



TYPOGRAPY

More Than Just Words.

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Element Of Typogorapy

TRACKING

The space between characters as a whole. Increasing creates distance as decreasing it creates tightness.

HIERARCHY

Guides the reader's eye on where to follow next the material.

ALIGNMENT

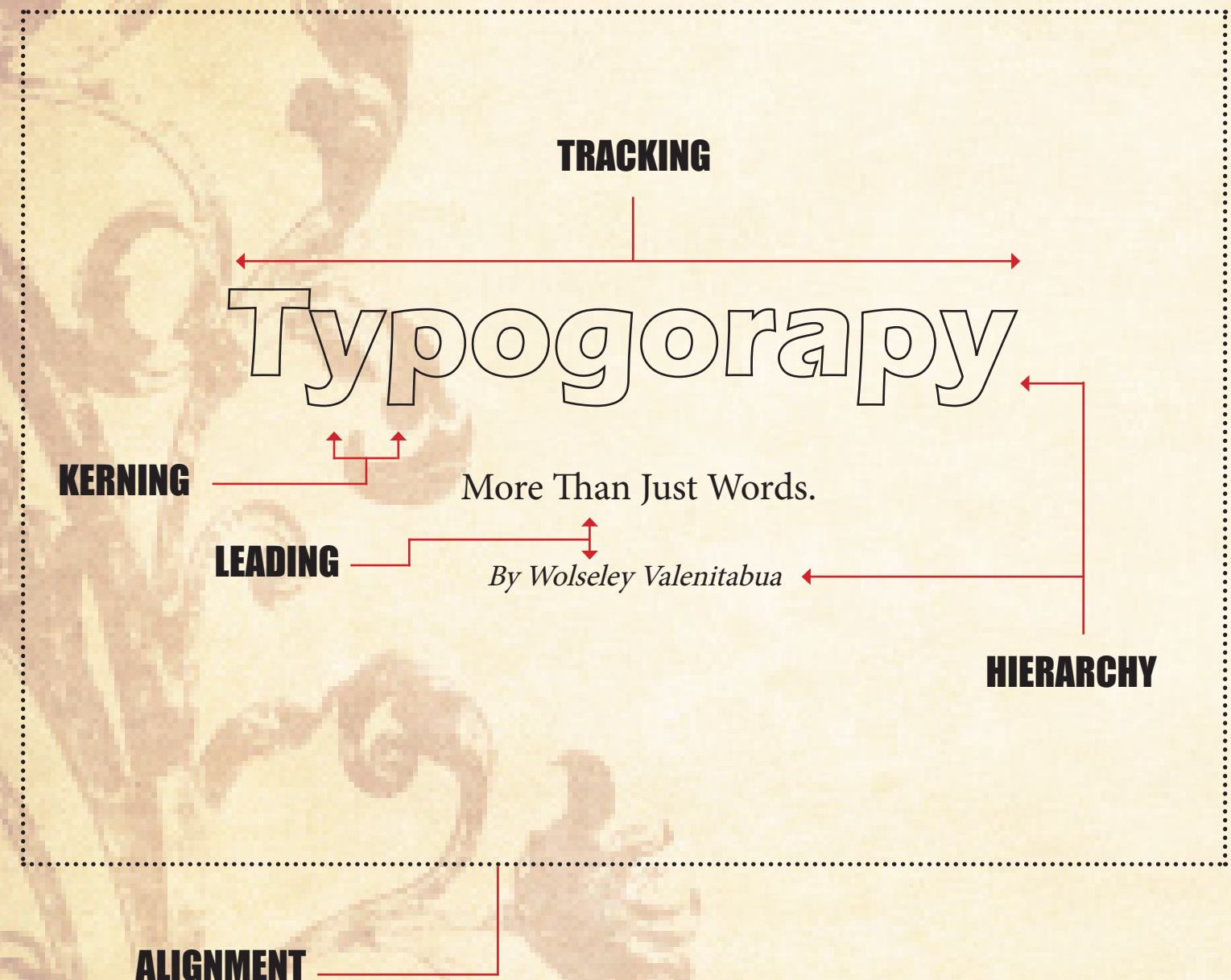
A formating to unify text and create order..

LEADING

It is the distance between two lines of text to create legibility.

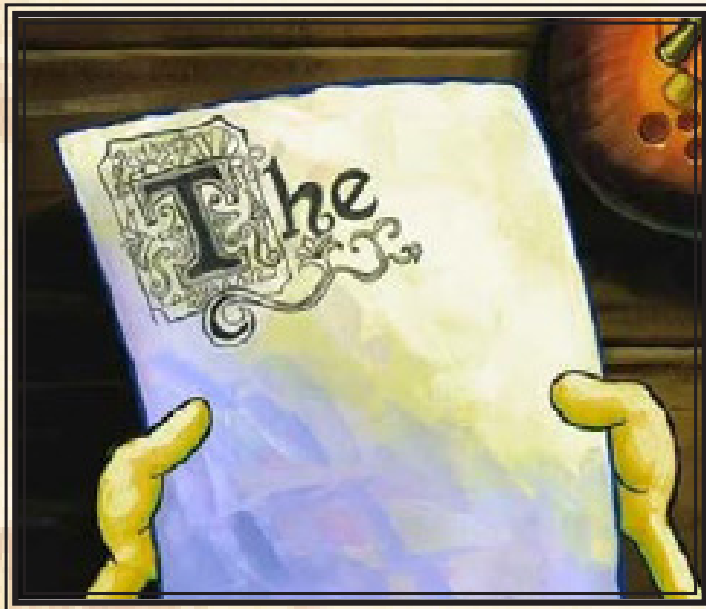
KERNING

Different from tracking, this is the space between individual characters in a word.



Typogorapy

The technique of arranging and selecting typefaces to show written language in a visually appealing and effective manner. It can enhance the readability, visual impact, and overall look of designs. Whether in print or digital media, typography serves as a vital tool for visual storytelling, enabling designers to capture attention, create certain emotions, and shape the perception of the content.



Paper

The strokes attached to the letters are known as “Serifs”.

This traditional look are often found in lenghty text that’s in newspapers, books and magazines. That being said, it’s a common typeface choice in print publications. They can add a touch of sophistication and authority to a design, making them suitable for branding, editorial layouts, and other projects that require a classic or traditional feel.

Sans Serif

A sleek and cleaner visual, which is why it is used more digitally such as smartphones and computer screens. Each style has its own characteristics, proportions, and design elements, which give them distinct personalities and intended uses.

Brevia
Verdana
Tahoma
Arial

Sans is french for “without”.

Display

Most times used for headings to catch the reader’s attention. It is not recommended to have it as body text. Keep in mind, that it is important to make it legible as display fonts do sometimes sacrifice readability for a better visual look.

Sitka
Adelle
Roster
Modula OT

Sometimes requires certain adjustments such as kerning.

Script

Mimics the appearance of handwritten or calligraphic lettering. These types of fonts aims more into showing sophistication, elegance and added human touch. It is used for invitations, logos and greeting cards as they give a sense of charm and uniqueness.

P22 Zaner

Bickham Script Pro 3

Pique

Coquette

The script style evolved throughout centuries and different cultures.