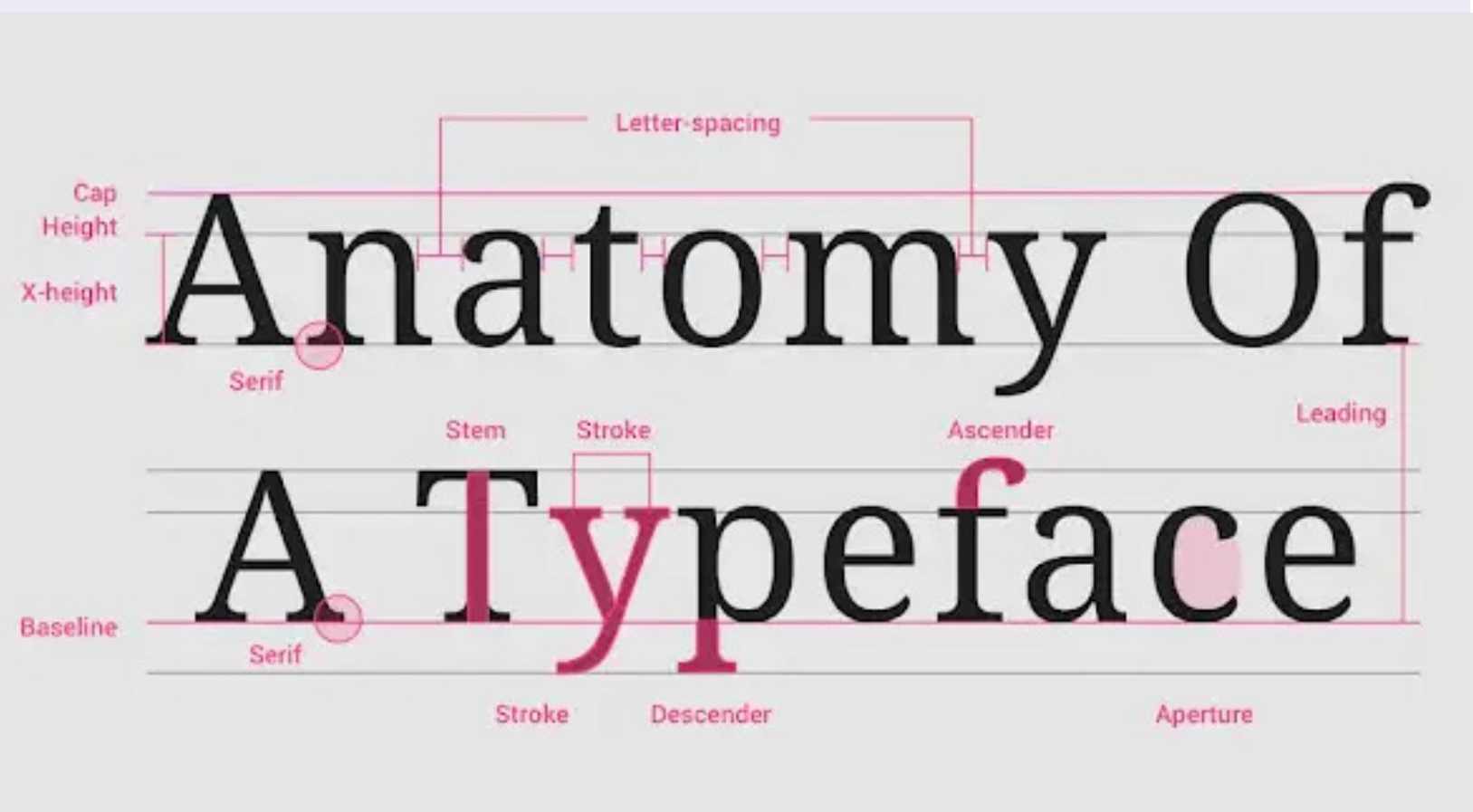
### SERIF

The attributes enlarge off the main strokes of a character. Sans serif literally means ‘without’ Serif. Serif-based fonts have been known to help people read quick since the shape of the word is better describe.

**Sans serif**– A typeface without serifs is called a sans serif typeface, from the French word “sans” that means “without.”

**Stem** – The major straight, vertical line in a letter or a diagonal when there are no verticals.

**Stroke** – A straight or curved line that makes up the bars, arms, staunch and cavity



# Typography Terms Part 2

## **Old Style**

- Bracketed serifs
  - Thick stems
- Thinner hairlines
  - Diagonal stress
- Readable- print

## **Slab Serif**

- No brackets
- Thick stems
- Thick, even serifs
- Display typeface

## **Transitional**

- Evolved from old style
  - Thick stems
  - Thin hairlines
- Vertical stress or no stress

## **Modern**

- No brackets
- Thick stems
- Very thin hairlines
  - Vertical stress
- Headlines or decorative

## DISPLAY

- Used for headings
- Not suitable for body copy
- Can have serifs or not
- Understand the mood of the typeface

Bebas neue

**MARVIN**

**SUTRO DELUXE**

CONTINUO

## Script

- Can be used as a display typeface
- Small amounts of copy
- Handwritten
- Don't add kerning to cursive script

*Gautreaux*

*Parside*

*Mina*

**Eds Market**

## SANS SERIF

- Contemporary
- Considered more clean and modern
- Sans is french for “without” - no serifs
- Readable – digital use

LATO

Tahoma

Arial

Myriad Pro

# Working With

- Avoid the default typefaces
  - Steer clear of clichés
  - Stick to two typefaces
- Use two contrasting typefaces
- Be cautious of reverse type
- Legibility and readability is your best friend
- Consider non-lining numerals/old-style numerals (12345)
  - No inversing of colors
- Limit the amount of textboxes
- No spacebar in spacing out letters within a word