

TYPOGRAPHY

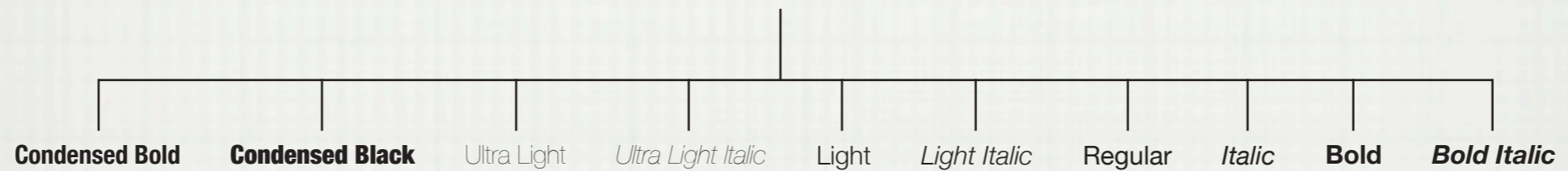
THE BASICS

CATEGORIES

- Serif
- Sans Serif
- *Script*
- **Black Letter**
- **Decorative**

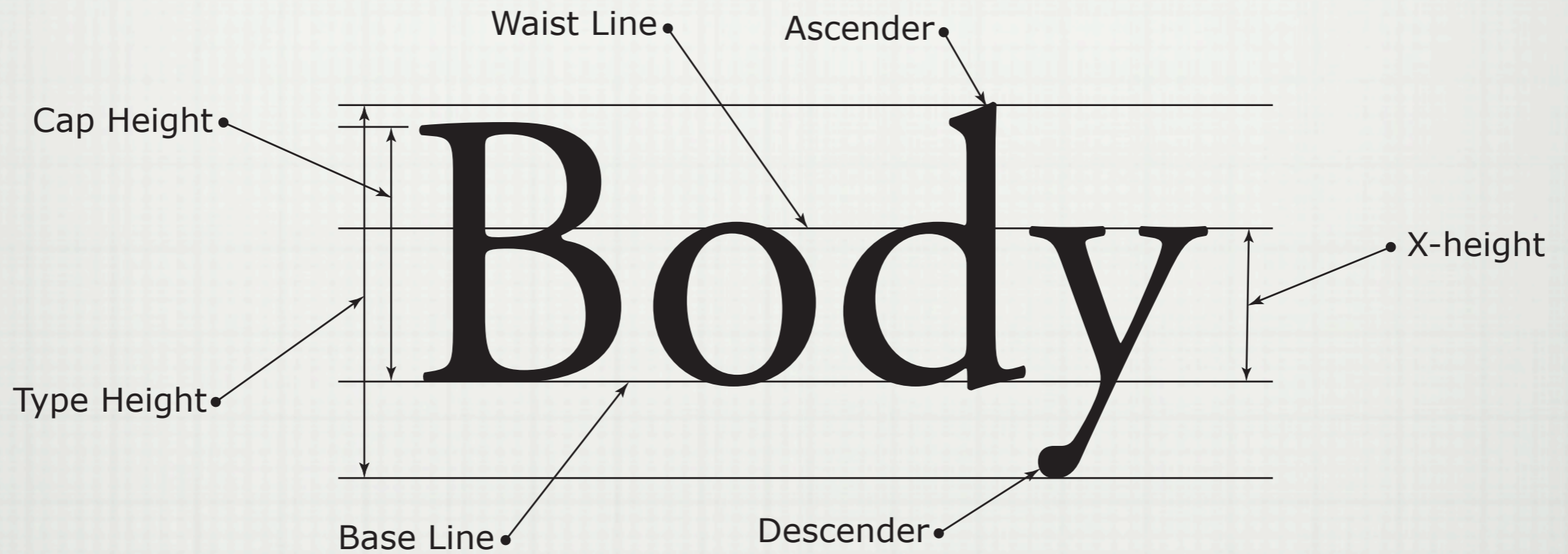
FAMILY - FACE - FONT

Helvetica



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=
!@#\$%^&*()_+

THE PARTS



NOMENCLATURE

- Type is measured in Points and Picas
- 12 points = 1 pica
- 6 picas = 1"
- 72 points = 1"
- Type size = Distance from top of Ascender to bottom of Descender

NOMENCLATURE

- Capital letters = Upper case (Uc)
- Small letters = Lower case (lc)
- Kerning = the selective adjustment of space between letters and/or words
- Tracking = the uniform adjustment of space between letters or words
- Leading = the space between lines of type

HEADS-SUBHEADS-COPY

Headline●

SubHead●

SubHead●

Copy●



HEADS-SUBHEADS-COPY

- Copy
Size = 8-13 pt
Column Width = 13.6-48 picas
- SubHeads
Size = 14-18 pt
- Headlines
24 pt - ?