



Sans- Serif

In typography, a sans-serif, sans serif, gothic, san serif or simply sans typeface is one that does not have the small projecting features called "serifs" at the end of strokes.

Sans-Serif
Serif

Serif

In typography, a serif is a small line attached to the end of a stroke in a letter or symbol, such as when handwriting is separated into distinct units for a typewriter or typesetter. A typeface with serifs is called a serif typeface.

Leading

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In typography, leading refers to the distance between the baselines of successive lines of type. The term originated in the days of hand-typesetting, when thin strips of lead were inserted into the forms to increase the vertical distance between lines of type.

Hierarchy

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Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content.

It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text.