

TYPOGRAPHY

typography

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&

Images



ascender line

capline

mean line

base line

descender line

# Typography

Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader. It involves font style, appearance, and structure, which aims to elicit certain emotions and convey specific messages. In short, typography is what brings the text to life.

# THE ANATOMY OF TYPOGRAPHY

<p>Stroke</p>  <p>any linear element</p>	<p>Stem</p>  <p>main vertical stroke</p>	<p>Swash</p>  <p>decorative stroke</p>	<p>Foot</p>  <p>bottom of stem, rests on baseline</p>
<p>Arm</p>  <p>horizontal stroke not connected to stem on at least one end</p>	<p>Ascender</p>  <p>rises above the x-height</p>	<p>Descender</p>  <p>extends below the baseline</p>	<p>Shoulder</p>  <p>decorative stroke</p>
<p>Serif</p>  <p>short line/stroke on open ends of letters</p>	<p>Arc of stem</p>  <p>curved stroke continuous with stem</p>	<p>Leg</p>  <p>short, downward stroke</p>	<p>joint</p>  <p>Where a stroke meets a stem</p>
<p>Apex/Vertex</p>  <p>the top and bottom points where two strokes meet</p>	<p>Counter (open / closed)</p>  <p>open: partially enclosed interior white space</p>		<p>Bowl</p>  <p>closed, round/oval curve</p>
<p>Terminal</p>  <p>end of a stroke that's not a serif</p>	<p>Ball Terminal</p>  <p>terminal that is circu- lar in shape</p>	<p>Aperture</p>  <p>opening at the end of an open counter</p>	<p>Cross stroke</p>  <p>extends across a stem</p>
<p>Bar/Crossbar &amp; Ligature</p>  <p>enclosed horizontal stroke</p>		<p>Gadzook</p>  <p>embellishment that connects a ligature</p>	

ABTS Aviator	• Acherus Grotesque Regular	• Adorn Condensed Sans
HAMBURGEFONSTIV	Hamburgetonstiv	HAMBURGEFONSTIV
Adorn Copperplate	• Alfons Sans Medium	• Alisha Regular
HAMBURGEFONSTIV	HAMBURGEFONSTIV	<i>Hamburgetonstiv</i>
Artega Sans Condensed ExtraLight	• Aston Light	• Betm SemiLight
Hamburgetonstiv	Hamburgetonstiv	Hamburgetonstiv
Bikini Season Sans	• Blacker Display Medium	• Bodoni Sans
HAMBURGEFONSTIV	<b>Hamburgetonstiv</b>	Hamburgetonstiv
Bodoni URW Extra Narrow	• Bw Modelica	• Charcuterie Filigree
<b>Hamburgetonstiv</b>	Hamburgetonstiv	<b>Hamburgetonstiv</b>
Corporate Alt Book	• Didonesque Script Display	• Futura Light
Hamburgetonstiv	<i>Hamburgetonstiv</i>	Hamburgetonstiv
Garamond URW Wide	• Grobek Alt Normal	• Heading Pro Book
Hamburgetonstiv	Hamburgetonstiv	Hamburgetonstiv
nknut Antiqua	• Jazmin Alt Regular	• Le Major Regular
<b>Hamburgetonstiv</b>	Hamburgetonstiv	<i>HAMBURGEFONSTIV</i>
MADE TOMMY	• MANIFESTO	• Monckeberg Alt Normal
<b>Hamburgetonstiv</b>	HAMBURGEFONSTIV	Hamburgetonstiv
Monroe Regular	• Nothing You Could Do	• Optima LT Pro Black
<b>Hamburgetonstiv</b>	<i>Hamburgetonstiv</i>	<b>Hamburgetonstiv</b>
Pleuf Pro	• Reef Bold	• Sanchez
Hamburgetonstiv	<b>Hamburgetonstiv</b>	Hamburgetonstiv

## SERIF



In typography, a serif is a small line or stroke regularly attached to the end of a larger stroke in a letter or symbol within a particular font or family of fonts.

A typeface or “font family” making use of serifs is called a serif typeface (or serified typeface), and a typeface that does not include them is sans-serif.

Some typography sources refer to sans-serif typefaces as “grotesque” (in German, grotesk) or “Gothic”, and serif