

About typography

A quick introduction

A sans serif font
(Arial)



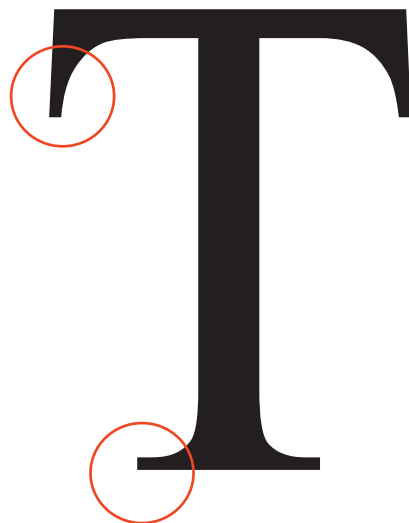
The fox €123

A serif font
(Times New Roman)



The fox €123

These are serifs



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.

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.

Anatomy of a typeface



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

A huge selection

Your computer has a large selection of font sets.

In addition, included in the Adobe Creative Suite package, are fonts from Typekit. So look at some Typekit fonts.

Click on the Creative Cloud icon in the top bar. Then go
» [Assets](#) » [Fonts](#) » [Manage Fonts](#).

Also, while browsing the various fonts with Typekit, look at the different font classifications, like Slab Serif, Script, Hand and Decorative.

If you like a font set from Typekit, and can synchronise this with your computer via the Adobe Creative Cloud.

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