Hello, world

This is a heading

This is a paragraph.

This is a heading

This is a paragraph.

Lorem ipsum

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"Ipsum" redirects here. For the car, see Toyota Ipsum.

In publishing and graphic design, **Lorem ipsum** is a placeholder text commonly used to demonstrate the visual form of a document or a typeface without relying on meaningful content. *Lorem ipsum* may be used as a placeholder before the final copy is available. It is also used to temporarily replace text in a process called greeking, which allows designers to consider the form of a webpage or publication, without the meaning of the text influencing the design.

Lorem ipsum is typically a corrupted version of *De finibus bonorum et malorum*, a 1st-century BC text by the Roman statesman and philosopher Cicero, with words altered, added, and removed to make it nonsensical and improper Latin.

Versions of the *Lorem ipsum* text have been used in typesetting at least since the 1960s, when it was popularized by advertisements for Letraset transfer sheets.[1] *Lorem ipsum* was introduced to the digital world in the mid-1980s, when Aldus employed it in graphic and word-processing templates for its desktop publishing program PageMaker. Other popular word processors, including Pages and Microsoft Word, have since adopted *Lorem ipsum*,[2] as have many LaTeX packages,[3][4][5] web content managers such as Joomla! and WordPress, and CSS libraries such as Semantic UI.[6]

Using *Lorem ipsum* to focus attention on graphic elements in a webpage design proposal

Contents [hide]

Example text [edit]

A common form of *Lorem ipsum* reads:

> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Source text [edit]

The *Lorem ipsum* text is derived from sections 1.10.32 and 1.10.33 of Cicero's *'De finibus bonorum et malorum'*.[7][8] The physical source may have been the 1914 Loeb Classical Library edition of *De finibus*, where the Latin text, presented on the left-hand (even) pages, breaks off on page 34 with "*Neque porro quisquam est qui do-*" and continues on page 36 with "*lorem ipsum ...*", suggesting that the galley type of that page was mixed up to make the dummy text seen today.[1]

The discovery of the text's origin is attributed to Richard McClintock, a Latin scholar at Hampden–Sydney College. McClintock connected *Lorem ipsum* to Cicero's writing sometime before 1982 while searching for instances of the Latin word *consectetur*, which was rarely used in classical literature.[2] McClintock first published his discovery in a 1994 letter to the editor of *Before & After* magazine, contesting the editor's earlier claim that *Lorem ipsum* held no meaning.[2]

The relevant section of Cicero as printed in the source is reproduced below with fragments used in *Lorem ipsum* underlined. Letters in brackets were added to *Lorem ipsum* and were not present in the source text:

> [32] Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque

Edit links

laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos, qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui do<u>lorem ipsum</u>, quia <u>dolor sit amet consectetur adipisci[ng]</u> velit, sed quia non numquam <u>[do]</u> eius modi <u>tempor</u>a <u>inci[di]dunt</u>, ut labore et dolore magna m <u>aliqua</u>m quaerat voluptatem. <u>Ut enim ad minim</u>a <u>veniam, quis nostru</u>m<u>[d] exercitation</u>em <u>ullam corp</u>oris suscipit <u>labacio</u>sam, <u>nisi ut aliquid ex ea commod</u>i <u>consequatu</u>r? [D]<u>Quis autem</u> vel eum <u>iure reprehenderit,</u> qui <u>in</u> ea <u>voluptate velit esse</u>, quam nihil molestiae <u>c</u>onsequatur, vel <u>illum</u>, qui <u>dolorem eu</u>m <u>fugiat,</u> quo voluptas <u>nulla pariatur</u>? [33] At vero eos et accusamus et iusto odio dignissimos ducimus, qui blanditiis praesentium voluptatum deleniti atque corrupti, quos dolores et quas molestias <u>excepturi</u> <u>sint, obcaecat</u>i <u>cupiditate</u> <u>non prov</u>ident, similique <u>sunt in culpa</u>, <u>qui officia deserunt mollit</u>ia animi, <u>id</u> <u>est laborum</u> et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet, ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

What follows is H. Rackham's translation, as printed in the Loeb Classical Library edition, with words at least partially represented in *Lorem ipsum* underlined:[8]

[32] But I must explain to you how all this mistaken idea of reprobating pleasure and extolling pain arose. To do so, I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who <u>loves or pursues or desires to obtain pain of itself, because it is pain, but</u> occasionally <u>circumstances occur in which toil and pain can procure him some great</u> pleasure. <u>To take a trivial</u> <u>example, which of us ever</u> undertakes <u>laborious physical exercise, except to obtain some advantage</u> <u>from it? But who</u> has any right to <u>find fault</u> with a man who <u>chooses to enjoy a pleasure</u> that has no annoying consequences, or <u>one</u> who <u>avoids a pain</u> that <u>produces no</u> resultant pleasure? [33] On the other hand, we denounce with righteous indignation and dislike men who are so beguiled and demoralized by the charms of pleasure of the moment, so <u>blinded by desire, that they cannot</u> <u>foresee</u> the pain and trouble that are bound to ensue; and equal <u>blame belongs to those who fail in</u> <u>their duty through weakness of will, which is the same as saying through shrinking from toil</u> and pain. These cases are perfectly simple and easy to distinguish. In a free hour, when our power of choice is untrammeled and when nothing prevents our being able to do what we like best, every pleasure is to be welcomed and every pain avoided. But in certain circumstances and owing to the claims of duty or the obligations of business it will frequently occur that pleasures have to be repudiated and annoyances accepted. The wise man therefore always holds in these matters to this principle of selection: he rejects pleasures to secure other greater pleasures, or else he endures pains to avoid worse pains.

See also [edit]

- Asemic writing
- Etaoin shrdlu
- Lenna
- *Li Europan lingues*
- List of Latin phrases
- Metasyntactic variable
- Pangram
- The quick brown fox jumps over the lazy dog
- To come (TK)

References [edit]

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4. ^ "LaTeX blind text package" ⧉. Retrieved 23 September 2017.
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6. ^ "Best Lorem Ipsum Generator" ⧉. *loremgenerator.io*. Retrieved 2021-03-14.
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8. ^ *a* *b* Cicero, Marcus Tullius; Rackham, H. (1914). *De finibus bonorum et malorum* ⧉ (in Latin and English). New York: Macmillan Co. p. 36 ⧉ (Book I ix 32).

External links [edit]

- The original *De finibus bonorum et malorum* (Book 1) from Cicero, on Latin WikiSource

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v · T · E	**Standard test items**
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	Capitalization	All caps · Camel case · Letter case · Small caps
	Visual distinction	Italics · Oblique · Bold · Color printing · Underline · Blackboard bold · Blackletter
	Vertical aspects	Ascender · Baseline · Cap height · Descender · Median · Overshoot · x-height
Classifications	**Roman type**	Serif (Antiqua, Didone, slab serif) · Sans-serif
	Blackletter type	Fraktur · Rotunda · *Schwabacher*
	Gaelic type	Insular · Uncial
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