

Graphic Design Theory - Typography

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coursera

▼ References

[Click here](#) or on the image below to view all the references used in this course. A new tab will open in your browser, you will be open to return to the course by either closing that tab or switching back to this current tab.

Graphic Design Theory - Typography

This board was created in Milanote.

<https://app.milanote.com/1MOOCU166ooP4g?p=D9sMvjZsogo>



Details

- 10 cards
- 1 note
- 1 file
- 1 link
- 1 pinned card
- 1 pinned note
- 1 pinned file
- 1 pinned link
- 1 pinned pinned card
- 1 pinned pinned note
- 1 pinned pinned file
- 1 pinned pinned link



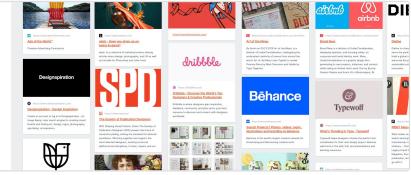
[GDT_typography-terms.pdf](#)

[GDT_typography-analysis_worksheet_all_examples.pdf](#)

Useful Sites and Tools

This board was created in Milanote.

https://app.milanote.com/1NNgEw1qo51q8r/useful-sites-and-tools?p=hYwyohYhnHr



▼ Legibility Vs Readability

• Legibility

- How easy it is to distinguish individual letters in a typeface. Factors that affect legibility include contrast, x-height, and weight.

• Readability

- How easy it is for a reader to understand the text. Readability is about the reader's experience, and how comfortable and enjoyable it is to read a longer text for an extended period.

Legibility Vs Readability in typography - Google Search

https://www.google.com/search?q=Legibility+Vs+Readability+in+typography&sca_esv=b8b28ea512734881&rlz=1C1VDKB_en-GBIN1109IN1109&ei=WQHUZtq5GJ-hnesPmLfzwQo&ved=0ahUKEwiaytmMh6GIAxWfUGcHHZjbPKgQ4dUDCBA&uact=5&oq=Legibility+Vs+Readability+in+typography&gs_lp=Egnd3Mtd2l6XNlcNAj0xZ2liaWxpdHkgVnMgUmVhZGFiaWxpdHkgaW4gdHlw2dyYXBoeTIECEYoAEYwwR19AIQAFgAcAB4AZABAJgBswGgAbMBqgEDMC4xuAEDyAEA-AEC-AEBmABoALBAZgDAJlHAzAuMaAHkgI&sclient=gws-wiz-serp

Read Between The Lines: Why Legibility And Readability Is Essential For UX | Anchor Digital

In digital marketing and design, there are several closely related terms and elements that are frequently confused with each other.

https://anchordigital.com.au/articles/read-between-the-lines-why-legibility-and-readability-is-essential-for-ux



About Legibility and Readability

Functional accessibility in typography includes legibility and readability among other things, and often the two terms are applied...

 <https://medium.com/the-readability-group/about-legibility-and-readability-596fcfd432a06>



Legibility and Readability: What's the Difference? | CreativePro Network

Learn the difference between "legible" text and "readable" text and how to ensure both in your work!

 <https://creativepro.com/legibility-and-readability-whats-the-difference/>

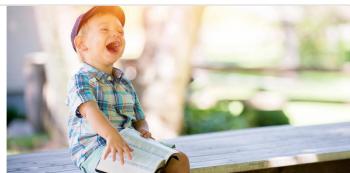
A grasshopper began to chirrup
in the grass, and a long thin
only floated by on its
in gauze wings. Lord Henry
is if he could hear Basil
ward's heart beating, and he
dered what was coming.

A grasshopper began to ch
in the grass, and a long thi
dragonly floated by on its
brown gauze wings. Lord H
felt as if he could hear Bas
Hallward's heart beating, an
wondered what was comin

Read Between The Lines: Why Legibility And Readability Is Essential For UX | Anchor Digital

In digital marketing and design, there are several closely related terms and elements that are frequently confused with each other.

 <https://anchordigital.com.au/articles/read-between-the-lines-why-legibility-and-readability-is-essential-for-ux>



Legibility vs. Readability

Legibility is a component of readability. Using Readability Features (such as font or character spacing) can create a more (or less) readable experience.

 <https://readabilitymatters.org/articles/legibility-vs-readability>



Legibility vs Readability: Everything You Need to Know

Readability and legibility sound like they mean the same thing, right? Well, not exactly. Let's find out about their differences and why you need to keep them in mind when working with fonts and typefaces.

 <https://www.linearity.io/blog/legibility-vs-readability/>



Typographic Readability and Legibility

What is readability vs. legibility, and why are they important? You might be considering font readability, or whether or not serif vs. sans serif readability impacts your work.

 <https://design.tutsplus.com/articles/typographic-readability-and-legibility--webdesign-12211>



▼ Typeface Vs Font

• Typeface

- A typeface is a set of fonts that share common design features, such as letters, numbers, and symbols. Typefaces can include variations in size, weight, slope, and width. Typefaces are also known as font families.

• Font

- A font is a specific style of text within a typeface, such as the design, size, and boldness of letters and symbols. Fonts can also include other attributes like spacing and kerning.

Typeface Vs Font in typography - Google Search

 https://www.google.com/search?q=Typeface+Vs+Font+in+typography&sca_esv=b8b28ea512734881&liz=1C1VDKB_en-GBIN1109IN1109&ei=nwH%UZsifOKmNnesPq4iHiA0&ved=0ahUKEwil66muh6GIAxWpRmcHHSvEAdEQ4dUDCBA&uact=5&oq=Typeface+Vs+Font+in+typography&gs_lp=Egxn3Mtd2I6LXNlcnAaAhgBlh5UeXBIZmFjZSBWcyBGb250IGluHr5cG9ncmFwaHkyBRAAGO8FMggQABBiBBILEAAygAQYogQYiwNI1y5QAFjHK3AAeAGQAQCYAAqBoAG8AqoBAzAuMrgBA8gBAPgBAvgBAZgCAaACpAGYAwCSBwMwLjGgB8wH&client=gws-wiz-serp

Typefaces vs. fonts: here's how they're different

Never be confused by the typographic terms again: we break down the difference with this explainer.

 <https://www.wix.com/studio/blog/typefaces-vs-fonts>



Typeface – Fonts Knowledge - Google Fonts

A typeface is what you see; a font is what you use.

 <https://fonts.google.com/knowledge/glossary/typeface>

Roboto Bold



Typeface vs. Font: The Key Differences | Upwork

Learn the key differences between typeface and font and understand when and if they can be used interchangeably.

 <https://www.upwork.com/resources/typeface-vs-font>

Typeface vs Font: What's the Difference - GeeksforGeeks

Discover the difference between typeface and font with definitions and examples. Essential for designers, writers, and design students.

 <https://www.geeksforgeeks.org/difference-between-typeface-and-font/>



What is the difference between a font and a typeface?

The main difference between these two terms is that a typeface (or type family) is the name of a specific collection of related fonts. In comparison, font refers to a particular weight, width, and style within that typeface. To put it in simple terms, each variation of a typeface is a font. For more information, visit <https://snowball.digital/blog/what-is-the-difference-between-a-font-and-a-typeface>



Font vs typeface: the ultimate guide

What is the difference between font vs typeface? And does it really matter?

 <https://www.creativebloq.com/features/font-vs-typeface>



The Difference Between Font and Typeface

Terminology surrounding typography has morphed and found its place in our modern day vernacular. The terms

 <https://hobancards.com/blogs/thoughts-and-curiosities/difference-between-font-and-typeface>



Font Versus Typography: How Are They Different?

The terms font and typography are oftentimes used interchangeably but they are actually different. It's important to understand the differences.

 <https://www.creativerepute.com/font-typography/>



▼ Calligraphy & Lettering

Calligraphy - Google Search

 https://www.google.com/search?q=Calligraphy+&+Lettering+in+typography&sca_esv=b8b28ea512734881&liz=1C1VDKB_en-GBIN1109IN1109&ei=wwwHUrGVA5fiseMPgZSJ6A4&ved=0ahUKEwixgqoq_h6GIAxUxWwGHQFKAu0Q4dUDCBA&uact=5&q=Calligraphy+&+Lettering+in+typography&gs_lp=Egxnd3Mtd2l6LXNlcAiJUNhbGxpZ3JhcGh5ICYgTGV0dGVyaW5nIGluIHR5cG9ncmFwaHkyCBahGKABGMMESNkdUIQWKcQcAF4AZABAJgBpgGgAZ4DqgEDMC4zuAEAdyAEA-AEB-AECmAIEoALK8ICChAAGLADGNYEGEfCAGYQABgHGB6YAwCIbgGQBgiSBwMxLjOgB8YN&sclient=gws-wiz-serp

What is The Difference Between Typography, lettering and Calligraphy? | Freepik Blog

With the rise of fonts available online these days, the defining line between hand lettering, calligraphy, and typography has become blurred. But if you have

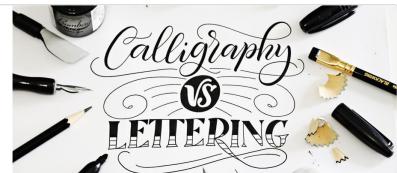
 <https://www.freepik.com/blog/difference-between-typography-lettering-calligraphy/>



The difference between calligraphy, lettering, & typography

The difference between Calligraphy, Lettering, and Typography (basics for beginners)

☞ <https://www.howjoyful.com/calligraphy-vs-lettering/>



Lettering, Calligraphy, and Typography: Do You Know the Differences? | Blog | Domestika

These three concepts all refer to disciplines involving letters, which is perhaps the only thing they really have in common. Creating letters is a whole world, and it is not surprising that people who are not fully familiar with this field have some doubts. In this blog post, we take a look at what exactly is

☛ <https://www.domestika.org/en/blog/6729-lettering-calligraphy-and-typography-do-you-know-the-differences>



The Differences Between Calligraphy, Handlettering and Typography

It is well known in social media that you don't have to be correct when you hashtag anything, so naturally over time the lines between...

☞ <https://calligrascape.com/the-difference-between-calligraphy-handlettering-and-typography/>



Calligraphy VS. Hand Lettering VS. Fonts – What's the difference? - The Happy Ever Crafter

Calligraphy. Modern calligraphy. Brush calligraphy. Hand lettering. Brush lettering. Fonts. Typography. ALL OF THE THINGS! ...how do you differentiate between [...]

☛ <https://www.thehappyevercrafter.com/blog/calligraphy-vs-lettering/>



What is the Difference Between Hand Lettering And Calligraphy?

Are you confused about the difference between hand lettering and calligraphy? Perhaps you didn't even know that a difference existed between the two. Don't worry, you've come to the right place! In this article, we

☞ <https://www.lettering-daily.com/difference-between-hand-lettering-and-calligraphy/>



Calligraphy, Hand Lettering, And Typography- Are They The Same?

You've seen the terms calligraphy, hand lettering, and typography used interchangeably all the time. You may be wondering if these are different names to describe the same thing. Or what is the difference between them? If that's your case, then you are in the right place. In this blog post,

☛ <https://www.vialdesigns.com/difference-between-calligraphy-handlettering-and-typography/>



Calligraphy vs Hand Lettering, Typography & more! - Whimsy Design Studio

In honor of national handwriting day, I'm diving into the terminology behind what we do; namely the differences between handwriting, calligraphy, hand lettering, and typography. I know these terms can ...

☛ <https://www.whimsydesignstudio.com/blog/calligraphy-vs-hand-lettering/>



The Difference Between Hand Lettering, Calligraphy and Typography (+ Why It Truly Matters) — LETTER LANE DESIGN STUDIO

Have you ever wondered what is considered hand lettering and what is considered calligraphy? Or what is classified as typography? I've often seen these terms used interchangeably, which can definitely cause some confusion for those who don't have any experience with them. While other hand letterers

☛ <https://letterlanedesignstudio.com/blog/2016/3/22/the-difference-between-hand-lettering-calligraphy-and-typography>

▼ Classification of Typeface

There are many ways to classify typefaces, including by **technical style, technical specifications, and mood:**

- **Technical style:** The most common classification is by technical style, such as serif, sans serif, script, and display.
- **Technical specifications:** Typefaces can also be classified by technical specifications, such as proportional versus monospaced.

- Mood: Typefaces can also be classified by the mood they create. For example, casual scripts are less traditional than formal scripts and can convey a more joyful attitude.
- Historical period: Typefaces can be classified by historical period.
- Genre: Typefaces can be classified by genre.
- Handwriting: Handwriting fonts look like they were written by hand, and can carry the personality of the writer.



Serif and sans serif typefaces are often used for body copy or headlines, while script and display typefaces are usually only used for headlines.

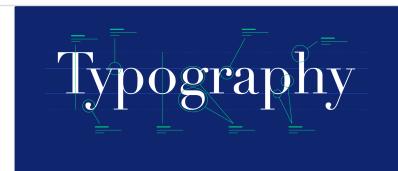
Classification of Typeface in typography - Google Search

https://www.google.com/search?q=Classification+of+Typeface+in+typography&sc_esv=b8b28ea512734881&lz=1C1VDKB_en-GBIN1109IN1109&ei=3QHUzrL5EuObnesPqKyL2Qc&ved=0ahUKEwiyjy28ZLh6GIaxXjTWCtHSjWlnsQ4dUDCBA&uact=5&oq=Classification+of+Typeface+in+typography&gs_lp=EgxnD3Mtd2i6LNicnAiKENSYXNzaWZpY2FoWaW9ulG9mlFR5cGVmYWNIIGluHR5cG9ncmFwaHkyCBAhGKABGMMEPIPUN0EWNOEcAF4AZABAJgBxgGgAcYBqgEDMC4xuAEDyAEA-AEC-AEBmAICoAlhAclCcAAAGLADGNYEGEeYAwClBgGQBgiSBwUxLjAuMaAH7QE&sclient=gws-wiz-serp

Understanding the Nuances of Typeface Classification | Toptal®

Virtually all designers, from brand designers to UI designers to dedicated typography designers, can benefit from expanding their knowledge of typography. Possibly with the exception of color, the typeface styles used in a design have a greater impact on user perception than virtually any other element.

<https://www.toptal.com/designers/typography/typeface-classification>



The Classification of Typeface Styles: The Definitive Guide

Typefaces are a crucial part of every visual communication project. Know the classification of Typefaces and the difference between Font styles and Typefaces.

<https://www.turing.com/kb/classification-of-typeface-styles>



Making sense of typographic classifications – Fonts Knowledge - Google Fonts

With so many typefaces in the world, searching for the right one can be a daunting task, but filtering helps.

https://fonts.google.com/knowledge/introducing_type/making_sense_of_typographic_classifications



Typography Classification: A Guide

Such classification will help you to gain a fundamental understanding of typefaces, teaches you about their origins, and explains their significant differences.

<https://supercharge.design/blog/typography-classification-a-guide>



Typeface Classification Guide | MyFonts

Type Classifications | Fonts.com Type Classifications Most typefaces can be classified into one of four basic groups: those with serifs, those without serifs...

 <https://www.myfonts.com/pages/fontscom-learning-fontology-level-1-type-anatomy-type-classifications>

15 Essential Typeface Classifications in Typography

Range of and whole collection of fonts is a typeface. There are multiple typeface classifications that exists in typography.

 <https://procreator.design/blog/typeface-classifications/>

A guide to type styles.

When it comes to commonly known type categories, you might be able to think of sans, serif, script and maybe slab. Four categories would be simple and easy, but

 <https://www.monotype.com/resources/guide-type-styles>



The best way to learn UX/UI design

Learn and improve your design skills with interactive UX courses, projects, and assessments in just 5 minutes per day.

 <https://app.uxcel.com/courses/typography-basics/style--classification-832>

The best way to learn UX design



Complete Guide to Typeface, Typography, and Font

Make your web typography and typographical hierarchy more beautiful, fast, and open with our guide to typeface, typography, and font.

 <https://zight.com/blog/typeface-typography-font/>



Recognize and play with typographic classification

How to see more clearly in the typographic classification and which tools allow to choose and recognize the typographies?

 <https://www.grapheine.com/en/graphic-design-en/typographic-classification-learn-typography>



▼ Serif Vs San Serif

The main difference between serif and sans serif fonts is that **serif fonts have decorative strokes at the ends of letters, while sans serif fonts do not**:

• Serif

- These fonts have small decorative strokes, also known as "feet" or "tails", at the ends of the main strokes of letters. Serif fonts are often considered traditional and classic, and can convey a sense of refinement, tradition, and respectability. Some examples of serif fonts include Times New Roman, Garamond, Baskerville, Georgia, and Courier New.

• Sans serif

- These fonts do not have the decorative strokes found in serif fonts, and are made up of simple, clean lines that are the same width throughout. The word "sans" is French for "without". Sans serif fonts are often easier to read on device screens, including low-resolution screens. Some examples of sans serif fonts include Arial, Helvetica, Proxima Nova, Futura, and Calibri.

Both serif and sans serif fonts are used in a variety of design projects, including documents, web pages, books, and marketing materials.

serif vs sans serif in typography - Google Search

Google search results for "serif vs sans serif in typography". The results include various links and snippets related to the differences between serif and sans-serif typefaces.

tothepoint • fun

A little light hearted fun and a few games we've created over the years, including I Shot the Serif, a unique game that puts your typographic knowledge to the test.

<https://www.tothepoint.co.uk/us/fun/>

typewar

<https://typewar.com/>

▼ Type Anatomy

Type anatomy, or letter anatomy, is **the study of the visual components that make up a letterform in a typeface**. Understanding type anatomy can help designers make informed decisions, recognize the structure of designs, and communicate about typefaces.

Type anatomy in typography - Google Search

Google search results for "Type anatomy in typography". The results include various links and snippets related to the study of letterform components.

Buy fonts from your favorite indie foundries.... | I Love Typography

Hot new fonts / new typefaces Fonts for editorial design Fonts for Branding Best-selling handwriting fonts Introducing Love Notes Sharing the love of...

<https://fonts.ilovetypography.com/>



Shape Type

A game to learn how to complete letterform shapes

<https://shape.method.ac/>



▼ Picking Fonts

When choosing fonts for typography, you can consider things like:

- Font pairing: The combination of fonts can make or break a design. You can use a tool like Canva's Typography Made Easy to help you select font combinations.
- Font style: Consider fonts with clear, distinguishable characters. Avoid overly decorative or condensed typefaces for body text.
- Brand personality: Choose fonts that support and enhance your brand's personality.
- Timelessness: If you're overwhelmed by options, choose timeless, stylish, and readable fonts like Helvetica, Gotham, Futura, or Garamond.
- Flexibility: Consider how the font will adapt to your online and offline marketing.
- Extended type family: If you have an ongoing and diverse project, consider investing in an extended type family.
- Font formats: Consider TrueType (TTF), OpenType (OTF), and Web Open Font Format (WOFF/WOFF2).

picking fonts in typography - Google Search

G https://www.google.com/search?q=picking+fonts+in+typography&sca_esv=b8b28ea512734881&rlz=1C1VDKB_en-GBIN1109IN1109&ei=_wHUZtjPJ6WPseMP8ce98Ao&ved=0ahUKEwiYy_zbh6GIAxWIR2wGHfJd64Q4dUDCBA&uact=5&oq=picking+fonts+in+typography&gs_lp=Egxnd3Mtd2i6LXNlcAaAhhgClhtwaWNraW5nlGZvbnRzlGlulHR5cG9cmFwaHkyCBAhGKABGMMEggQlRigARjDBEirJFAAWOMccAB4AZABAJgBkAGgAbcOqgEEMC4xNLgBA8gBAPgBAZgCDKACgQ3CAgYQABgHGB7CAggQABgHGB4YD8ICCBAAAGAcYCbgewglIEAAYBRgHGB7CAGsQABiABBiGAXiKBcICBxAAGIAEGA3CAg4QABiABBiGAXiKBriLA8ICChAhGKABGMMEGAqYAwCSBwQwLjEyoAeKSw&scclient=gws-wiz-serp

Adobe Fonts

Adobe Fonts partners with the world's leading type foundries to bring thousands of beautiful fonts to designers every day. No need to worry about licensing, and you can use fonts from Adobe Fonts on the web or in desktop applications.

f https://fonts.adobe.com/



Browse Fonts - Google Fonts

Making the web more beautiful, fast, and open through great typography



2 https://fonts.google.com/

▼ Pairing Fonts

When pairing fonts, you can consider things like:

- **Contrast**

- Contrasting fonts can make it easier for readers to differentiate between different parts of the text, like headings and body copy.

- **Distinct roles**

- Assigning specific roles to each font can help maintain clarity, consistency, and hierarchy.

- **Secondary typeface**

- The secondary typeface should be different enough from the primary typeface, but not too different.

- **Font pairing generator**

- A font pairing generator can help you find visually appealing font combinations.

pairing fonts in typography - Google Search

G https://www.google.com/search?q=pairing+fonts+in+typography&sca_esv=b8b28ea512734881&rlz=1C1VDKB_en-GBIN1109IN1109&ei=8A7UzUcANLvQg8UPhoCCoAE&ved=0ahUKEwjguOqHKGIAxU76KACHQaABQQ4dUDCBA&uact=5&oq=pairing+fonts+in+typography&gs_lp=Egxnd3Mtd2i6LXNlcAiG3BhaXJpbmcgZm9udHMgaW4gdHlw2dyYXBoeTIKECEYoAEYwwQYCjIKECEYoAEYwwQYCKiQDIDZBFiQDXABeAGQAQCYAd8BoAGqB6oBBTAuMy4yuAEDyAEA-EBMAlCoAkraClCcHAAGLAGDNYEGeYAwCIBgQQBgiSBwMxLjGg4US&scclient=gws-wiz-serp

▼ Leading, Tracking, Kerning

Kerning, tracking and leading are key typography techniques used to enhance readability and visual appeal, where **kerning** adjusts the spacing between individual letters, **tracking** focuses on the letter spacing in an entire word and **leading** deals with the space between lines of text.

leading, tracking, kerning in typography - Google Search

G https://www.google.com/search?q=leading,+tracking,+kerning+in+typography&sca_esv=b8b28ea512734881&rlz=1C1VDKB_en-GBIN1109IN1109&ei=sQnUZqfbNv26seMPtrrvqQU&ved=0ahUKEwjn97qHj6GIAxV9XWwGHTbdO1UQ4dUDCBA&uact=5&oq=leading,+tracking,+kerning+in+typography&gs_lp=Egxnd3Mtd2i6LXNlcAaAhhgClhsZWFkaW5nLCB0cmFja2luZywg2VybmluZyBpbiB0eXBVz3JhcGh5MggQlRigARjDBDIIECEYoAEYwwRlnBQAFjtZnAAeAGQAQCYAKCoAG7G6oBBjMuMjiuMrgBa8gBAPgBAZgCFaAChRXCAgYQABgHGB7CAGgQABgHGAoYHsICChAAGAcYCChgeGA_CAggQA BgHGAgYHsICCBAAAGAUyBxgewglKEAAYBRgHGB4YD8ICBxAAGIAEGA3CAgSQABiABBiRAhiKBcICBRAAGIAEwgIGEAAYBRgewglIEAAYBRgeGA_CAg sQABiABBiGAXiKBcICCBAAAGIAEGKIEwgIIEAAYiwMY7wXCAGsQABiABBiLA8ICCxAAAGKIEGikFGlsDwgIGEAAYCBgewglIEAAYCBgNGB7CAgoQlRig ARjDBBgKrmAMAKgcGMC4yMC4xoAfvlge&scclient=gws-wiz-serp

Kern Type

A game to learn how to kern type

K https://type.method.ac/



Ragtime | Fathom

What's better than typography and ragtime music? A typography game and ragtime music. Read more about Rag Time here.

F <https://fathom.info/ragtime/>

▼ Common Typography mistake

Here are some common typography mistakes:

- Too many fonts: Using more than two or three fonts in a design can make it look amateurish.
- Improper kerning: Poor kerning, or spacing between letters, can make words confusing.
- Center-justified text: Large blocks of center-justified text can be hard to read, while left-justified text is easier to follow.
- Stretching type: Avoid stretching type in any direction, and instead use condensed or bold styles.
- Bad font pairing: Certain typeface styles work better together than others, and contrast is important for good font pairing.
- Lacking typographic hierarchy: Ignoring the hierarchy of your text elements is a common mistake.
- Insufficient or too much leading: Too much or too little leading can be a mistake.
- Text orphans and rags: Separated first/last lines and single words at the end of paragraphs and columns can be a mistake.
- Placing text over busy images: Placing text over busy images can make it hard to read.

Common Typography mistake in typography - Google Search

G https://www.google.com/search?q=Common+Typography+mistake+in+typography&sca_esv=b8b28ea512734881&lz=1C1VDKB_en-GBIN1109IN1109&ei=-w7UZomdK4GD4-EP9fS5waO&ved=0ahUKEwjJhoGNIKGIAxWbwTgGHXV6DqgQ4dUDCBA&uact=5&oq=Common+Typography+mistake+in+typography&gs_lp=Egxdnd3Mtd2I6LXNlcnAiJ0NvbW1vbIBUeXBvZ3JhcGh5IG1pc3Rha2UgaW4gdHwb2dyYXBoeTIKECEYoAEYwwQYCjIKECEYoAEYwwQYCkjAEVAAWABwAHgBkAEAAGqAaABqgGqAQMwLjG4AQPIAQD4AQL4AQGYAgGgArEBmAkgcDMC4xoAetBA&scilnt=gws-wiz-serp

⚠ Reverse, Rag edge, widow, orphans, Runt

▼ Custom Fonts

Custom fonts are **fonts that are not pre-installed on a user's device and are instead loaded from an external source when a web page is accessed**. They can be used to enhance web typography and allow web developers to use a wider variety of fonts.

Here are some things to know about custom fonts:

- **Where to find them**
 - Custom fonts can be found on free font websites or font-hosting services like Google Fonts. They usually appear in OpenType Font (OTF), Web Open Font Format (WOFF), or TrueType Font (TTF) formats.
- **How to add them**
 - You can upload custom fonts to your website or use a plugin to host them locally on your own web server. Hosting fonts locally can improve your website's performance by reducing page load times.
- **How to remove them**
 - You can remove custom fonts from your site by going to Site settings > Fonts tab > Custom fonts, clicking Delete next to the custom font you want to remove, and republishing your site.
- **Bespoke or custom type**
 - Bespoke or custom type is a font that is specifically commissioned by a client, usually to serve as a brand typeface. It's normally not available to the public.

custom fonts in typography - Google Search

G https://www.google.com/search?q=custom+fonts+in+typography&sca_esv=b8b28ea512734881&lz=1C1VDKB_en-GBIN1109IN1109&ei=whXUZryg0ImcseMPo9mvAY&ved=0ahUKEwi8ibblmqGIAxUJTmwGHaPsC2EQ4dUDCBA&uact=5&oq=custom+fonts+in+typography&gs_lp=Egxnd3Mtd2l6XNlcnAIgMn1c3RvbSBmb250cyBpbIB0eXBvZ3JhcGh5MggQIRigARjDBDIIECEYoAEYwwRlxhQAFjIfnAAeAGQAQCYAZMBoAGXDaoBBDAuMTO4AQPIAQD4AQGYAgmgApMJwgIGEAYBxgewgIKECEYoAEYwwQYCpgDAJHHAzAuOAH3UM&sclient=gws-wiz-serp

▼ Create visual interest

Here are some ways to create visual interest in typography:

- **Contrast**

- Use different font sizes, weights, and typefaces to create contrast and hierarchy. For example, you can use bold font weights for emphasis and lighter weights for a more subdued tone.

- **Combine serif and sans serif fonts**

- You can combine a serif font with a sans serif font to create visual interest. If you use them at the same size, make sure they have the same x-height.

- **Alter placement**

- You can create visual interest by altering the typical placement of type, such as right justified versus left, or indented versus on the same rule.

- **Use space**

- You can use space to create visual interest, but it's a tricky technique to master. Depending on the situation, more space can increase or decrease visual weight.

- **Use spacing to guide the reader**

- You can increase spacing between headings or paragraphs to signal a shift in content and guide the reader's attention.

- **Use complementary fonts**

- You can pair complementary fonts to create a balanced and harmonious visual language.

- **Use handwritten and script fonts**

- You can use handwritten and script fonts to evoke a sense of authenticity and personal connection.

- **Use experimental typography**

- You can explore experimental techniques to create one-of-a-kind visuals that challenge conventions.

Text for visual interest in typography - Google Search

G https://www.google.com/search?q=Text+for+visual+interest+in+typography&sca_esv=b8b28ea512734881&lz=1C1VDKB_en-GBIN1109IN1109&ei=thjUZp68H70OseMPx7YsA4&ved=0ahUKEwie79uwnaGlAxUzR2wGHUceBuYQ4dUDCBA&uact=5&oq=Text+for+visual+interest+in+typography&gs_lp=Egxnd3Mtd2l6XNlcnAaAhhCliZUZXh0IGZvcIB2aXNTYWWgaW50ZXJlc3QgaW4gdHlw2dyYXBoeTIICEYoAEYwwQyCBAhGKABGMMEggQIRigARjDBEIMHICkBfjvGXADeAGQAQCYAZYBoAHDB6oBAzAuOLgBA8gBAPgBAZgCC6AC8gfCAGoQABiWAxjWBBhHwgIOEAAgYgAQYogQY-AUYiwPCAgSQAQBiABBiLB8ICCBAAGlsDG08FwgIKECEYoAEYwwQYCpgDAlgGAZACCJIHAzMuOKAHkSA&sclient=gws-wiz-serp

▼ Font hierarchy

Font hierarchy is **a way to organize text using different fonts and sizes to make it easier to read and understand**:

- **Levels**

- There are three levels of font hierarchy: headings, subheadings, and body text.

- **Size**

- Headings and titles are usually larger, while body text, captions, and meta information are smaller.

- **Typeface**

- Different typefaces can appear larger or smaller even when they're technically the same size. Combining typefaces can also enhance the hierarchy.

- **Color**

- Color can be used to draw attention to or de-emphasize an element. For example, red type on a page with mostly black text will stand out.

Here are some other tips for using font hierarchy:

- Make headings more prominent than subheadings, and subheadings more prominent than body copy.
- Consider using a sans-serif typeface for readability and pleasant appearance.
- For websites, consider using 12-16pt font on a mobile screen, 15-19pt on a tablet, and 16-20pt on a desktop computer screen.

hierarchy with fonts in typography - Google Search

G https://www.google.com/search?q=hierarchy+with+fonts+in+typography&sca_esv=b8b28ea512734881&rlz=1C1VDKB_en-GBIN1109IN1109&ei=w hjuUzvCF_auseMPjNyq-Qs&ved=0ahUKEwjrq7C2naGlAxV2wGHQyuKr8Q4dUDCBA&uact=5&oq=hierarchy+with+fonts+in+typography&gs_lp=Eg xnd3Mtd2l6LXNlcAaAhgCliJoaWVYyXjaHkgd2l0aCBmb250cyBpbib0eXBvZ3JhcGh5MggQlRigARjDBEiyblAAWKnsCAR4AZABAJgBrgGgAewXqgE EMS4yNLgBAgBAPgBAZgCGqACrBXCAgYQABgHG7CAGgQABgHGAgYDRgewglLEAAygAQYhgMYigXCAGgQABiABBiiBMICCxAAGIAEGJECGloFwgIfeAAygA BxgIGAoYHsICBxAAGIAEGA3CAggQABgFGA0YHsICCBAAGAgYDRgewglLEAAygAQYhgQYiwOYAwCSBwQ0LjyoAfKwQE&sc1ent=gws-wiz-serp

▼ Consideration when choosing text color

When choosing a text color, you can consider things like:

- **Readability**

- The most important factor is readability, so make sure your text is easy to read and understand. Ensure that the text color has enough contrast against the background color. For example, if the background is dark, the text should be light, and vice versa.

- **Accessibility**

- Consider the needs of people with vision loss, and make sure the contrast is strong enough for them to read the text.

- **Brand identity**

- If you're working on a project for a brand, make sure the text colors align with the brand's overall color palette.

- **Design principles**

- Consider how the text color complements the other design elements in your project.

- **Audience**

- Consider who will be visiting your site, and what their age group is.

- **Imagery**

- Look at the images you use with your brand, and see if there are certain colors or tones that appear again and again.

- **Color meaning**

- Different colors can have different meanings, so consider what you want to convey with your text color. For example, red can be associated with love and passion, but it can also induce feelings of excitement, adventure, and violence.

consideration when choosing text color in typography - Google Search

G https://www.google.com/search?q=consideration+when+choosing+text+color+in+typography&sca_esv=b8b28ea512734881&rlz=1C1VDKB_en-GBIN1109IN1109&ei=FhnUzqevDaWPseMP8ce98Ao&ved=0ahUKEwin-KzenaGlAxWIR2wGHffjD64Q4dUDCBA&uact=5&oq=consideration+when+choosing+text+color+in+typography&gs_lp=Egxnd3Mtd2l6LXNlcAaAhgCjRjb25zaWRlcmF0aW9ulHdoZW4gY2hvB3NpbmcqdGV4dC BjB2xvcIBpbIB0eXBvZ3JhcGh5MggQlRigARjDBDIIECEYoAEYwwRlpkBUABYmJYBcABA4AZABA ZgBuQWgAe8wgEMMC4zMy4xLjAuMS4yuAEDEyAEA-AEBmAloALmHcICBhAAGAcYHsICCBAAGAcYHhgPwgIIEAAyBxgIGB7CAGsQABiGAXiKBcICCBAAAGIAEGKIEwgIIEAAygAQYhgQYiwPCAggQABiLAvjBcICChAhGKABGMMEGARCAgQQRgKmAAMakgcGMC4yNy4xoAfStQE&sc1ent=gws-wiz-serp

▼ Text Alignment

Text alignment in typography is a **paragraph formatting attribute** that determines how text appears in a paragraph. The four main types of text alignment are:

- **Left alignment**

- The most common alignment, where text is aligned with the left margin. This creates a clean, structured look that's easy to read. However, it can create a ragged right edge that may look uneven.

- **Right alignment**

- Aligns text with the right margin. This can be used for emphasis or decorative purposes.
- **Center alignment**
 - Aligns text to the center of the area it's set in. This is often used for headlines or titles to create a focal point or dramatic effect.
- **Justified alignment**
 - Aligns text with both margins, adjusting letter-spacing and word-spacing to make the text fall flush with both margins. This can create a uniform and neat look for columns or blocks of text, but it can also create uneven spaces between words or letters.

text alignment in typography - Google Search

 https://www.google.com/search?q=text+alignment+in+typography&sca_esv=b8b28ea512734881&rlz=1C1VDKB_en-GBIN1109IN1109&ei=lhnUZrr5NJT3seMPofbDqQo&ved=0ahUKEwi6NmnbngIAxWUe2wGHS7MKUQ4dUDCBA&uact=5&oq=text+alignment+in+typography&gs_lp=Egxd3Mtd2I6LXNlcnAaAhhClnx0ZXh0IGFsaWdubWVudCBpbIB0eXBvZ3JhcGh5MggQIRigARjDBE4HIAAWMQdcAB4AZABAJgBmAGgAeYNqgEEMS4xNLgBA8gBAPgBAZgCDKACjgvCAgYQABgHGB7CAggQABgHGB4YD8ICCBAAGAcYCBgewglKEAAAYBxgIGAoYhsICBhAAGB4YD8ICCBAAGAUYBxgewglGEAAAYBgewglIEAAAYBRgeGA_CAgQQABgewglGEAAAYCBgewglLEAAAYgAQYhgMYigXCAggQABiABBiiBMICCxAAGIAEGKIEGisDwgllEAAYiwMY7wXCAgQQIRgKwglKECEYoAEYwwQYCpgDAJiHBDEuMTGgB7hP&sclient=gws-wiz-serp

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 <https://helpx.adobe.com/in/indesign/using/default-keyboard-shortcuts.html>

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