

# TYPOGRAPHY

**Typography** is the art and technique of arranging  
type in order to make language visible

font ≠ typeface

a **typeface** is actually a family.

Rockwell

*Rockwell*

**Rockwell**

***Rockwell***

a typeface family is made up of a **roman**, italic, bold, bold italic

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Rockwell

*Rockwell*

**Rockwell**

***Rockwell***



a **font** is what you use

(the particular family member of a typeface)

**Rockwell 37 pt/Regular**

*Rockwell 20pt/Italic*

**Rockwell 25 pt/Bold**

***Rockwell 30pt/Bold Italic***

Rockwell = typeface

Rockwell 37 pt/Regular

*Rockwell 20pt/Italic*

**Rockwell 25 pt/Bold**

***Rockwell 30pt/Bold Italic***



= font

ANATOMY

*serif*: the small foot at the end of a stroke.

x d f i s e g h o j A B C

A red oval is drawn around the bottom horizontal stroke of the capital letter 'A' in the word 'ABC', highlighting the small 'foot' or 'serif' at the end of the stroke.

*sans serif*: a typeface without serifs.

**xdfiseghojABC**

*baseline*: the imaginary line on which the letters appear to sit.

xdfiseghojABC



*x-height*: the height of a lowercase x.



TEN X'S AT THE SAME SIZE (90 POINTS) BUT FROM DIFFERENT TYPEFACES



x-height }

BASKERVILLE 72 POINTS

x-height {

X-height }

HELVETICA 72 POINTS

*descender*: the portion of a letter that drops below the baseline.

x d f i s e g h o j A B C



*ascender*: the portion of a letter that rises above the x-height.



x d f i s e g h o j A B C

*cap height*: distance from the baseline to the top of the uppercase letters.



xdfiseghojABC

*stem*: the primary stroke of a letter.

x d f i s e g h o j A B C

*counter*: the negative space within a letterform.

x d f i s e g h o j A B C

*ligature*: the character formed by the combination of two or more letterforms.

x d **f** i s e g h o j A B C

xd*fi*seghojABC

fi•



xd*fi*seghojABC

fi • *fi*

xd**f**seghojABC

fi • **f** (fj,ft, etc.)

*weights:* most typefaces include at least two weights, some more,  
from extra bold to light.

W

W

W

*widths:* some faces include a condensed member of the family and an extended member.

**W**

**W**

# MEASUREMENT

Points & Inches

## Points & Inches

1 point =  $\frac{1}{72}$  inch

1 inch = 72 points

W} Baskerville 85 points

W} Baskerville 120 points



wide

FUTURA 165 POINTS

wide

BEMBO 165 POINTS

large type families also consist of fonts of differing width.

wide

GROTESQUE MT STD 140 POINT (CONDENSED)

wide

GROTESQUE MT STD 140 POINT (REGULAR)

wide

GROTESQUE MT STD 140 POINT (EXTENDED)

**NEVER FAKE** A CONDENSED  
or extended  
typeface...**EVER!**

# WORD ILLUSTRATIONS

D

r

o

p

*Sink*

TAP

*STOP*



B  
U  
R  
Y

Hide

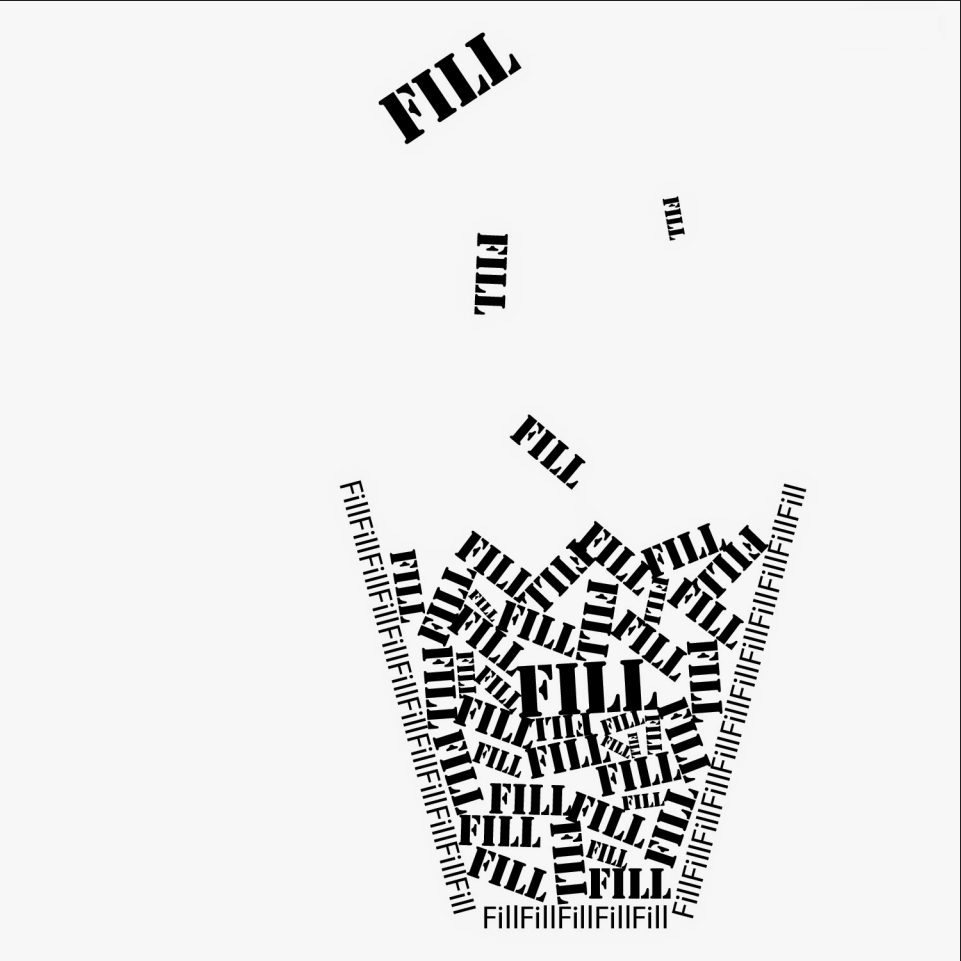
**DASH  
DASH  
DASH**

**A/Ge<sup>b</sup>r<sup>a</sup>**

MISSING

Kück

OB **SEE** RV





ALONE