

Typography

Font and Mood

Wedding

Funeral

Teenagers birthday party

The opening of a bank

Band gig poster

A science fiction festival

Invitation

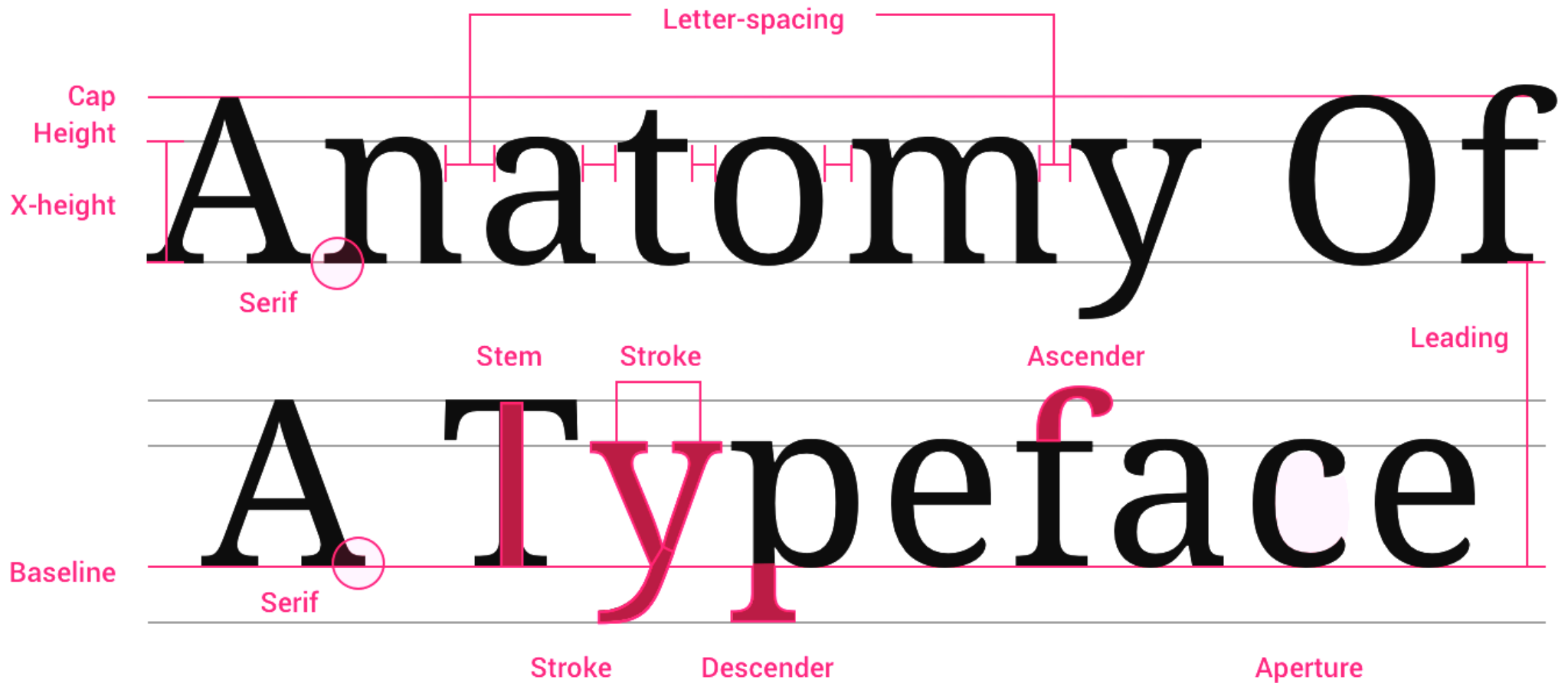
Invitation

INVITATION

Invitation

Invitation

Typeface Structure



Measuring Type

6 Point
8 Point
10 Point
12 Point
14 Point
12 Points = 1 Pica

Text Type (10pt Standard)

18 Point

24 Point

30 Point

36 Point

42 Point

48 Point

54 Point

60 Point

72 Point

72 Points = 1 Inch

Display Type

What is leading?
What is leading?
What is leading?

space between baselines
space between baselines

What is kerning?

KERNING

W h a t i s t r a c k i n g ?

TRACKING

Type Categories

Serif

Have small extensions known as serifs at the end of some of their strokes

Sans Serif

Letterforms are deliberately plain with no flourishes or decoration

Script

Typefaces modelled on hand formed letters

Slab Serif

Serifs are large and heavy, often the same weight as the strokes

DISPLAY

Designed for large headings or short slogans, tend to have highly stylised letterforms

Typeface Families

Helvetica Thin

Helvetica Light

Helvetica Roman

Helvetica Medium

Helvetica Bold

Avenir Light

Avenir Roman

Avenir Medium

Avenir Black

Avenir Heavy

Combining Typefaces

- Opposites work well together - try combining a serif with a sans-serif font
- Don't use similar fonts
- Keep it simple - don't use more than two fonts
- Assign roles and be consistent