About typography

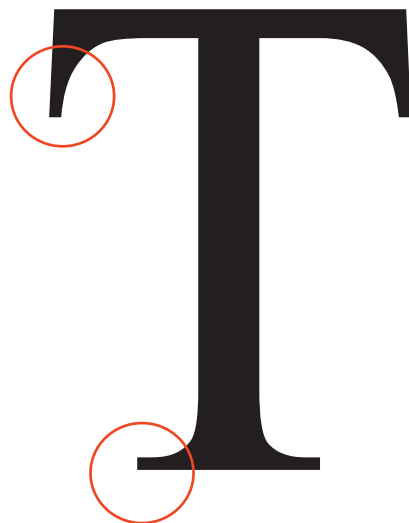## A quick introduction

A sans serif font
(Arial)

→ The fox €123

A serif font
(Times New Roman)

→ The fox €123

These are serifs

T

Both these fonts are standard everywhere,
so are maybe a bit "boring".

A bit more about typography

Arial font ⟶ # The fox €123

Bernina Sans font ⟶ # The fox €123

Compare these two
sans serif fonts

And non-proportional fonts (a bit like the old typewriter where every character is the same width), called also "mono spaced"

Courier New font ⟶ `The fox €123`

Some proportional font sets include non-proportional versions.
This can be useful for numeric tables like in financial reports.

And then there are script fonts

Chancery font → *Formal script*

Picasso font → CASUAL SCRIPT

Script fonts are sometimes called calligraphic fonts.

Font sets have variants: starting with thickness

Light
(Bernina sans) →

The quick fox €123

The quick fox €123

The quick fox €123

The quick fox €123

...to extra bold →

The quick fox €123

And of course italic,
generally in all
thicknesses →

The quick fox €123

...and also by width

Compressed light ⟶ The quick fox €123

All the way to
Compress Extra Bold ⟶ **The quick fox €123**

Narrow light ⟶ The quick fox €123

All the way to
Narrow Extra Bold ⟶ **The quick fox €123**

And there's
"Small Caps"
also in all thicknesses ⟶ THE QUICK FOX €123

Small Caps are more than just capitals reduced: they are upper-case characters at the same height and weight
as the surrounding lower-case letters, therefore they integrate elegantly within texts. Example: "According to the OECD, the…"

...and some fonts have a display version

Acta light → **Le Paris de Millner**

Acta display light → **Le Paris de Millner**

See the comparison above...

The display version works well only for large texts, like in large titles or posters.

Note the thin and elegant bottom line in the first letter "L" in the display version; note also the serifs.

Another consideration for headings is using a font or font rendering that is very stylised, or bold, or with characters quite close together, which looks good in a title but would be less legible as smaller paragraph text.

Rhythm Two → *Le Paris de Millner*

Anatomy of a typeface

Faulty

ASCENDER

CAP HEIGHT

X-HEIGHT

BASELINE

DESCENDER

LIGATURE

flesh

LIGATURE
DEACTIVATED

fl

STEM   SPINE

A Ligature is the stroke that joins adjacent letters.
Not all fonts support ligatures.

A huge selection

Fonts are ubiquitous (present and found everywhere).

Your computer has a large selection of font sets.

In addition, included in the Adobe Creative Cloud package are fonts from Typekit. So take a look: Click on the Creative Cloud icon in the top bar. Then click on the "f" symbol near the top right which opens a web page then click on "browse more fonts" top right; The rest is obvious and you can automatically install fonts onto your computer.

While browsing the various fonts from Typekit, look at the different font classifications, like Slab Serif, Script, Hand, and Decorative.

Also, Google Fonts (fonts.google.com) provides a very large selection of free fonts that you can download and install on your computer. And there are many other free (and of course paid) font resources.

Look around you, at books, magazines, flyers, posters, signage, websites..., and become sensitive to the use of fonts.

I'd suggest that most great examples of fine typography are merely designs that have wise typeface choices, savvy use of space, and a clear hierarchy that's echoed through the structure and presentation of the text.

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