Typography – Daniel Sedrick

apple.com

The principles of typography are displayed on the Apple website very well. They vary their line weight in their photos to emphasize the title and the subtext. Their titles have much closer tracking than in the other text. They also vary their line weight to show bolder titles, which serve to announce the product, and then showing the description in sleeker text, giving a classy and professional feel. As well, Apple Inc. uses a slim font that is trademark to their products.