

Typography

Manual 01

01

Flush Left

When in doubt, set your type flush left rag right. Why? In western culture, people read from top to bottom, left to right. By justifying type left, the eye is able to find the edge and read copy much more easily. Avoid indenting the first line of a paragraph for this reason.

02

Use One Typeface

Using two typefaces successfully within a layout requires an understanding of the chosen faces in order to be confident that they are complementary. In general, avoid using two typefaces of the same classification. For example, do not use two sans serif, serif, slab serif or script faces together.

The reason — **contrast**.

Stay with one typeface until you have achieved mastery.

Helvetica Neue

03

Skip A Weight

Go from light to bold, or from medium to extra bold when changing font weights. The key to great design is contrast. Slight changes in weight change make it harder for the audience to notice the difference.

Try mixing bold for the headline and light for the body copy for greater contrast.

Light/**Bold**

04

Double Point Size

A good rule of thumb when changing point sizes, is to double or half the point size you are using. For example, if you are using 30 pt. type for the headline, use 15 pt. type for the body copy. For other uses try 3x or 4x the point size for something more dramatic.

2x

4x

05

Align To One Axis

Build your type along one primary axis, and align elements to this grid line. For a vertical axis, align the left edge of your type. This will work regardless of font type or size. For horizontal axis, align on strongest horizontal element. Sometimes this is the cap height while others it's the baseline.

1702

Olympic

Boulevard

Santa Monica

California

90404

06

Pick Any Typeface

Use any typeface you like as long as it's one of the following:

Akzidenz Grotesk, Avenir, Avant Garde, Baskerville, Bembo, Bodoni, Bookman, Caslon, Century, Clarendon, Courier, DIN, Franklin Gothic, Frutiger, Futura, Garamond, Gill Sans, Gotham, Helvetica, Letter Gothic, Memphis, Meta, Mrs. Eaves, OCRB, Rockwell, Sabon, Times New Roman, Trade Gothic, Trajan and Univers.

07

Group By Using Rules

Use rules/lines to group related blocks of information. This will also make dissimilar objects appear more orderly.



SHAPES

08

Avoid The Corners

Don't place elements along the edge or corners of a page unless to deliberately cut elements off. Negative space is a good thing, so let your design breathe.

R

2 **L**

09

Mind The Gap

Typography is all about spacing. Never use forced justified type because of the inherent rivers that will run through your copy. Avoid having a single word on the last line of a paragraph, otherwise known as a widow.

Don't allow a new page or column to begin with the final word or line from a previous paragraph, thus separating it from the rest of its paragraph — an orphan.

Use a single space after punctuation in a sentence. Pay attention to the shape that the rag creates to avoid undesired shapes/angles.

Spacing matters. The closer things are together, the more the reader will assume a relationship exists between separate blocks of information.

Orphan

Messenger
bag skateboard heirloom selfies cray. Jianbing yr
kitsch, celiac brooklyn coloring book flannel
prism lyft. Before they sold out 8-bit coloring
book kombucha selfies ramps,...cred bitters
tousled church-key dreamcatcher thundercats.
Four dollar toast vice small batch, hot chicken
farm-to-table 90's aesthetic XOXO vinyl pickled
brooklyn tbh. Edison bulb marfa small batch
affogato, asymmetrical synth offal stumptown
glossier echo park fingerstache chillwave green
juice. Mumblecore art party beard hella, raw
denim cliché retro quinoa selvage tilde
letterpress. Banjo put a bird on it narwhal,
locavore letterpress aesthetic artisan poke
thundercats flexitarian humblebrag pok
squid.

Preferred
rag

Avoid
shapes

Widow

10

Relax, It's Just Type

Be bold *or italic,*
never regular.

This isn't actually a typographic rule.

It's a way to govern your life.

Now that you've learned the rules,

go break some.