

Typography

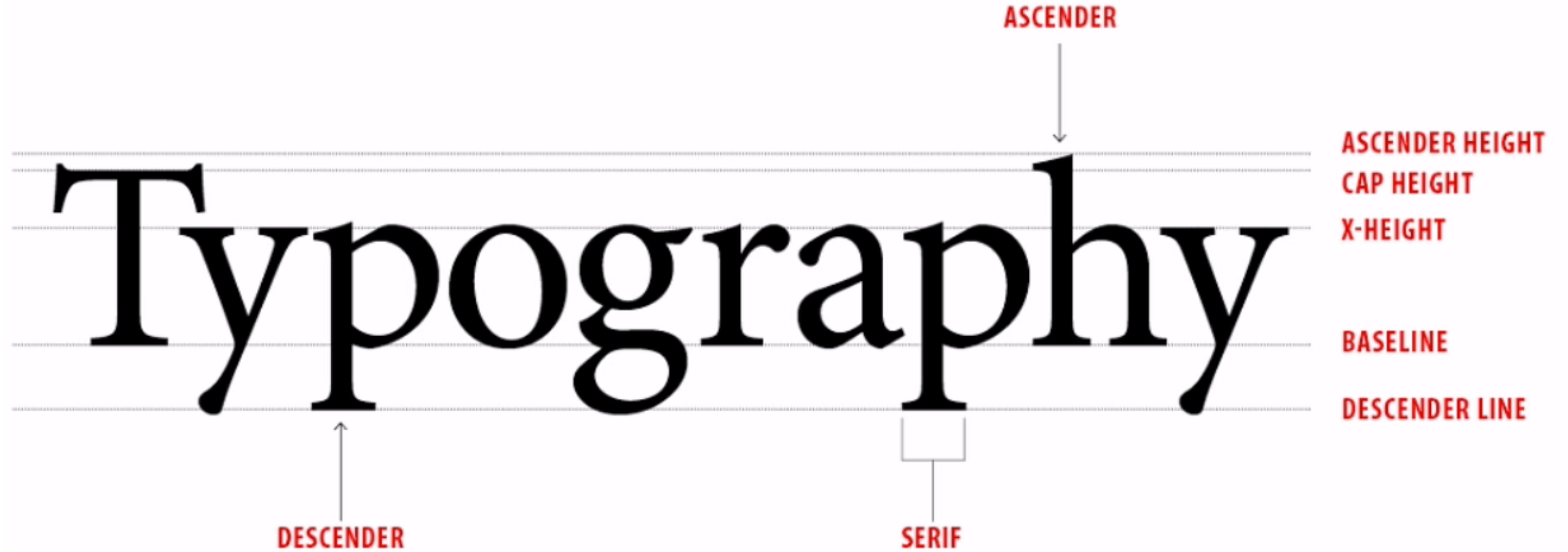
ASCENDER HEIGHT

CAP HEIGHT

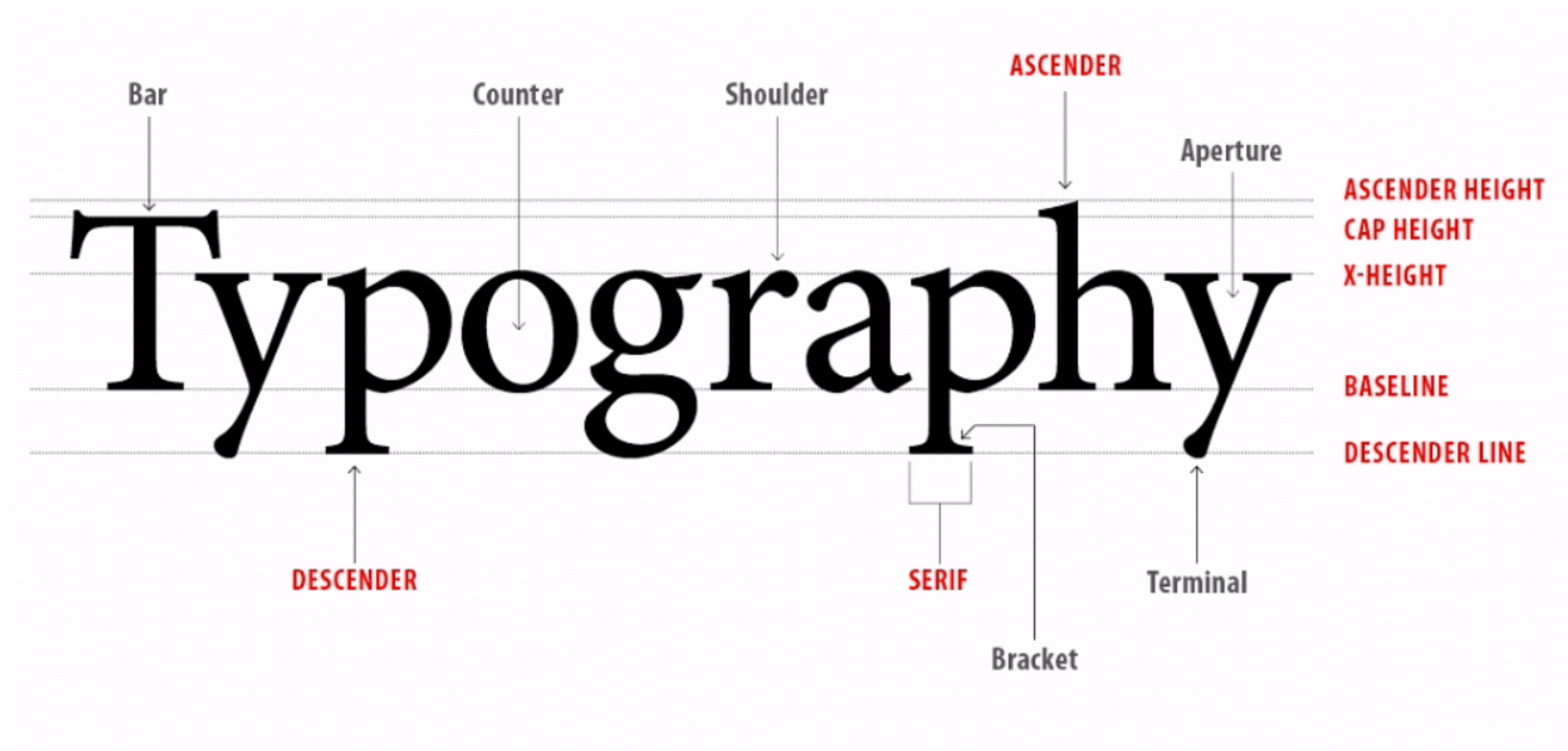
X-HEIGHT

BASELINE

DESCENDER LINE

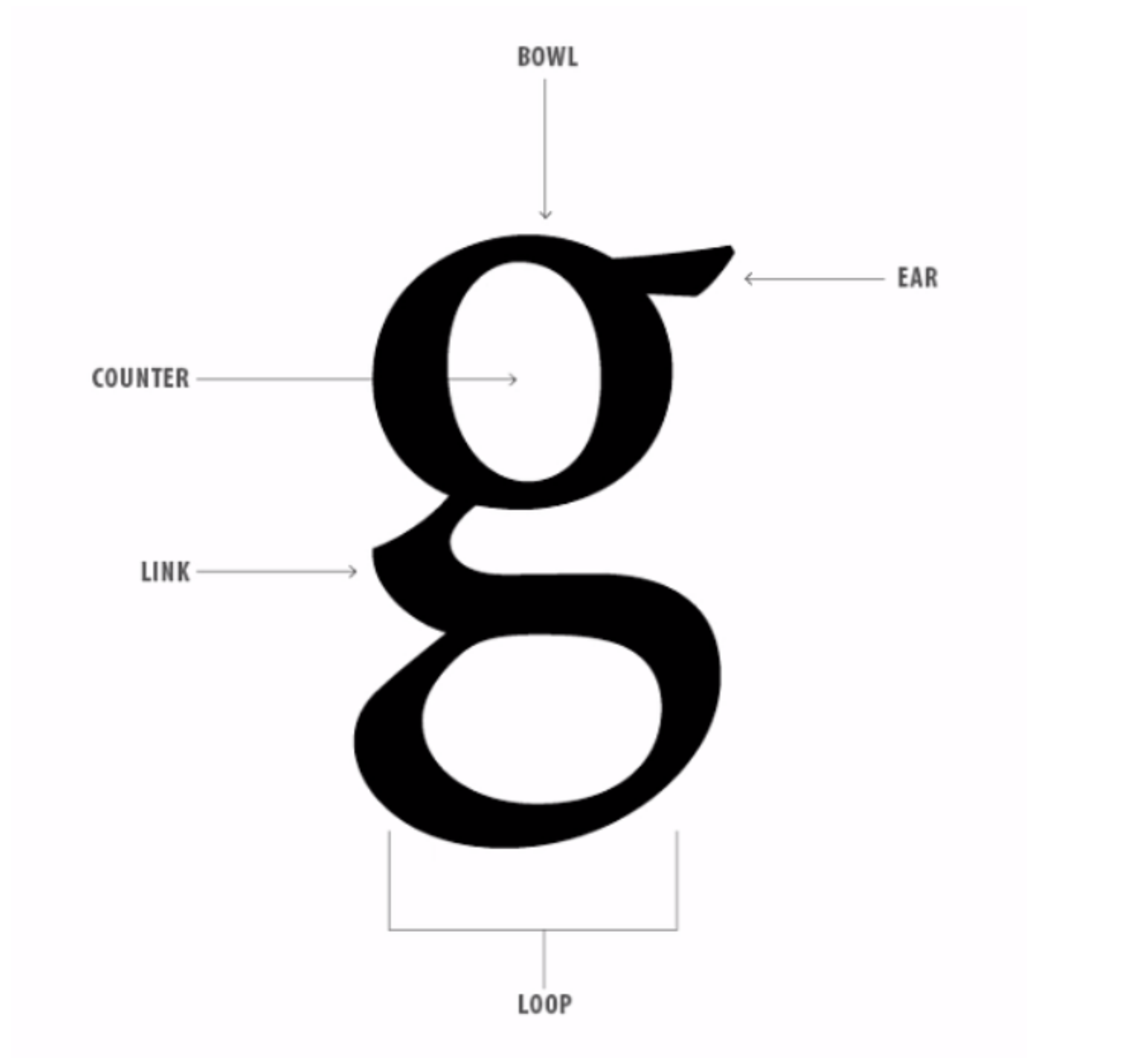






g





**i**

TITTLE



# Typeface vs. Font

A typeface is a particular design of type.

A font is a complete character set of a single style of a particular typeface.

Minion is a typeface.

*Minion Italic* and **Minion Bold** are fonts.



BLACKLETTER

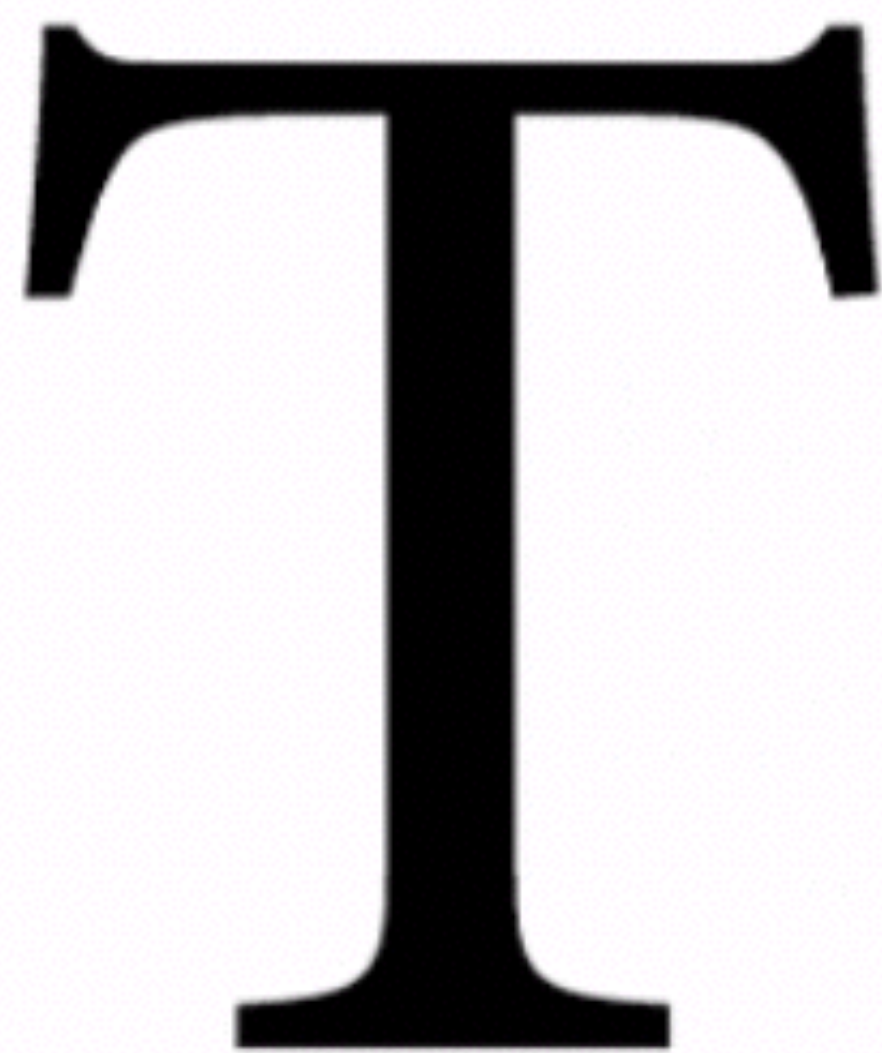
SERIF

SCRIPT

SLAB SERIF

SANS SERIF

DISPLAY

A large, black, uppercase letter 'T' rendered in the Minion serif font. The letter features a classic serif design with a thick vertical stem and a horizontal crossbar that has small, decorative serifs at its ends.

BLACKLETTER

**SERIF**

Minion

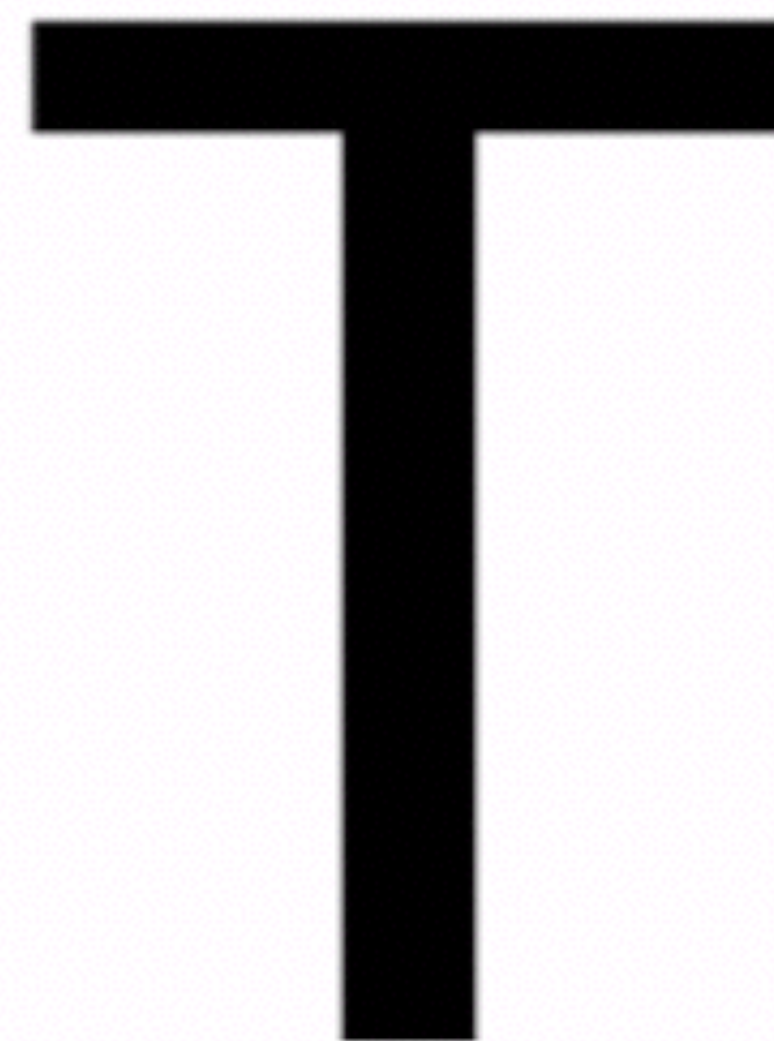
SCRIPT

SLAB SERIF

**SANS SERIF**

Myriad

DISPLAY

A large, black, uppercase letter 'T' rendered in the Myriad sans-serif font. The letter has a clean, modern appearance with a thick vertical stem and a horizontal crossbar that lacks the decorative serifs of the Minion font.



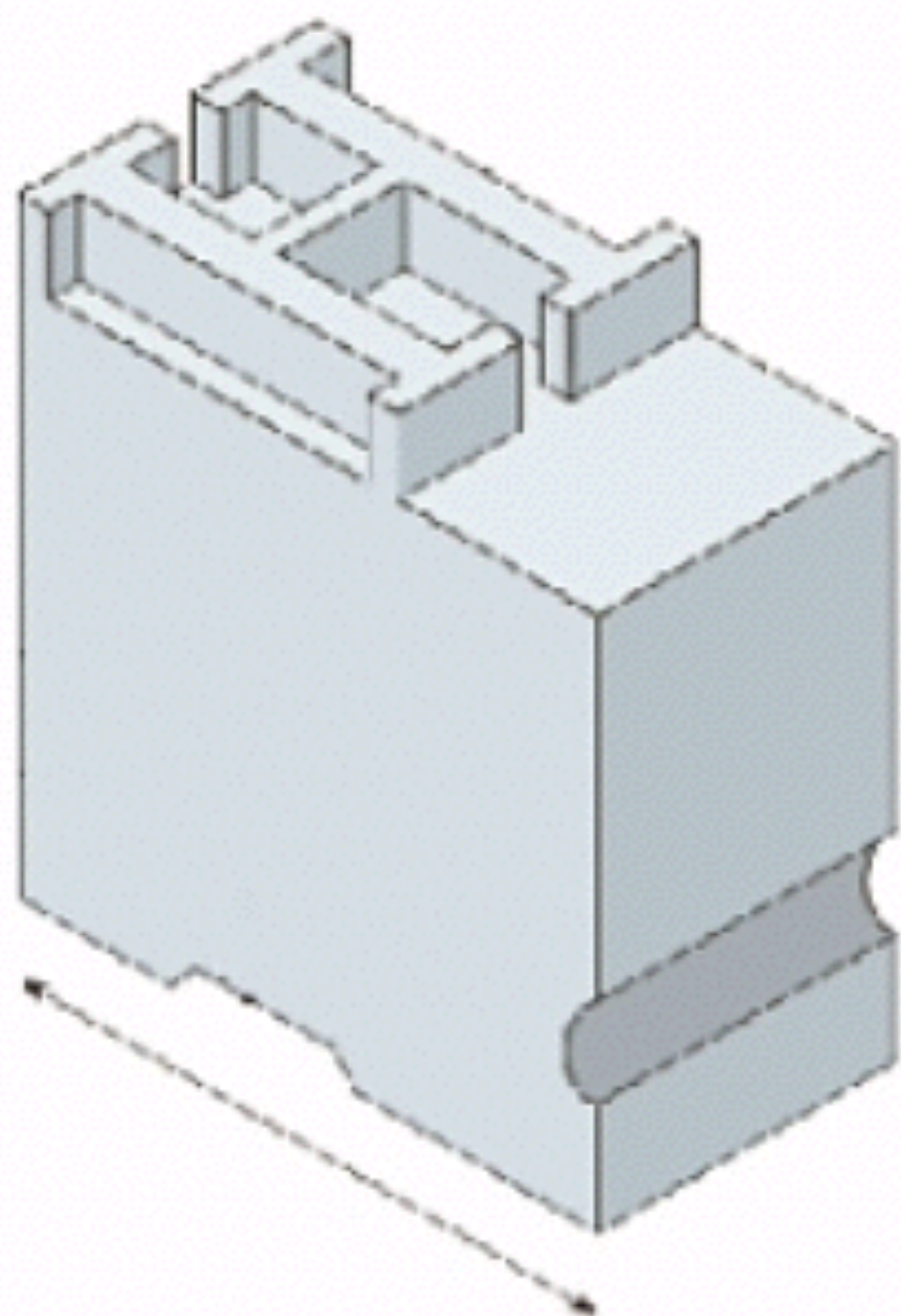
# POINTS + PICAS

Type is mostly measured in points.

12 points = 1 pica

6 picas = 72 points = 1 inch





**However...**

The point size you choose is rarely the size of the actual characters in the font you chose.

Bxdbg

Minion, 200pt

Bxdbg

Myriad, 200pt



Bx<sup>1</sup>cdg

Minion, 200pt

Bx<sup>1</sup>cdg

Myriad, 200pt





THE CAP HEIGHT OF THE AVERAGE FONT IS  $\sim 70\%$  OF THE CHOSEN POINT SIZE, AND THE X-HEIGHT IS  $\sim 70\%$  OF THE CAP HEIGHT.

## **Kerning**

The space between individual characters.

## **Tracking**

Also known as “range” kerning.

## **Word Spacing**

Can (should) be controlled separately.

## **Leading**

The space between lines of type.

**METRICS**  
(default)

# Typography



**METRICS**  
(default)

Typography

METRICS  
(default)

Typography

The word 'Typography' is rendered in a black serif font. Six red circles are overlaid on the text to highlight specific typographic features: the top of the 'T', the top of the first 'p', the top of the first 'o', the top of the 'g', the top of the 'h', and the top of the final 'y'.

OPTICAL

Typography

The word 'Typography' is rendered in a black serif font, identical to the one above but without the red circles. This version represents the 'optical' adjustment of the text, where the spacing and letterforms are visually balanced.



30pt



Was this the face that launched a thousand ships,  
and burnt the topless towers of Ilium?



## Minon Pro 10/9

Poor human nature, what horrible crimes  
have been committed in thy name! Every  
fool, from king to policeman, from  
the flatheaded parson to the visionless  
dabbler in science, presumes to speak  
authoritatively of human nature. The  
greater the mental charlatan, the more  
definite his insistence on the wickedness  
and weaknesses of human nature. Yet,  
how can any one speak of it today,  
with every soul in a prison, with every  
heart fettered, wounded, and maimed?  
— Emma Goldman

## Minon Pro 10/12

Poor human nature, what horrible crimes  
have been committed in thy name! Every  
fool, from king to policeman, from  
the flatheaded parson to the visionless  
dabbler in science, presumes to speak  
authoritatively of human nature. The  
greater the mental charlatan, the more  
definite his insistence on the wickedness  
and weaknesses of human nature. Yet,  
how can any one speak of it today,  
with every soul in a prison, with every  
heart fettered, wounded, and maimed?  
— Emma Goldman

## Minon Pro 10/18

Poor human nature, what horrible crimes  
have been committed in thy name! Every  
fool, from king to policeman, from  
the flatheaded parson to the visionless  
dabbler in science, presumes to speak  
authoritatively of human nature. The  
greater the mental charlatan, the more  
definite his insistence on the wickedness  
and weaknesses of human nature. Yet,  
how can any one speak of it today,  
with every soul in a prison, with every  
heart fettered, wounded, and maimed?  
— Emma Goldman



# Page Headline h1

**T**his is an intro paragraph. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Etiam porta sem malesuada magna mollis euismod. Maecenas sed diam eget risus varius blandit sit amet non magna. Nullam quis risus eget urna mollis ornare vel eu leo.

## This is an h2

This is a paragraph. Praesent commodo [cursus magna](#), vel scelerisque nisl consectetur et. Etiam porta **strong** malesuada magna *emphasis* euismod. Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Maecenas sed diam eget risus varius blandit sit amet non magna. Nullam quis risus eget urna mollis ornare vel eu leo.

## This is an h3

This is a paragraph. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Etiam porta sem malesuada magna mollis euismod. Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Maecenas sed diam eget risus varius blandit sit amet non magna. Nullam quis risus eget urna mollis ornare vel eu leo.

## This is an h4

This is a paragraph. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Etiam porta sem malesuada magna mollis euismod. Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Maecenas sed diam eget risus varius blandit sit amet non magna. Nullam quis risus eget urna mollis ornare vel eu leo.

- *List item*
- *Another List item*