



Typography
(420-TYP-ID)

Class 02

Typography: Typefaces

DON'T USE
too many fonts
on one graphic
it's overwhelming

Typography: connotation

Happy

Happy

Trustworthy

Trustworthy

Choosing typefaces: neutral typeface



Choosing typefaces: bad choices



Choosing typefaces: decorative fonts

STENCIL

ROSEWOOD

Magneto

COOLLECTOR

Choosing typefaces : bad choices

Comic Sans

Papyrus

Curlz

Brush Script

Typefaces classification : Serif old style

SERIF > OLDSYTYLE

ITC Berkeley Oldstyle
Adobe Garamond
ITC Legacy Serif



Belmo

Typefaces classification : Serif transitional

SERIF > TRANSITIONAL

ITC New Baskerville
Bulmer
Perpetua

B-e-l-m-o

Typefaces classification : Serif modern

SERIF > MODERN

Bodoni Antiqua
Didot
ITC Fenice

B e l m o

Typefaces classification : Slab Serif

A B C D E F G H I J K
L M N O P Q R S T
U V W X Y Z

Typefaces classification : Serif square

SERIF > SQUARE SERIF

Clarendon
Rockwell
Silica

Belmø

Typefaces classification : Serif glyptic

SERIF > GLYPHIC

Friz Quadrata
Newtext
ITC Quorum

Belmo

Typefaces classification : Sans serif grotesque

SANS SERIF > GROTESQUE

Bureau Grotesque
Franklin Gothic
Helvetica



Typefaces classification : Sans serif square

visual network

Typefaces classification : Sans serif humanistic

SANS SERIF > HUMANISTIC

Frutiger

Gill Sans

ITC Stone Humanist

Bela

Typefaces classification : Sans serif geometric

SANS SERIF > GEOMETRIC

Avenir
Bauhaus
Futura



Typefaces classification : Script formal

SCRIPTS > FORMAL

Bickham Script
Edwardian Script
Snell Roundhand

→ *Belmo* 

Typefaces classification : Script casual

SCRIPTS > CASUAL

Bianca
Bickley Script
Mahogany Script

Belmo

Typefaces classification : Script calligraphic

SCRIPTS > CALLIGRAPHIC

Ballerino

Ruach

ITC Wisteria

Belmo

Typefaces classification : Script blackletter

SCRIPTS > BLACKLETTER

Engravers Old English
Fette Fraktur
Goudy Text

→ B e l m o

Typefaces classification : Script handwriting

SCRIPTS > HANDWRITING

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Emmascript

ITC Kristen Normal

Belmo

Typefaces classification : Decorative

DECORATIVE

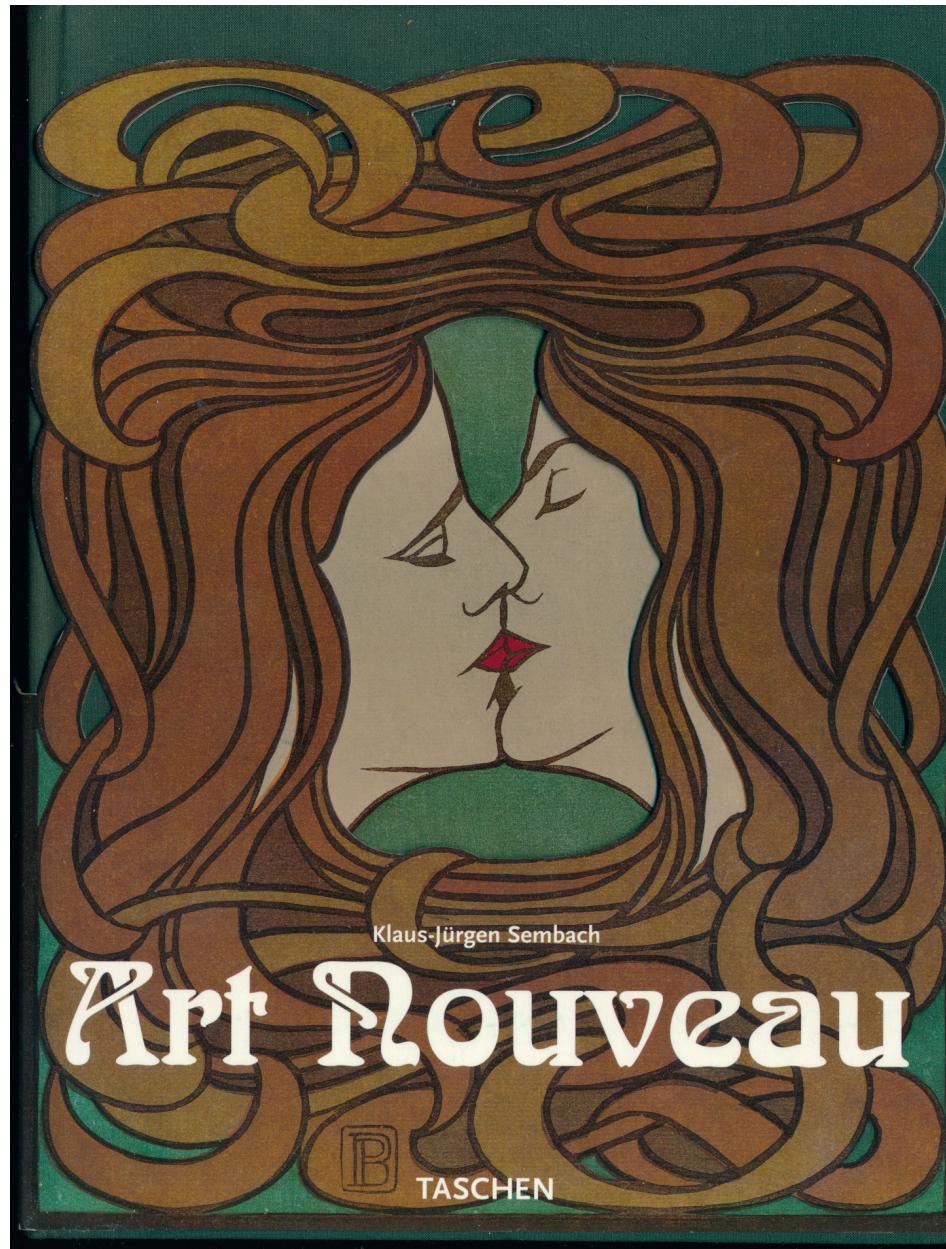
ITC Freddo

ITC Matisse

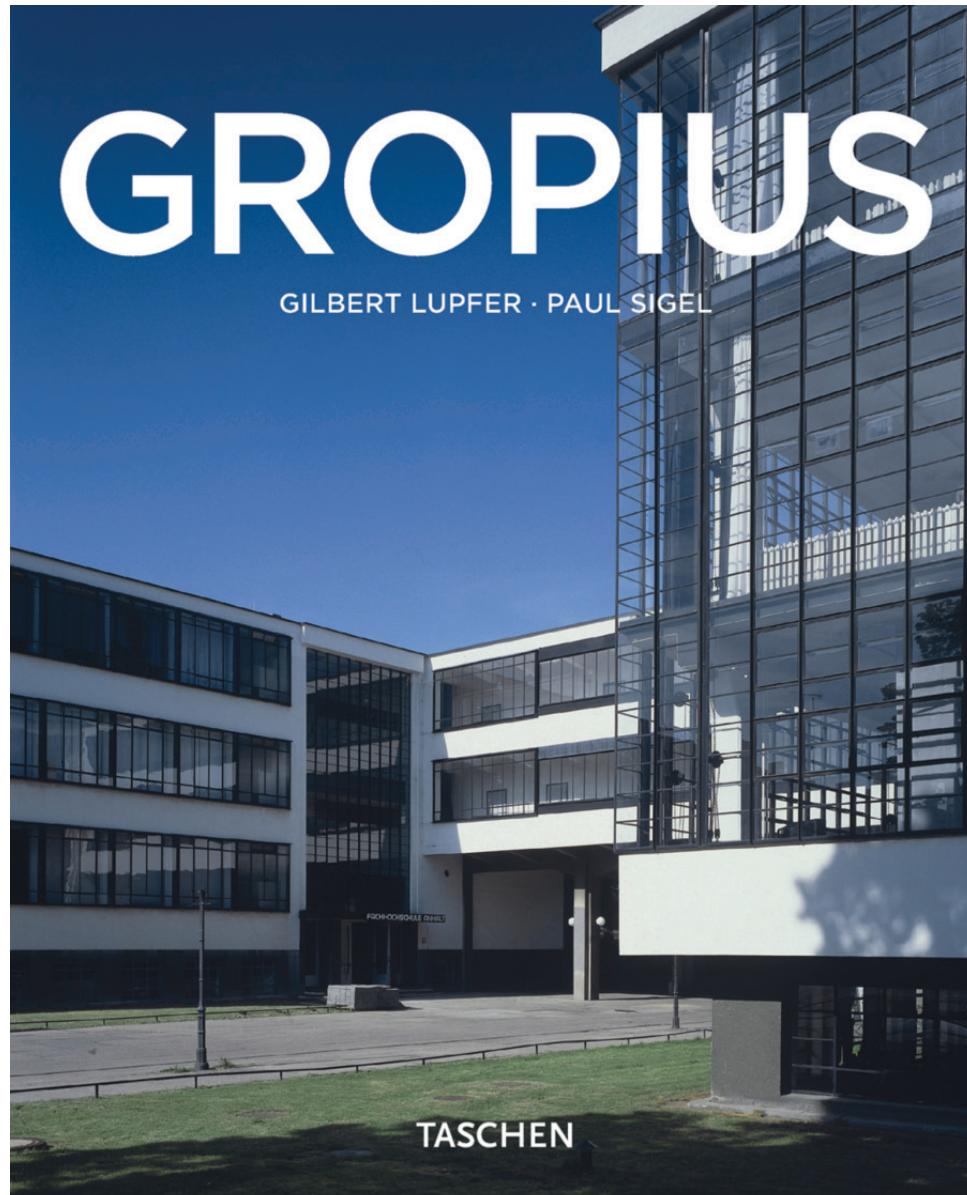
RUBBER STAMP

B E L M Ø

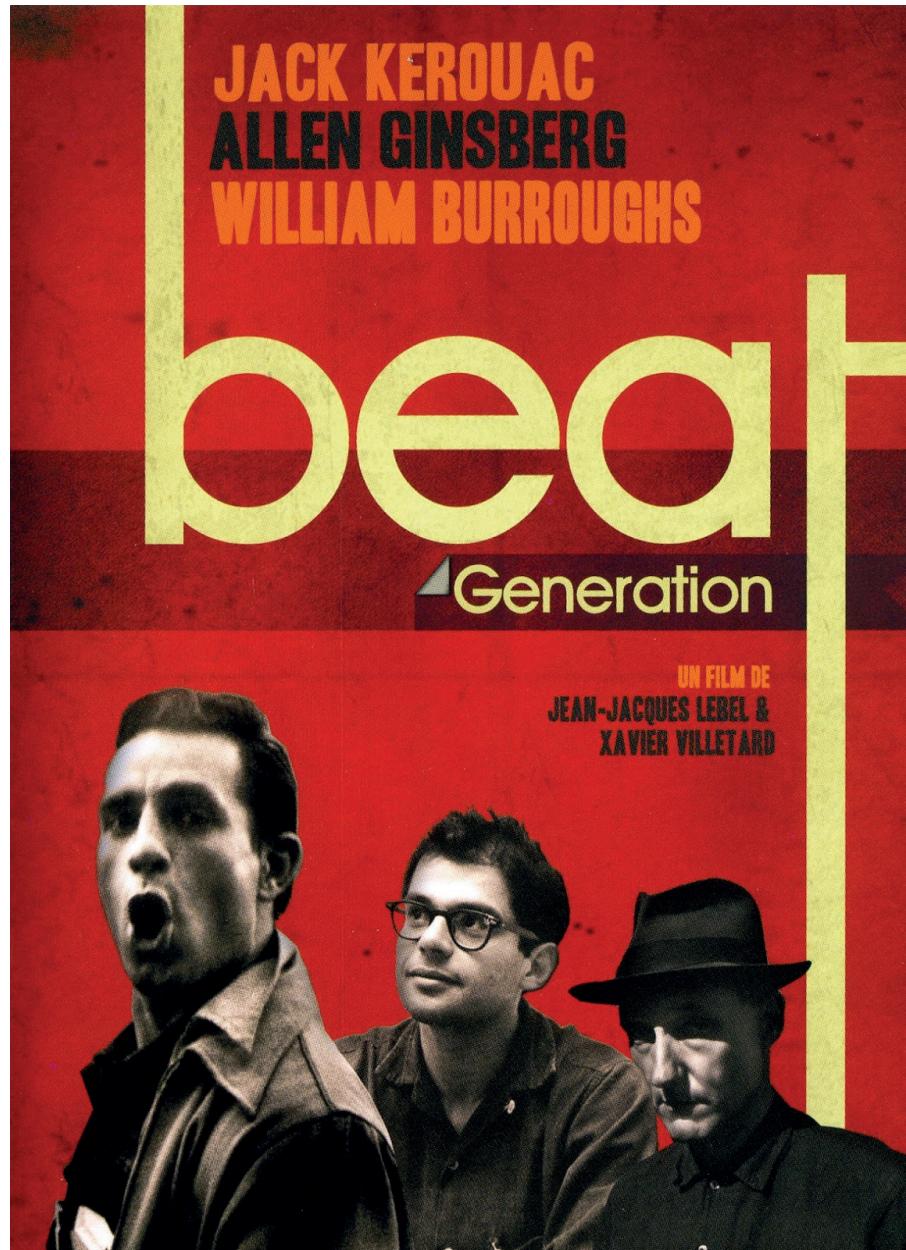
Typeface adequacy: direct link



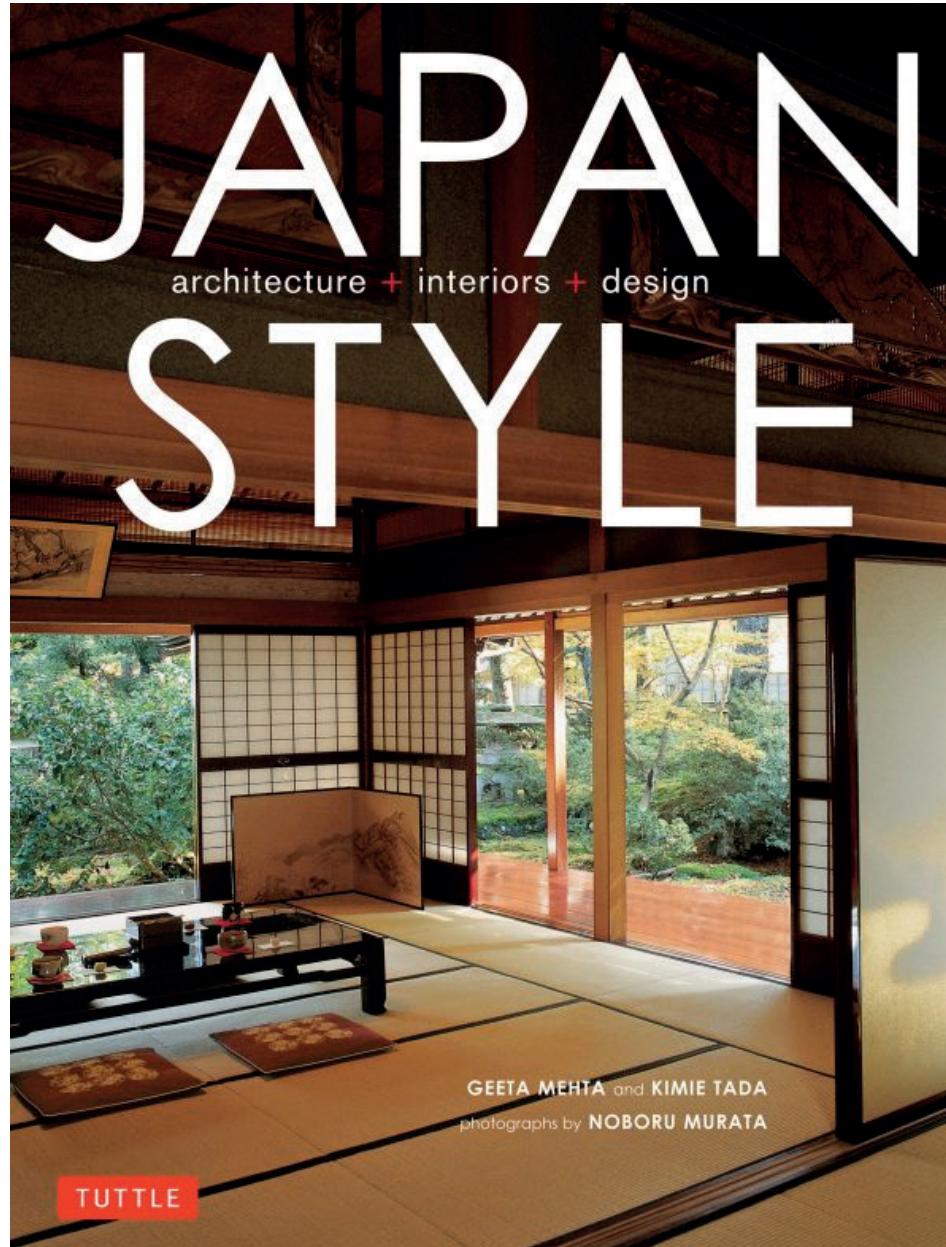
Typeface adequacy: direct link



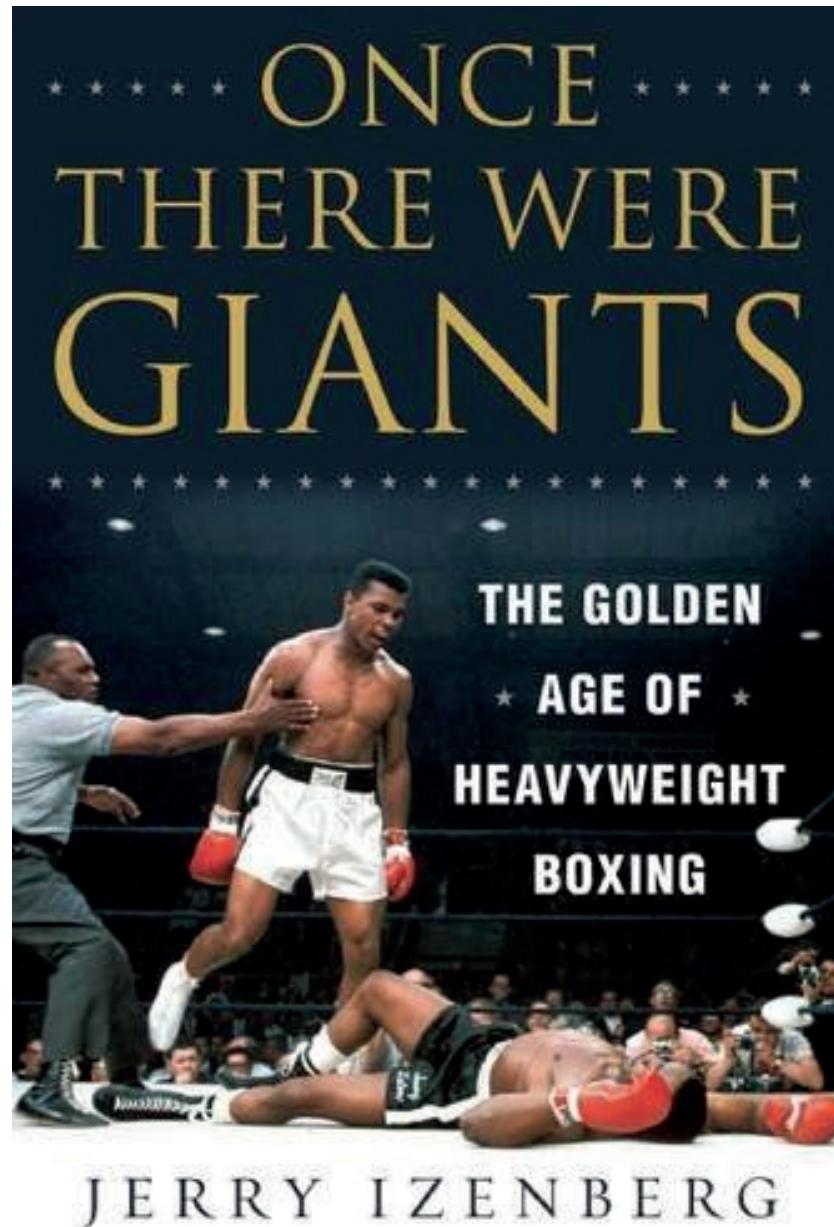
Typeface adequacy: chronological



Typeface adequacy: sensitive



Typeface adequacy: associative



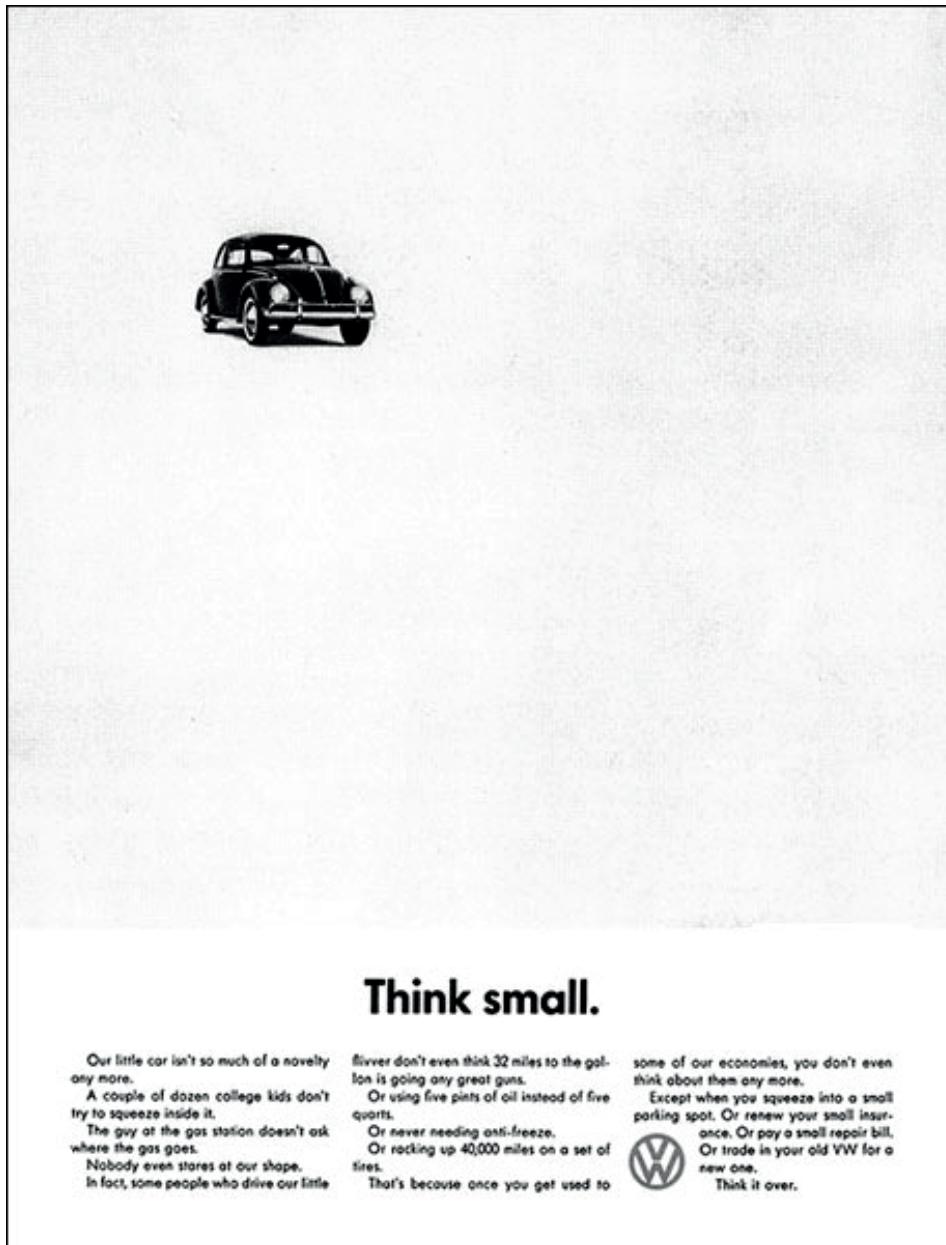
Typeface connotations: form / shape



Typeface connotations: treatment



Typeface connotations: positioning



Think small.

Our little car isn't so much of a novelty any more. A couple of dozen college kids don't try to squeeze inside it. The guy at the gas station doesn't ask where the gas goes. Nobody even stares at our shape. In fact, some people who drive our little

driver don't even think 32 miles to the gallon is going any great guns. Or using five pints of oil instead of five quarts. Or never needing anti-freeze. Or rocking up 40,000 miles on a set of tires. That's because once you get used to

some of our economies, you don't even think about them any more. Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one. Think it over.



Typeface connotations: functions of text

Headings (H1) ➔

Typography Best Practices for the Modern Web

Subheading ➔

A guide to responsive web typography covering all the best practices & font styling size rules to ensure your site's content is readable & a joy to behold.

Body text ➔

Painters have their brushes. Sculptors have their clay. Web designers have their... words? As Oliver Richenstein has now **famously written**: "95% of the information on the web is written language." After all the careful consideration you've given to your site's custom graphics, icons, pretty menus, and clean

Headings (H2) ➔

Establishing a Visual Hierarchy

Body text ➔

The most important objective of good web typography is to create a **hierarchy** of content that visually flows from one element to the next. Proper distinction between your Headings, Subheadings and Body text, a variety of font weights and styles, and having enough white space between blocks of text are all factors that promote an effortless reading experience.

Headings (H3) ➔

Building a Strong Body

Body text ➔

Your first order of business is to nail down your site's main **Body** text, since this is what your visitors will spend most of their time reading. Your goal is to create text that flows naturally across large paragraphs, inspiring a healthy rhythm for long stretches of reading.

Typography main errors : Bigger is not better



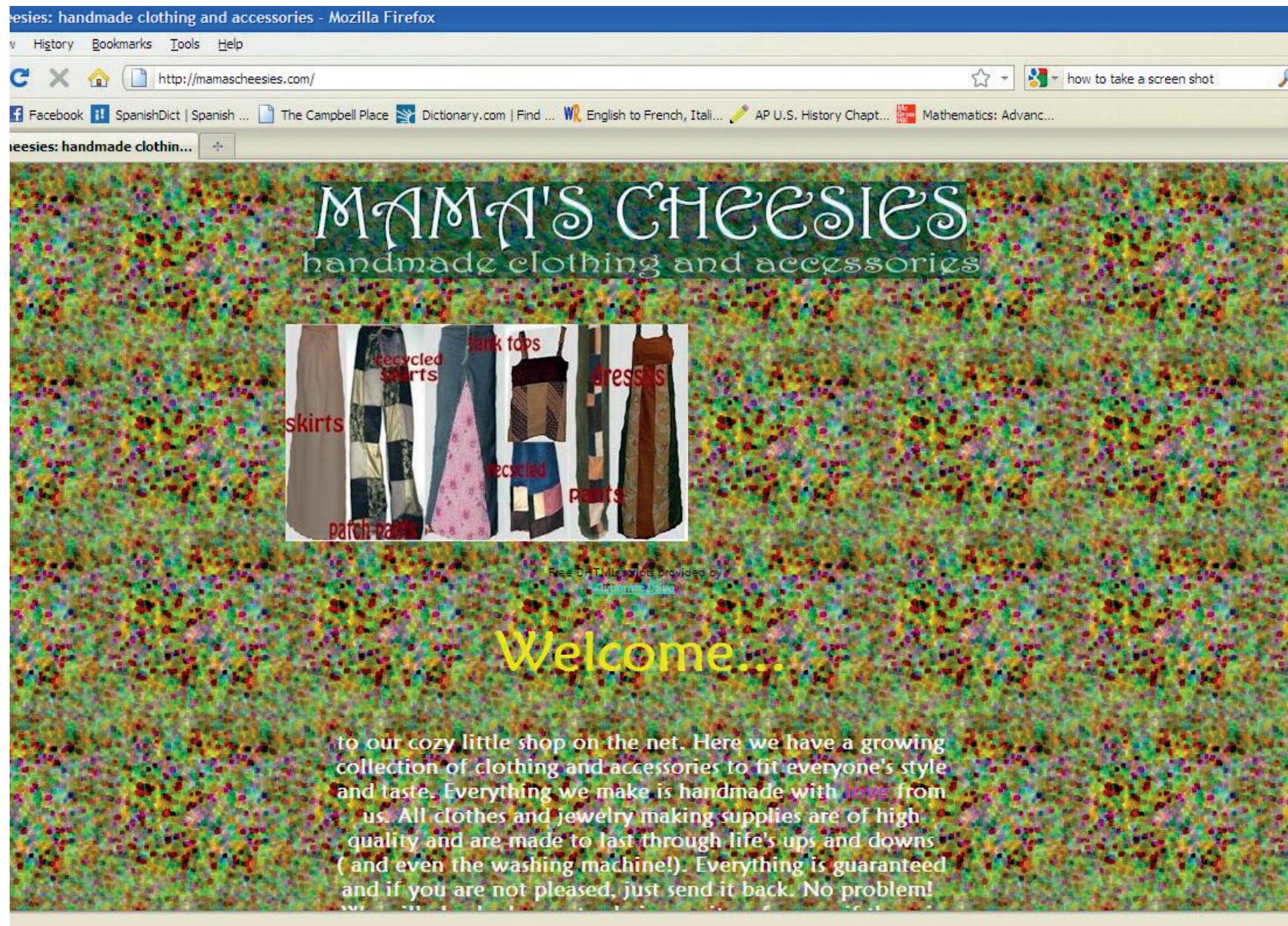
Typography main errors : Adequacy & connotations



Typography main errors : Clichés



Typography main errors: Readability



Typography main errors : Effects and style abuse

