

“Typography manipulates the silent dimensions of the alphabet, employing habits and techniques – such as spacing and punctuation – that are seen and not heard. The alphabet, rather than evolve into a transparent code for recording speech, developed its own visual resources, becoming a more powerful technology as it left behind its connections to the spoken word.”

Jacque Derrida

rub

rub

nearly touch
nearly touch

Kerning is the space between individual letterforms.

Some letterforms, when pushed together, create awkward spacing making them feel crowded or too far apart.

kerning

Letterspacing depends on the relationship between characters.
loose letterspacing/tracking

Letterspacing depends on the relationship between characters.
regular letterspacing/tracking

Letterspacing depends on the relationship between characters.
adjusted letterspacing/tracking

Uniformly adjusting letterspacing to an entire word or line of text.

This is also known as letterspacing

tracking

Lo re m ip su m do lor si t a m e t,
con s e c t e t u r a d i p i s c i n g e l i t.
A l i q u a m e g e t p l a c e r a t r i s u s.
C r a s p o r t a, e r a t a c p o s u e r e
p e l l e n t e s q u e, e r o s m i s u s c i p i t
i p s u m, a a d i p i s c i n g p u r u s d o l o r
e t e l i t. D o n e c s o d a l e s n i s l s i t
a m e t o r c i l a c i n i a v e h i c u l a. C r a s
s e d t u r p i s f e r m e n t u m f e l i s
a l i q u a m l a c i n i a.

Din Light 9/10

Lo re m ip su m do lor si t a m e t,
con s e c t e t u r a d i p i s c i n g e l i t.
A l i q u a m e g e t p l a c e r a t r i s u s.
C r a s p o r t a, e r a t a c p o s u e r e
p e l l e n t e s q u e, e r o s m i s u s c i p i t
i p s u m, a a d i p i s c i n g p u r u s d o l o r
e t e l i t. D o n e c s o d a l e s n i s l s i t
a m e t o r c i l a c i n i a v e h i c u l a. C r a s
s e d t u r p i s f e r m e n t u m f e l i s
a l i q u a m l a c i n i a.

Din Light 9/18

Designates the space between lines of type and is also known as line spacing.

It is the total line height of the text extending beyond the point size of the letterform.

The term leading refers to the strips of lead originally used to separate lines of type.

leading

Types of alignment:

Justified

Flush left/ragged right

Flush right/ragged left

Centered

Vertical

Alignment describes the way a block of text is positioned on the page. Each type has advantages, but each also comes with a crime.

alignment

Justified

Crime = Rivers and gaps

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Flush Left/Ragged Right

Crime = the wedge

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alignment

Flush Right/Ragged Left Crime = punctuation and hyphenation

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Centered

Crime = static and conventional

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alignment

Stacked
Crime = sense of stability
lowercase

s
t
a
b
i
l
i
t
y

s
t
a
b
i
l
i
t
y

why not
just turn it on the side

just turn it on the side
why not

alignment

Hyphen (-) is used to join words to form a single expression

En Dash (–) is used to link two items together

Em Dash (—) indicates a pause or hesitation in speech

(Parenthesis) are used to enclose remarks within the text, interruptions from an audience, or to include references letters or figures

[Square Brackets] are for comments, corrections, notes, questions or translations not in the original text

{Brace} is used to connect two or more ideas to one word. They are also used for brackets within parenthesis.

music { jazz
soul
rock
rap

special characters

Ellipses (...) is a single character made of 3 periods (opt ;) and is separated by surrounding space by a letterspace. When it appears at the end of a sentence, it is also separated by a letterspace.

Quotes ("'"") indicate a quoted passage, title of an article and to show speech. Do not use inch or foot marks in their place.

Foot/minute & inch (" ' ") Commonly misused as quote marks, indicate a unit of measurement.

Ligatures (fifl) are designed to avoid the clash between connections of certain letterforms that, when properly kerned, appear to be touching.

special characters