



**There is little place for lettering that is overly tricky, confusing, or difficult to read, especially when the purpose is to communicate—not confuse!**

Resist the temptation to overuse display fonts that you feel are representative of your concept or theme. Minimal use of these fonts for only selective words in the title is recommended.

Lettering should be simple, legible, appropriate and attractive.

# Simplicity in Typography.



#### PERCEIVED PERSONALITY TRAITS AND USES

**Serif typefaces** are stable, practical, mature, formal and traditional  
Serif typefaces aid readability in large sets of printed body text  
Serifs generally have variation in stroke weight  
Serif typefaces exist in vast amounts and classifications

**Sans Serif typefaces** are viewed as all purpose  
Sans Serifs are contemporary and bold, but also sleek and elegant  
Sans Serifs are easier to read at larger sizes  
Sans Serif body text is more readable on the web  
Sans Serifs were developed for propaganda design  
Sans Serifs have little variation in stroke weight

A keen eye for details is necessary to pick up on the nuances of typefaces.

**Possible Serif } Sans Serif Combinations > also see Type Combination Handout**

Times New Roman } Arial

Palatino } Avant Garde

Book Antiqua } Futura

# Serif vs. Sans Serif.

**Your design is intended to communicate information, *not* SHOUT IT OUT!** Consider emphasizing only one word as necessary like slogan by scaling, changing color/value, style of lettering, using capitals, italicizing or underlining.

- Use one to two typefaces per layout
- Use styles to ***emphasize***, not for entire body text
- Do not use ALL CAPS Scripts for Headings
- Use Display Type sparingly
- Use appropriate line lengths of text
- Adjust your space after paragraph returns
- Only one space after a period in paragraph text
- Use proper typographers marks
- Choose Font Sizes relative to elements on your page
- As your type gets larger, adjust your tracking, leading & line-length.
- Use proper and relevant hierarchy when setting your text

General Typogrpahy Guidelines, *not* Commandments carved in stone.

# Typography Basics.

h1 2xh2

abcdefghijklm

60pt

h2 2xh3

abcdefghijklmnopqrstuvwxy

30pt

h3 1.5xht

abcdefghijklmnopqrstuvwxyabcdefghijklmnop

15pt

body text

ht

abcdefghijklmnopqrstuvwxyabcdefghijklmnop

10pt

Hierarchy helps readers scan a text, knowing where to enter and exit and how to pick and choose among its offerings. It is important to find relationships between your imagery and your type choices.

A typographic hierarchy expresses an organizational system for content, emphasizing some data and diminishing others.

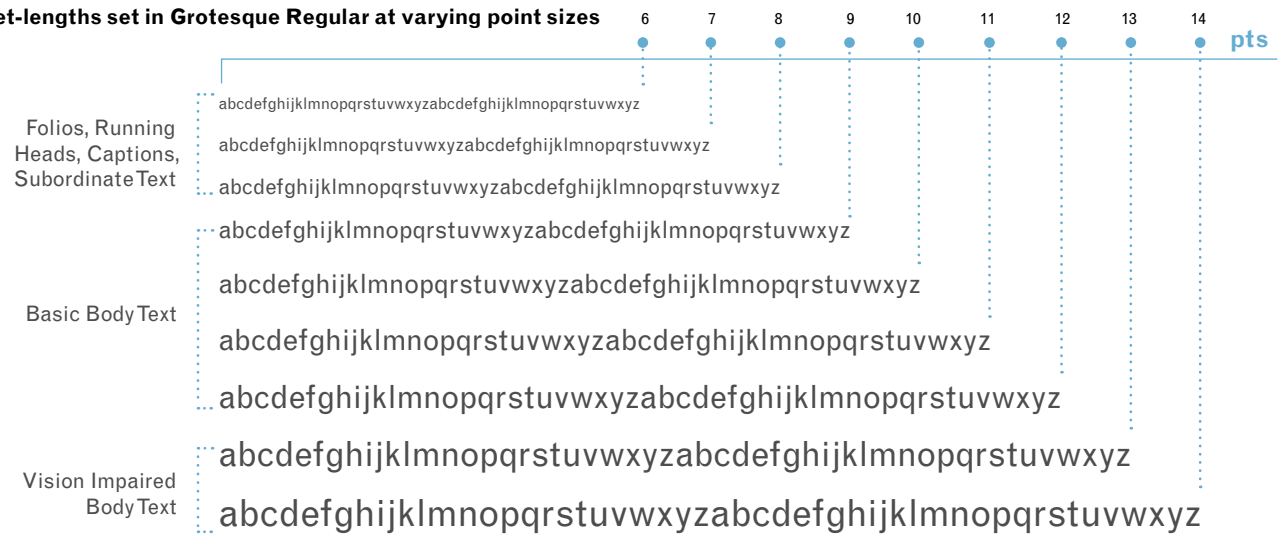
Each level of the hierarchy should be signaled by one or more cues, applied consistently across a body of text. A cue can be spatial (indent, line spacing, placement on page) or graphic (size, style, color of typeface). Infinite variations are possible.

Hierarchy.

## Two Alphabet-lengths set in Grotesque Regular at varying point sizes

*An ideal line length is based on Typeface, Style, and Point Size and should be between*

- 1.5 to 2.5 alphabet-lengths per line
- Eight to twelve words per line
- 39 to 65 characters per line



Choosing an appropriate line length for Body Text is like shopping for a good pair of jeans.

**You may know your approximate jean size, but you still need to try them on and make sure they look and feel—just right.**

# Line-Lengths.

- 20% leading [approx 2 pts] is normally fine for standard type sizes such as 10, 11, 12 point
- Leading can be decreased for typefaces with a relatively small x-height
- Leading can be increased for typefaces with a relatively large x-height
- Leading should be increased for long lines and shortened for shorter lines
- Leading can be adjusted for compositional reasons so long as the information reads correctly

Appropriate line spacing [leading] allows your type to breathe and be easily read.

**The best line spacing is roughly 120% of the type size**

# Leading.