Typography

Type Styles

Type Weights
- extra light
- light
- roman (regular)
- medium
- bold
- extra bold

Type Widths
- extra condensed
- condensed
- roman (regular)
- extended
- extra extended

Angles of Slope
- italic

Type Sizes

Text-type sizes
- type sizes from 8 to 12 points
- for straight setting of main text
- clearly legible at normal reading distance

Reference sizes
- type sizes from 5 to 8 points
- for notes, footnotes, captions, tables, listings
- legible because the texts concerned are usually short

Headline sizes
- type sizes from 14 to 36 points for straight setting and large display or "poster" sizes from 36 points onward
- for headlines, advertising display and road signs
- outstandingly legible even from a distance

Type sizes and reading distances (rule of thumb)

<table>
<thead>
<tr>
<th>Type size</th>
<th>max. reading distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5&quot; (36pt)</td>
<td>20ft</td>
</tr>
<tr>
<td>1&quot; (72pt)</td>
<td>40ft</td>
</tr>
<tr>
<td>2&quot;</td>
<td>80ft</td>
</tr>
<tr>
<td>3&quot;</td>
<td>120ft</td>
</tr>
<tr>
<td>4&quot;</td>
<td>160ft</td>
</tr>
</tbody>
</table>
Tracking

Words are combinations of single letters. The sequence of letters is determined by orthographic rules. We know the form of the letters, and our job is to align them at the correct intervals in accordance with the characteristics of these forms.

We must consider the typesetting technique, the size of the type and the purpose for which it is being used.

Normal set-widths (tracking) have proved to be generally correct for continuous setting by most systems. A narrower set (tracking) soon becomes hard to read and is not recommended. Set-widths relate to type sizes in such a way that the smaller sizes need relatively greater widths, and vice versa.

Kerning

With type sizes above 14 points, and with display faces the irregularities which are due to the technique in use become visible, calling for correction where the space between letters is too great or too small.

For easy and fluent reading we need to produce a tranquil type image with regular rhythm, closing up distracting gaps and opening up dark and narrow junctions.
Columns

A series of lines one under another makes a column of a given width.

Column width and height are determined by:
- number of characters per line
- type size
- leading (distance between lines)
- number of lines
- space available

The column is generally an element of continuous text. Practical experience has shown that the column widths of most printed matter contain from 8 to 12 words, averaging 50 to 60 characters. Even though there is no standard for the number of characters per line, 50 to 60 characters is an easily readable quantity.

Kinds of columns
- flush left
- flush right
- justified
- centered

In flush left setting, the lines always begin on the left and run freely within the width of the column. Care must be taken that the ends of the lines form an agreeable margin (rag).

Flush right is difficult to read and should only be used in exceptional cases.

In justified setting, the lines are flush on the left and right side of the column. The spaces occurring are equally distributed between the words on each line. This means that the word spaces vary from line to line. Justified setting with 50 and more letters per line presents the most agreeable effect. The more words there are, the better and more regularly the spaces between the words can be distributed. Disturbing holes soon appear if there are only a few words.

Centered setting, is the symmetrical arrangement of the lines on each side of the vertical axis. The distance between the words is the same on every line. This type of column is not recommended for long texts.

Rag

The edge of a column of text is where lines of copy end. A clean rag occurs in lines of copy when there is a nice flow and transition of text from one line to the next and in which there are no hyphenated words at the end of a line. This is the most desirable format and often requires manipulation on the part of the designer.
Hyphenation

If at all possible, hyphenated text should be avoided, especially in narrow columns. If a word must be hyphenated to create a clean rag, that is acceptable. Never have consecutive lines of hyphenated text.

Leading

The term leading comes from letterpress printing when actual pieces of lead of varying widths were placed between each line of set type. In the digital world, this term still refers to the amount of space between each line of text. In narrow columns, too much leading tends to make the text disconnected. In wider columns, too little leading can fatigue the eyes, making text difficult to read. While there is no mathematical formula that dictates the appropriate amount of leading that should be used in a block of copy, leading looks best when it is at least 3 or 4 points greater than the type size; for example, 12 point-type with 15 point or 16 point leading will have optimum line spacing.

“Hanging Punctuation”

When using pull quotes, hanging quotation marks to the left of the copy block optically aligns the text.

Widows

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