

Typeface Classifications

Serif
Sans-Serif
Script (script)
Decorative

Sans Serif type styles
Grotesque (Helvetica)
Square Sans (Eurostile)
Geometric (futura)

Serif type styles
Old Style (Minion)
Transitional (Baskerville)
Didone (Didot)
Slab Serif (Archer)

Script type styles
 Formal - *Bickham Script*
 Calligraphic - *lucky turns*
 Blackletter - **FF Brokenscript**
 Casual Scripts - *BrotherFree*

KERNING

Kerning
 Spacing between characters

LEADING IS COOL

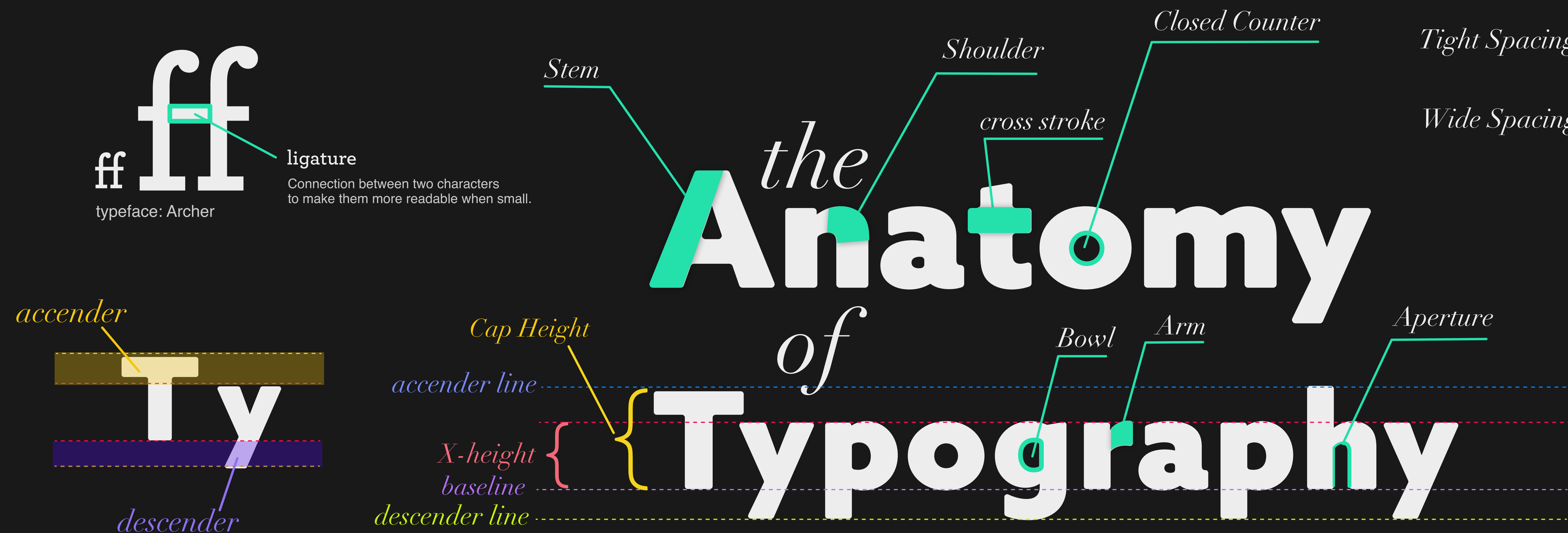
Leading
 Spacing between lines of type

Tight Spacing **lowercase**

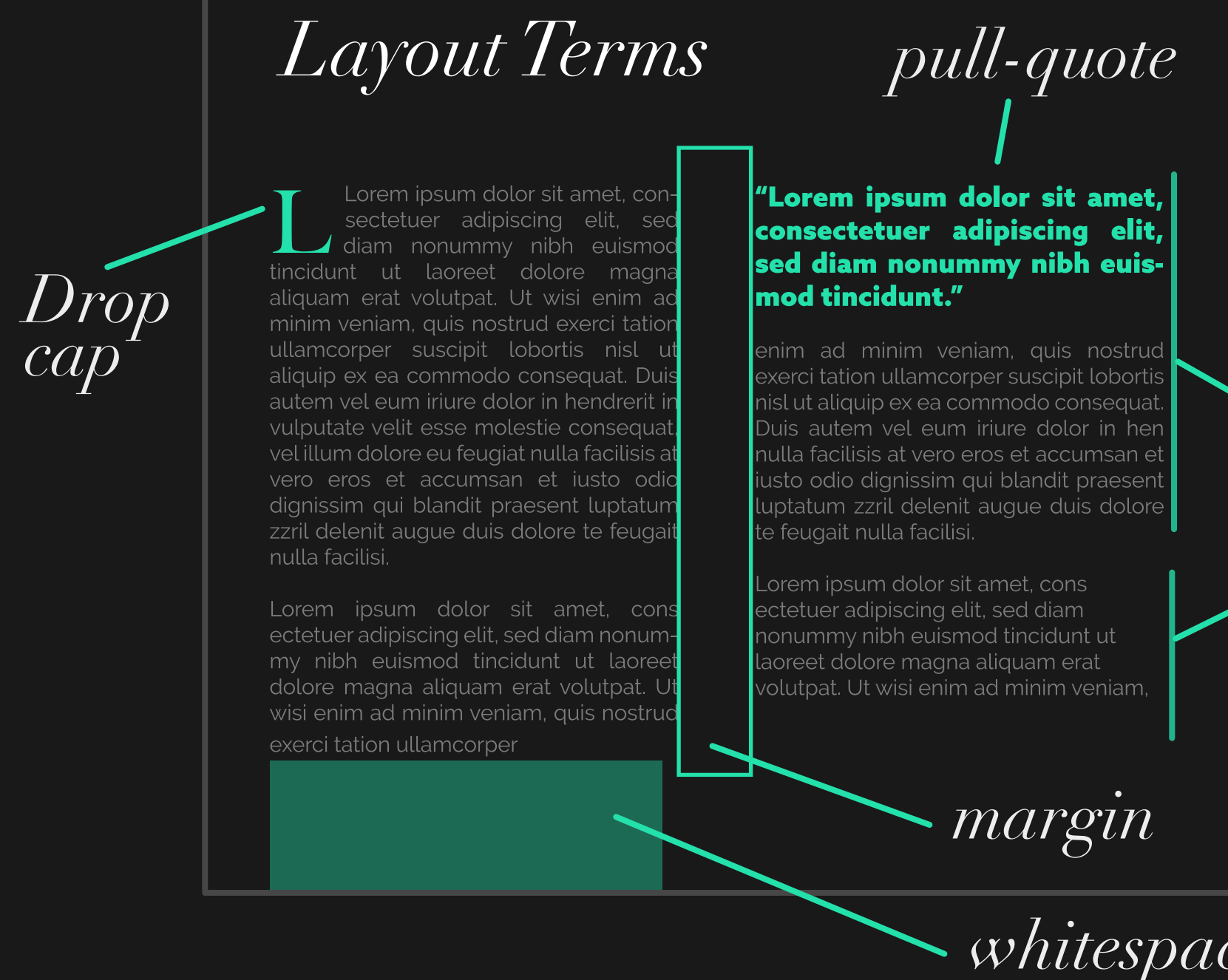
Wide Spacing **l o w e r c a s e**

wide spacing is **not** recommended for lowercase characters but can work well with all upper-case characters.

LOWERCASE



Layout Terms



Type Hierarchy

Headline

largest size, sometimes bold or another color for contrast

Subheading

Smaller than the headline but bigger than the body copy. Sometimes at half the size of the main headline.

Body Copy

Smaller than the subheading but larger than the fine print. Lorem ipsum dolor sit amet, consectetur adipiscing elit, Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Fine Print

Smallest font size, no smaller than 5pt in size. Lorem ipsum dolor sit amet, consectetur adipiscing elit, Lorem ipsum dolor sit amet, consectetur adipiscing elit.