

About typography

A quick introduction

A sans serif font
(Arial)



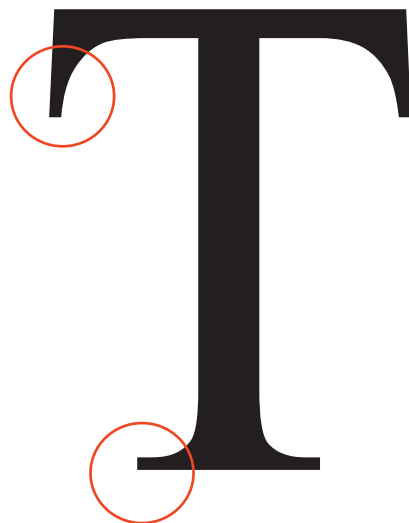
The fox €123

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.

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



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 "brows 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.

One page follows...

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.

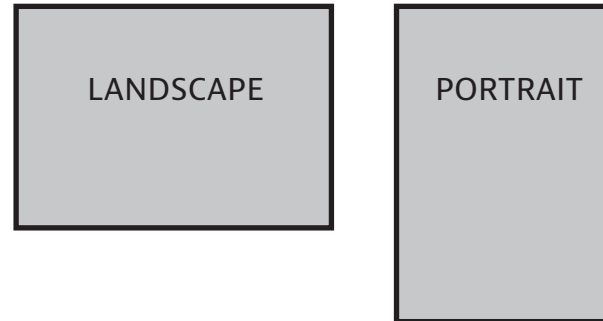
Frank Chimero

Digression...

Standard paper sizes in Europe

Page orientation, "landscape" and "portrait".

(Most people know this, of course.)



When a page is printed on two sides, it is called "recto-verso", with *recto* as the front side and *verso* the back.

The "most typical" standard page size in Europe, used most commonly in office printers, is called "A4", and is 210mm x 297mm.

If you put two A4 sheets together you get A3.

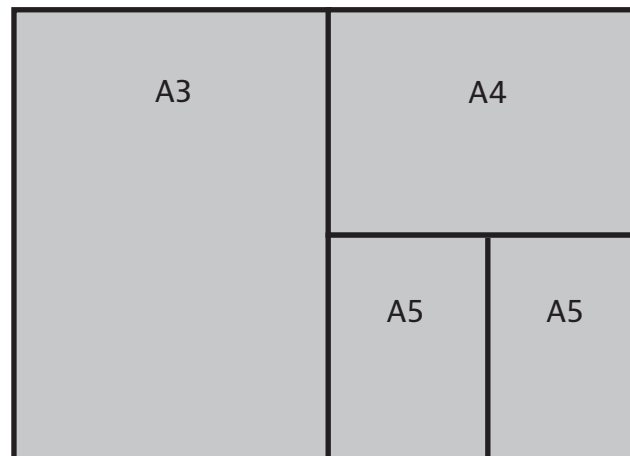
Two A3 sheets together make A2, etc.

If you fold an A4 in half your get A5.

Fold again in half you get A6, etc.

Significantly, the proportions remain the same.

(Trivia: this is only possible with the a paper size ratio width:height = $1:\sqrt{2}$.)



...and this entire spread is A2