

typography

Type style and typography are an important part of any design project. Choosing the right font can be crucial to the way you are perceived by your clients.

A type family is a group of typefaces that share common style characteristics. i.e:

SERIF family

SANS SERIF family

DISPLAY family

A Font family is a collection of faces from a font that cover a wide area of uses. i.e:

GILL SANS regular

GILL SANS light

GILL SANS bold



Type anatomy

Ascender:

The stroke of a letter which is above the mean line, ie: 'k', 'd', 'h'.

Base line:

Line which all characters rest on.

Descender:

The stroke of a letter which hangs below the base line, ie: 'p', 'y', 'g'.

Ascender:

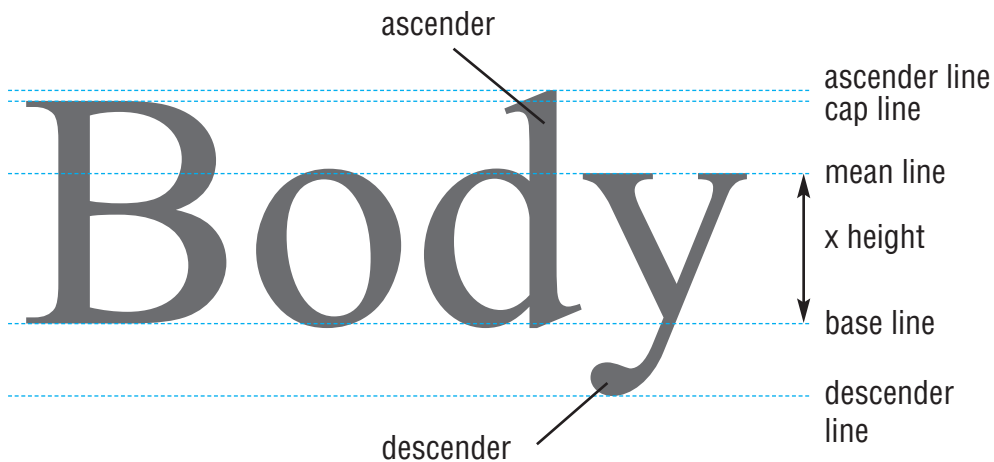
The stroke of a letter which is above the mean line, ie: 'k', 'd', 'h'.

x height:

The distance between base line and the mean line.

Mean line:

The line which indicates the height of the lowercase letters.



Typesizing

Points and Picas

A pica is divided into 12 equal parts called 'points'.

Six pica are approximately equal to 25mm.

Type sizes are measured in 'points.

8pt Gill Sans regular

12pt Gill Sans regular

18pt Gill Sans regular

'Leading' is the amount of space between lines of text. It is always expressed in 'points' and is measured from baseline to base line.

This text is in
Gill Sans set at
16pt on 17.5pt
leading

This text is in
Gill Sans set at
16pt on 22pt
leading

This text is in
Gill Sans set at
16pt on 30pt
leading



Typesizing

Tracking and Kerning

Tracking is the adjustment of space between characters in a line of text.

WITHOUT TRACKING
WITH TRACKING

Kerning is the addition/subtraction of space between individual letters. Some pairs of characters are improved and become more 'readable' if the kerning is tightened slightly. For example:

Without kerning:

AT AY AV AW

With kerning:

AT AY AV AW

