Type Crimes

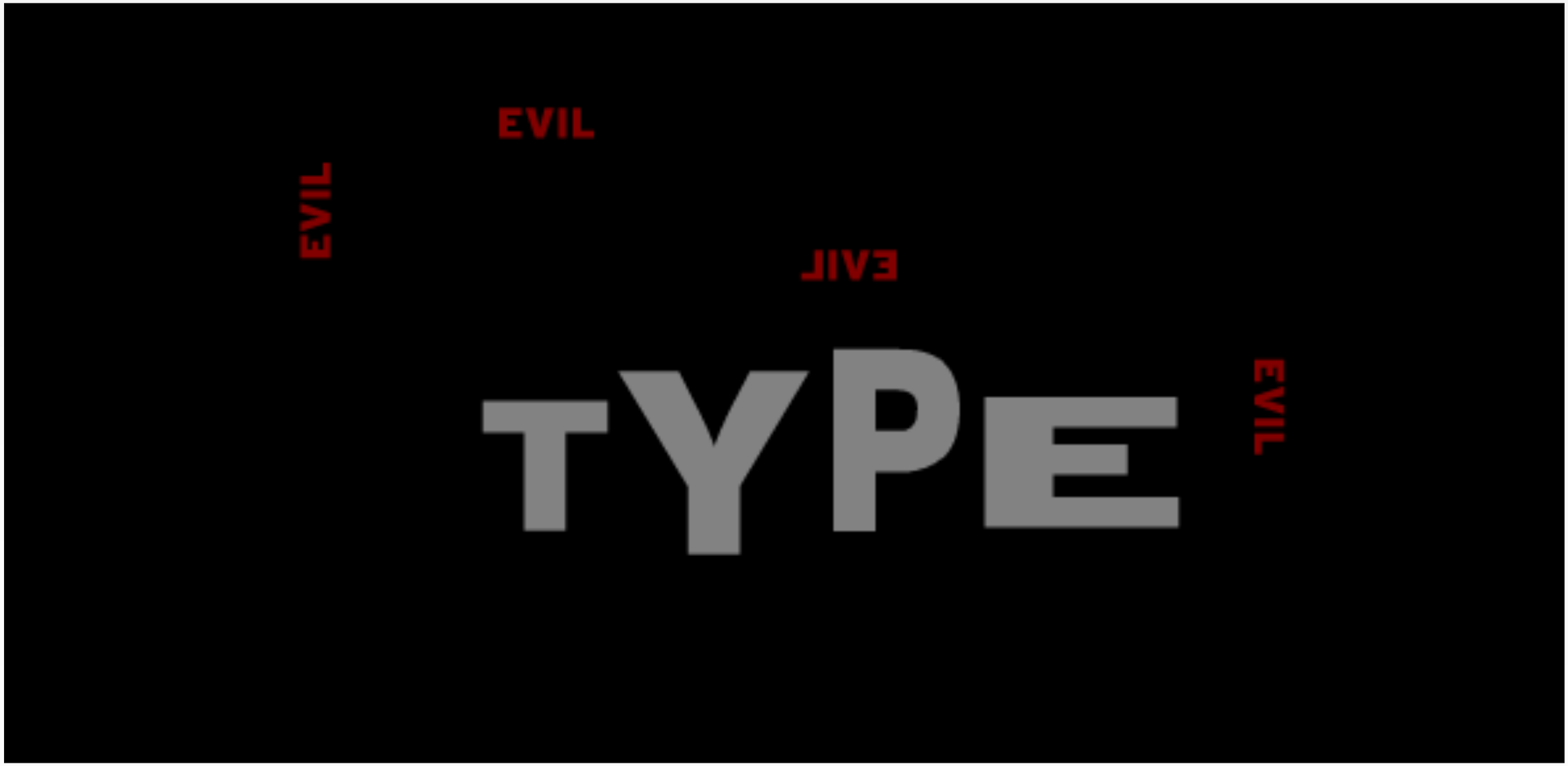
What they are and how to avoid them

TYPE CRIMES

common errors or faux-pas in type design

Horizontal or Vertical Scaling

Digitally distorting the proportions of letters to create wider or narrower letters.



ABC

Psuedo Italics

A true italic typeface is not just a slanted version of a roman font. The characters are specifically designed to provide a traditional mode of variation within a type family.

Psuedo Small Caps

Small caps are only intended to be used if they were included within the type family. Never shrink words of text to fit into a sentence.

PSEUDO SMALL CAPS are shrunken versions of FULL-SIZE CAPS.

TYPE CRIME

PSEUDO SMALL CAPS

Helvetica was never meant to include small caps. These automatically generated characters look puny and starved; they are an abomination against nature.

TRUE SMALL CAPS integrate PEACEFULLY with lowercase letters.

SMALL CAPS, SCALA PRO

Only use small caps when they are officially included with the type family. When working with OpenType fonts (labeled Pro), access small caps in InDesign via the Character Options>OpenType menu. Older formats list small caps as a separate file in the Type>Font menu.

Text Effects

Generally speaking, these types of subjective decorations should be used with extreme caution. Often, they come off as tacky and cheap.

Lack of Hierarchy

A lack of contrast and hierarchy gives no meaning to the overall meaning of the composition. Without it, we have no decisiveness. The viewer cannot easily decipher what's most important.

Too Much Color

Too much color can completely ruin the legibility of a composition. It creates a sense of competition between elements on the page.

"I love opening my mail and seeing a check from BGE instead of a bill!" – Alice B, Owings Mills, MD

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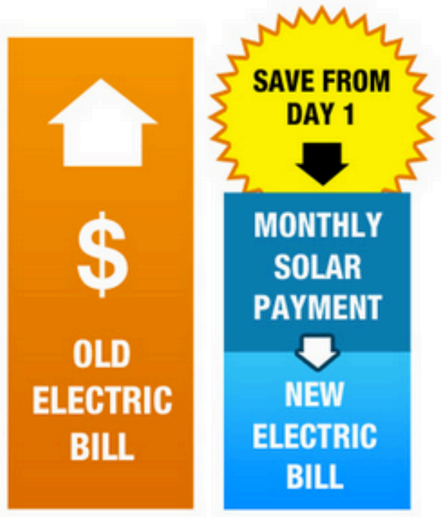
If your home is solar eligible you can purchase solar panels for ZERO Down & $0 Out-of-pocket expenses *or* take $1000 Off total purchase price!

Free Installation Included.

Solar Lease also available.

(Choose low monthly payments whether you lease or purchase.)



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-- Homeowner, Joppa, MD

A's ORGANIC
Cleaners
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265
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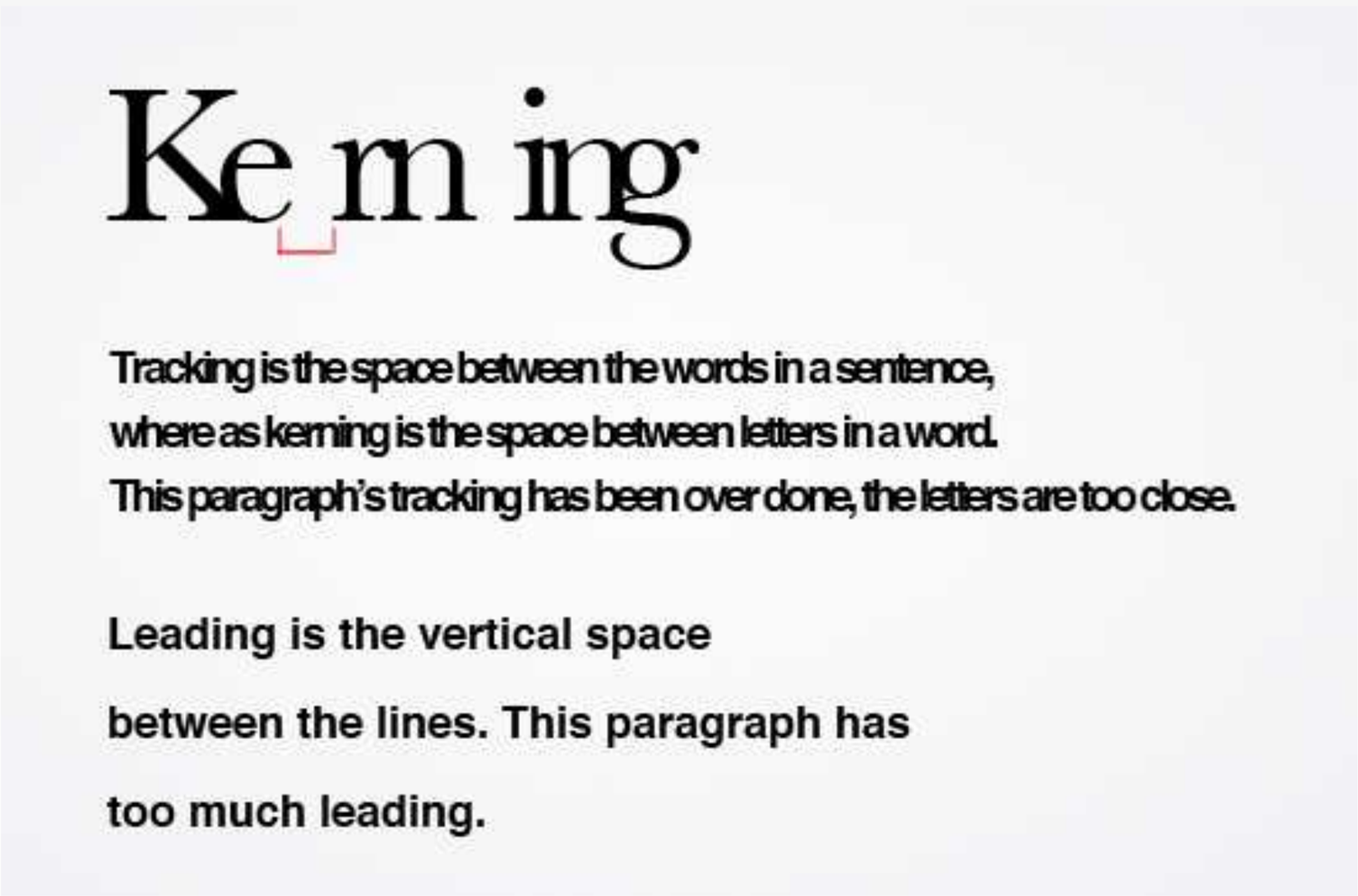
SAME DAY SERVICE
TAILORI
Ask us about our
Garment Storage
Alterations and
Repairs Available
OPEN HOURS
MON - FRI : 7:00am - 7:30pm
SAT : 8:00am - 6:30pm
SUN : CLOSED
VISA
PUSH

Poorly Measured Kerning and Leading

The right combination of kerning and leading is crucial to consistent legibility and clarity.



Fake Quotes

There is a difference between hash marks and quotation marks. It’s up to the designer to spot errors in client punctuation.

“This is a properly formatted quote.”

- Jane Doe

Rags, Orphans, and Widows

We can always find a way to make paragraphs relatively smooth at the edges. Eliminating all three of these come down to attention to detail and checking your work.

This is a paragraph. Typically it is about 5 sentences though it may be more or less. It usually has an intro that is an attention getter, several body sentences, and a conclusion. Unfortunately for this paragraph, it has an orphan.

Wouldn't it be nice if pesky little widows never showed up in our paragraphs, because that would make our paragraphs easier to read. Widows can make paragraphs disjointed or hard to follow at times.

A good designer can always find a way to make a paragraph look relatively straight and crisp at the edges. If a paragraph has lines sticking out and the margins are uneven (most margins are flushed left, meaning the right margin would have rags sticking out), it can be distracting and unsightly.

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