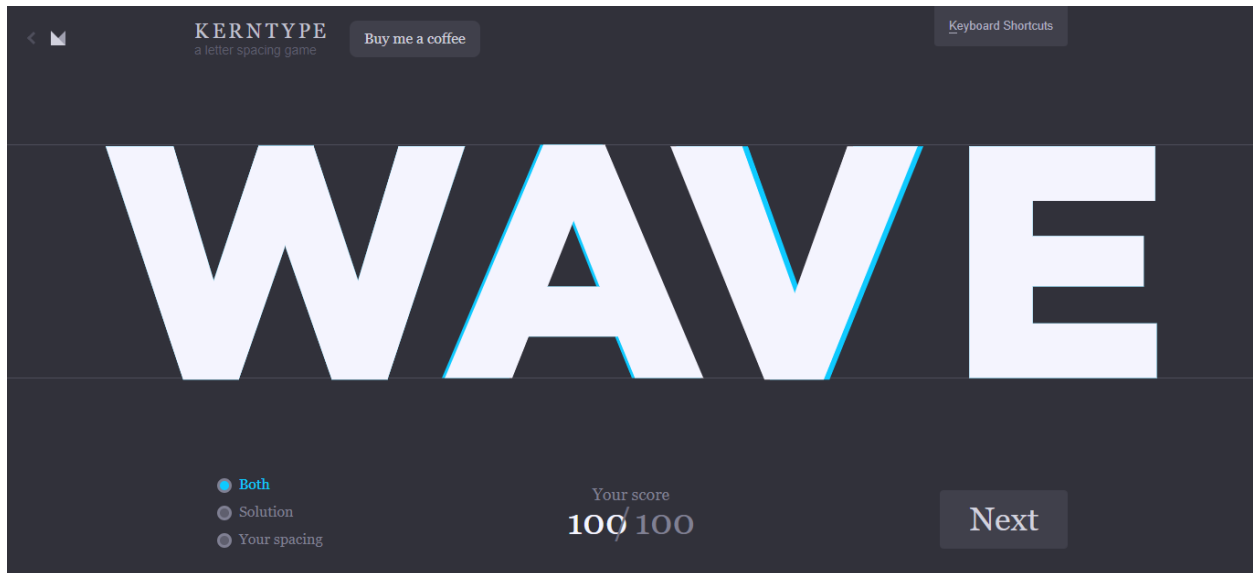


## ACTIVITY 6: Colors and Typography

### Game 1: Kern Type, the kerning game



<

☰

KERNTYPE

a letter spacing game

Buy me a coffee

Keyboard Shortcuts

YVES

● Both

○ Solution

○ Your spacing

Your score

100/100

Next

<

☰

KERNTYPE

a letter spacing game

Buy me a coffee

Keyboard Shortcuts

holly

● Both

○ Solution

○ Your spacing

Your score

100/100

Next

<

☰

KERNTYPE

a letter spacing game

Buy me a coffee

Keyboard Shortcuts

Await

● Both

○ Solution

○ Your spacing

Your score

100/100

Next

<

⌵

KERNTYPE  
a letter spacing game

Buy me a coffee

Keyboard Shortcuts

Roissy

● Both

● Solution

● Your spacing

Your score

100/100

Next

<

⌵

KERNTYPE  
a letter spacing game

Buy me a coffee

Keyboard Shortcuts

Quijote

● Both

● Solution

● Your spacing

Your score

100/100

Next

<

⌵

KERNTYPE  
a letter spacing game

Buy me a coffee

Keyboard Shortcuts

gargantuan

● Both

● Solution

● Your spacing

Your score

100/100

Next



## Game 2: Brandseen – How well do you recognize these brands

Brandseen

How well do you recognize these brands?

About



1 of 9



Next →

99 / 100

Share your score with a [tweet](#)

Brandseen

How well do you recognize these brands?

About



2 of 9



Next →

97 / 100

Share your score with a [tweet](#)

YAHOO!

3 of 9



Next →

88 / 100

Share your score with a [tweet](#)


**Instructions:**

How well do you know some of the most popular brands on earth? Find out by selecting the color you associate with each logo - you'll be scored based on how close your response matches the original brand. See how well


Brandseen

How well do you recognize these brands?

About



4 of 9



Next →

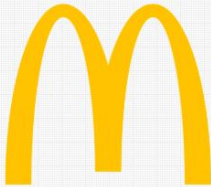
42 / 100

Share your score with a [tweet](#)

Brandseen

How well do you recognize these brands?

About



5 of 9



Next →


100 / 100

Share your score with a [tweet](#)


Brandseen

How well do you recognize these brands?

About



6 of 9



Next →

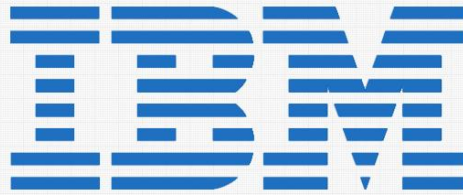
93 / 100

Share your score with a [tweet](#)

Brandseen

How well do you recognize these brands?

About



7 of 9



Next →

84 / 100

Share your score with a [tweet](#)

Brandseen

How well do you recognize these brands?

About



8 of 9



Next →

100 / 100

Share your score with a [tweet](#)

Brandseen

How well do you recognize these brands?

About



9 of 9



Next →

100 / 100

Share your score with a [tweet](#)

# Congrats! Your average score was 89%

[Share your score!](#)

Coca Cola	98	Batman	97
Yahoo	88	Dropbox	42
McDonalds	100	Starbucks	93
IBM	84	Shell	100
Apple	100		





Game 3: Better Web Type

LEVEL 01/10

Adjust the line height to what you think best matches other parameters.

LINE HEIGHT: 1.2

1.2

FONT SIZE: 16px

16px

LINE WIDTH: 600px

600px

TYPEFACE: Georgia

Georgia

10/10

Score

Font-size

Line-height

Line width

LEVEL 01

PERFECT!

10/10

Next Level

Previous

LEVEL 02/10

Adjust the line width to what you think best matches other parameters.

LINE HEIGHT: 1.2

1.2

FONT SIZE: 16px

16px

LINE WIDTH: 600px

600px

TYPEFACE: Georgia

Georgia

25/25

Score

Font-size

Line-height

Line width

LEVEL 02

PERFECT!

15/15

Next Level

Previous

LEVEL 03/10

Adjust the font size to what you think best matches other parameters.

LINE HEIGHT: 1.2

1.2

FONT SIZE: 16px

16px

LINE WIDTH: 600px

600px

TYPEFACE: Georgia

Georgia

30/30

Score

Font-size

Line-height

Line width

LEVEL 03

PERFECT!

5/5

Next Level

Previous

LEVEL 04/10

Adjust the line-height to what you think best matches other parameters.

LINE-HEIGHT: 1.5

FONT-SIZE: 30px

LINE-WIDTH: 500px

TYPEFACE: Georgia

39/40

SCORE

Font-size

Line-height

Line width

LEVEL 04

PERFECT!

10/10

Next Level

Quit

LEVEL 05/10

Adjust the line-width to what you think best matches other parameters.

LINE-HEIGHT: 1.5

FONT-SIZE: 30px

LINE-WIDTH: 500px

TYPEFACE: Georgia

55/55

SCORE

Font-size

Line-height

Line width

LEVEL 05

PERFECT!

15/15

Next Level

Quit

LEVEL 06/10

Adjust the font size to what you think best matches other parameters.

LINE-HEIGHT: 1.5

FONT-SIZE: 30px

LINE-WIDTH: 500px

TYPEFACE: Georgia

53/60

SCORE

Font-size

Line-height

Line width

LEVEL 06

WELL DONE

4/5

Next Level

Quit

LEVEL 07/10

Adjust the font height to what you think best matches other parameters.

Font-size

Line-height

Line width

LEVEL 07

COULD BE BETTER

3/10

Next Level

Score

Font-size

Line-height

Line width

LEVEL 07

COULD BE BETTER

3/10

Next Level

Score

LEVEL 08/10

Adjust the font height to what you think best matches other parameters.

Font-size

Line-height

Line width

LEVEL 08

PERFECT!

15/15

Next Level

Score

Font-size

Line-height

Line width

LEVEL 08

PERFECT!

15/15

Next Level

Score

LEVEL 09/10

Adjust the font height to what you think best matches other parameters.

Font-size

Line-height

Line width

LEVEL 09

PERFECT!

5/5

Next Level

Score

Font-size

Line-height

Line width

LEVEL 09

PERFECT!

5/5

Next Level

Score

LEVEL 10/10

Adjusted the blue height to what you  
think best matches other  
parameters.

LINE HEIGHT: 1.5



FONT SIZE: 17px

LINE WIDTH: 550px

TYPEFACE: Baskerville

85/100

SCORE



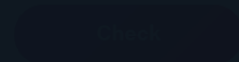
NOT BAD, YOU'RE A

TYPE GEEK WANNABE

85/100

[Try again?](#)

For optimal high contrast  
reading by the person  
with low vision,  
the text should be  
large and bold, and  
the background should be  
a solid color. The text  
should be in a sans-serif  
font, and the background  
should be a solid color.



## Game 4: Type War

# typewar

ended your streak of 10 which was your longest yet x

Wrong!

T

is  
Futura  
not  
Helvetica Neue

not counting you  
just then, people  
have gotten that  
question right  
**78.6%**  
of the time

learn more

what typeface is this?

K

Optima Futura

skip

Your score is  
**26**

Level  
**4**

Current streak  
**0**  
longest: 10

NOTE: You will  
get more points  
for correctly  
answering one  
that other people  
had trouble with  
than one that  
most people got  
right