

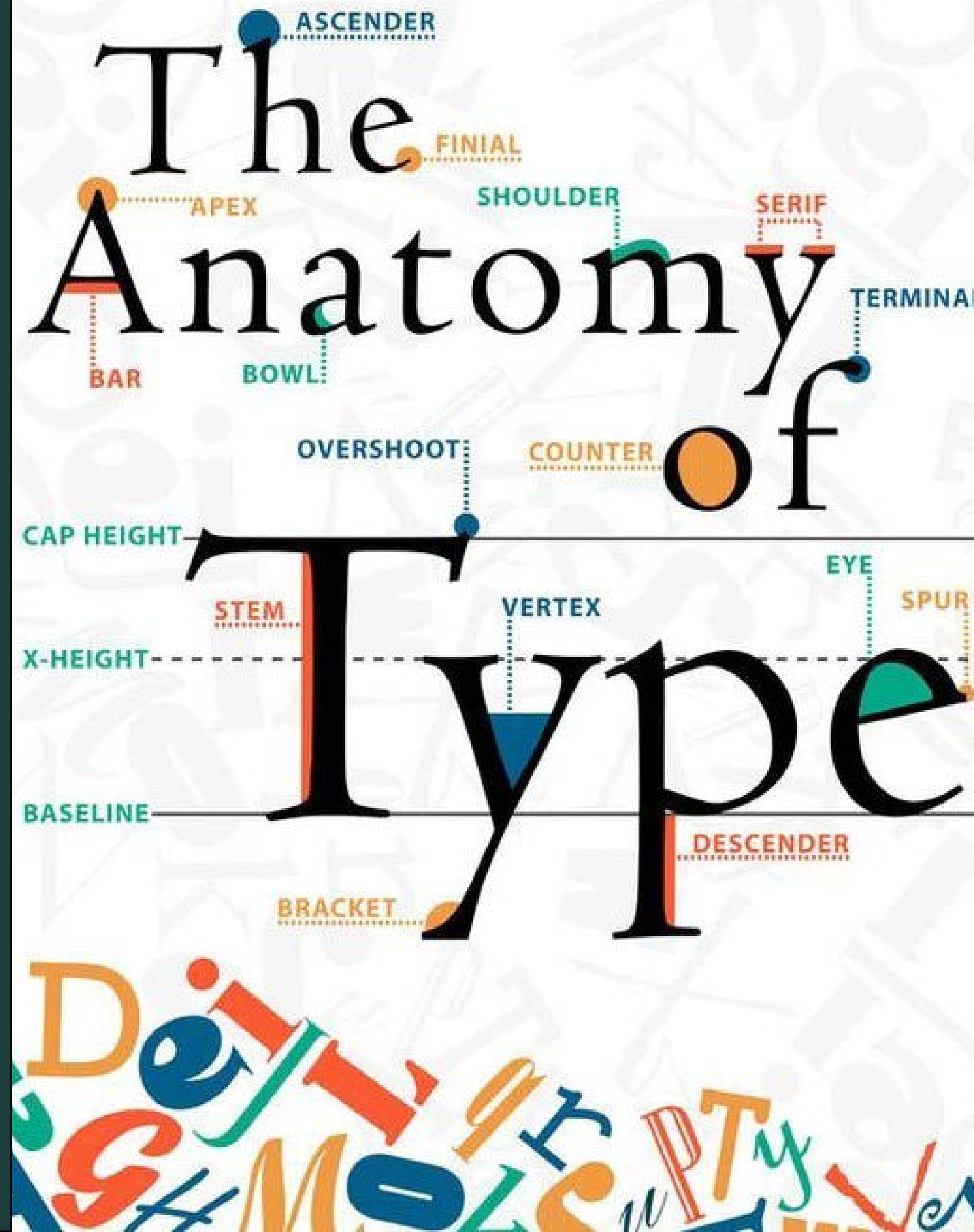
*YPOGRAPHY*



# TYPOGRAPHY

Typography design is a key element of a designer's skill set. The typeface you choose and how it works with your layout, grid, colour scheme and more can make or break a design.

The anatomy of type describes the visual elements that make up the letterforms within a typeface. Each letterform is made up of individual components (e.g., spine, stem, stroke). Type designers create typefaces using components — crucial parts that contribute to the overall appearance and legibility of a typeface.



WE  
LOOK  
DEEPER

FONTTYPE  
DESIGN BY SUSIE ELENOA

## FONT

Font design is a lengthy, detailed process. Typefaces are created by craftspeople over a long period of time, using talent honed through years of experience. The best, professionally designed fonts come with various weights and styles to form a complete family, along with carefully considered kerning pairs, multi-language support for international characters and expressive alternate glyphs to add character and variety to typesetting.



# SIZE

Not all typefaces are created equal. Some are fat and wide; others thin and narrow. This means that words set in different typefaces can take up a very different amount of space on the page.

FONT TYPE  
DESIGN BY SUSIE ELENOA

# LEADING

Leading describes the vertical space between each line of type. It takes its name from the practice of using strips of lead to separate lines of type in the days of metal typesetting. For body text that's legible and comfortable to read, a general rule is that your leading value should be between 1.25 and 1.5 times greater than the font size.





## *Types of Font Families*

A font family is typically a group of related fonts which vary only in weight, orientation, width, etc. but not in design. For example, Times is a font family, whereas Times Roman, Times Italic and Times Bold are individual fonts making up the Times family. Font families fall into two general categories.

Specific font families are the ones which have specific fonts with different styles within the one font family name, such as Arial, Times New Roman, and Tahoma.

Generic font families are determined by font family properties such as serifs—which are decorative strokes on the ends of letters—or cursive strokes. The generic font family name will specify the attribute that all fonts within that family share, like serif, sans-serif, or monospace.



# SERIF

Serif fonts are traditional typefaces using characters that have serifs which are small winged or flared tips extending off the tips of a letter. Serif fonts are typically used in printed books, newspapers, and magazines. Some popular serif fonts include Times New Roman, Garamond, Palatino, and Georgia.

*SERIF*

*SERIF*

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SERIF

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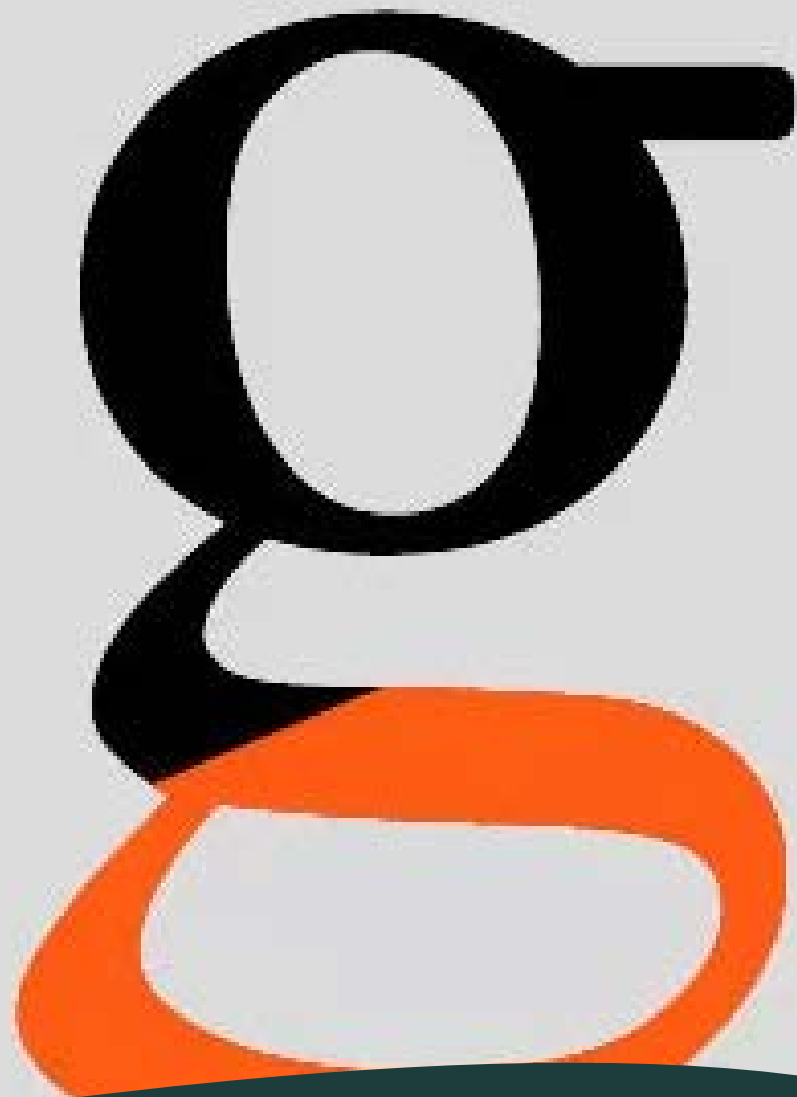
# BOWEL

A bowl refers to the shapely, enclosed parts of letterforms. They appear in both lowercase (b) and uppercase (B) characters.



# LOOP

The lower part of the letter 'g' is known as its loop or lobe. It can be open (above right) or closed (left). It's also sometimes called the tail a term that also takes in the lower portion of letter 'y'.





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