

In a world rife with unsolicited messages, typography must often draw attention to itself before it will be read.

Yet in order to be read, it must relinquish the attention it has drawn.

Typography with anything to say therefore aspires to a kind of statuesque transparency.

Robert Bringhurst, *The Elements of Typographic Style*

The primary goal of typography is legibility.

**The secondary role of typography is to give life to
the space in which it lives.**

Read the text before designing it.

**Discover the outer logic of the typography
in the inner logic of the text.**

Make the visible relationship between the text and other elements clear.

**Choose a typeface or group of faces
appropriate for the text.**

**Give full typographic attention to even
the incidental details.**

Summary

- **invite the reader into the text**
- **reveal the tenor and meaning of the text**
- **clarify the structure and the order of the text**
- **link the text with other existing elements**
- **induce a state of energetic repose, which is the ideal condition for reading**