

The Anatomy of Type

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Mrs. Eaves Bembo Baskerville

All of the above typefaces are set at 60 pt. You can see that each of the typefaces has a different X-Height and Cap Height. This will make each typeface read a bit differently and require each be set individually for optimal legibility.

Typographic Terminology

TYPOGRAPHIC TERMINOLOGY

Font/Weight

Adobe Garamond Pro Regular

Adobe Garamond Pro Italic

Adobe Garamond Pro Bold

Adobe Garamond Pro Bold Italic

The above is an example of a typeface. It is a family of different weights of the same typeface. This is a small family with only four weights. The family is

called a typeface while the members of the family are referred to as fonts.

TYPOGRAPHIC TERMINOLOGY

Expert	ſ ¤ & ’		
Regular	Sample		
Small Caps & Oldstyle...	SAMPLE		
Italic	<i>Sample</i>		
Italic Expert	<i>ſ ¤ ...</i>		
Italic Oldstyle Figures	<i>Sample</i>		
Semibold	Sample		
Semibold Expert	ſ ¤ ...		
Semibold Oldstyle Fi...	Sample		
Semibold Italic	<i>Sample</i>		
Semibold Italic Expert	<i>ſ ¤ ...</i>		
Semibold Italic Oldst...	<i>Sample</i>		
Bold	Sample		
Bold Expert	ſ ¤ ...		
Bold Oldstyle Figures	Sample		
Bold Italic	<i>Sample</i>		
Bold Italic Expert	<i>ſ ¤ ...</i>		
Bold Italic Oldstyle F...	<i>Sample</i>		
Extra Bold	Sample		
Extra Bold Expert	ſ ¤ ...		
Extra Bold Oldstyle F...	Sample		
Extra Bold Italic	<i>Sample</i>		
Extra Bold Italic Expert	<i>ſ ¤ ...</i>		
Extra Bold Italic Olds...	<i>Sample</i>		

Some typefaces have a much more extensive family of fonts. Above is a screen grab of the available fonts for Bembo.

Ligatures

fl ff fi ffi Th fj ffi et st

A ligature occurs where two or more characters are joined as a single glyph. Ligatures usually replace consecutive characters sharing common components and are part of a more general class of glyphs

called “contextual forms” where the specific shape of a letter depends on context such as surrounding letters.

TYPOGRAPHIC TERMINOLOGY

Type Size

Adobe Caslon Pro 6 pt.

Adobe Caslon Pro 10 pt.

Adobe Caslon Pro 14 pt.

Adobe Caslon Pro 18 pt.

Adobe Caslon Pro 24 pt.

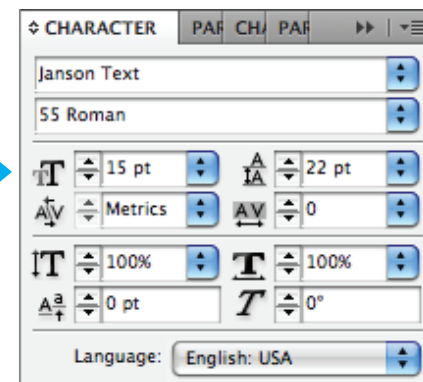
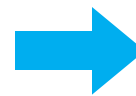
Adobe Caslon Pro 30 pt.

Adobe Caslon Pro 36 pt.

Adobe Caslon Pro 48 pt.

Adobe Caslon Pro 60 pt.

Type is measured in points (pt.). There are 72 points in an inch. The point and pica are measurements specific to typography and printing. Type size can be changed in InDesign in the Character palette. Type is measured from the top of the capital letter to the bottom of the lowest descender plus small buffer.



Leading

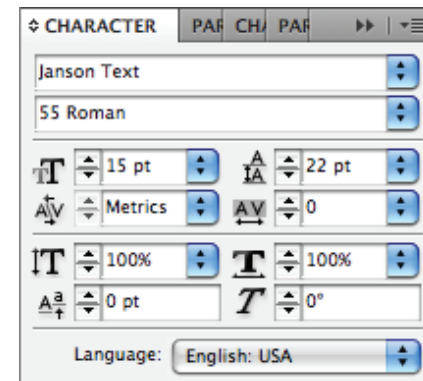
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dictum vulputate porttitor. Suspendisse dignissim blandit ipsum, ac euismod felis porttitor ac. Praesent arcu dolor, consequat in volutpat at, blandit quis lorem. Donec tempor elementum metus accumsan adipiscing. Aliquam ullamcorper justo vitae mi ultrices tempor.

18/20

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dictum vulputate porttitor. Suspendisse dignissim blandit ipsum, ac euismod felis porttitor ac. Praesent arcu dolor, consequat in volutpat at, blandit quis lorem. Donec tempor elementum metus accumsan adipiscing. Aliquam ullamcorper justo vitae mi ultrices tempor.

18/29

Leading refers to the amount of space between lines of text. Both examples are Adobe Caslon Pro set at 18 pt. The example on the left is set on 20 pt of leading and 29 on the right.



TYPOGRAPHIC TERMINOLOGY

Leading

Aque qui odissimusda sam
comnis volupti orepra qui atin
eiciatur? Qui conse quiat facerun
tempora tis quiatisti nati debit
voluptae. Lent asperum audant.
Ulpa sini omnihit atiusdae rit
harupta tecusci aecesti onseque
disquossi tem aut est laccus
voloria dis iu

10/10

Aque qui odissimusda sam
comnis volupti orepra qui atin
eiciatur? Qui conse quiat facerun
tempora tis quiatisti nati debit
voluptae. Lent asperum audant.
Ulpa sini omnihit atiusdae rit
harupta tecusci aecesti onseque
disquossi tem aut est laccus
voloria dis iu

10/12

Aque qui odissimusda sam
comnis volupti orepra qui atin
eiciatur? Qui conse quiat facerun
tempora tis quiatisti nati debit
voluptae. Lent asperum audant.
Ulpa sini omnihit atiusdae rit
harupta tecusci aecesti onseque
disquossi tem aut est laccus
voloria dis iu

10/14

Aque qui odissimusda sam
comnis volupti orepra qui atin
eiciatur? Qui conse quiat facerun
tempora tis quiatisti nati debit
voluptae. Lent asperum audant.
Ulpa sini omnihit atiusdae rit ha
rupta tecusci aecesti onseque
disquossi tem aut est laccus
voloria dis iu

10/18

12/12 is called "set solid" and the ascenders and descenders are touching. This makes for uncomfortable reading. Default settings in most programs will set the leading at 120% of the point size. 10/14 is

set with more line space than the standard default. 10/18 is too wide for optimal legibility. The text starts to look like stripes rather than a "shade of gray".

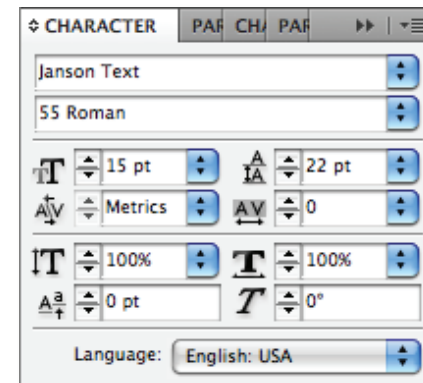
TYPOGRAPHIC TERMINOLOGY

Tracking

VANCOUVER

V A N C O U V E R

Tracking refers to space inbetween a string of characters. Very rarely (if ever) is it a good idea to “track out” lowercase letters. It decreases legibility so it is best limited to short bits of copy such as headlines or subheads.



TYPOGRAPHIC TERMINOLOGY

Kerning

I740—I900

I740—I900

WASHINGTON

WASHINGTON

UNKERNED

WELL-KERNED

Kerning refers to the amount of space between individual sets of letters. Some letterforms require you as a typographer to adjust the letterfit.

To kern in InDesign, place the cursor between the two letters, hold the Option key and use the left and right arrow keys to decrease or increase the space.

TYPOGRAPHIC TERMINOLOGY

Alignment

Aque qui odissimusda sam
comnis volupti orepra qui
atin eiciatur? Qui conse
quiat facerun tempora tis
quiatisti nati debit voluptae.
Lent asperum audant.
Ulpa sini omnihit atiusdae
rit harupta tecusci acesti
onseque disquossi tem aut
est laccus voloria dis iu

FLUSH LEFT RAG RIGHT

Aque qui odissimusda sam
comnis volupti orepra qui
atin eiciatur? Qui conse
quiat facerun tempora tis
quiatisti nati debit voluptae.
Lent asperum audant.
Ulpa sini omnihit atiusdae
rit harupta tecusci acesti
onseque disquossi tem aut
est laccus voloria dis iu

FLUSH RIGHT RAG LEFT

Aque qui odissimusda sam
comnis volupti orepra qui
atin eiciatur? Qui conse
quiat facerun tempora tis
quiatisti nati debit voluptae.
Lent asperum audant.
Ulpa sini omnihit atiusdae
rit harupta tecusci acesti
onseque disquossi tem aut
est laccus voloria dis iu

CENTERED

Aque qui odissimusda sam
comnis volupti orepra qui
atin eiciatur? Qui conse
quiat facerun tempora tis
quiatisti nati debit voluptae.
Lent asperum audant. Ulpa
sini omnihit atiusdae rit ha
rupta tecusci acesti onseque
disquossi tem aut est laccus
voloria dis iu

JUSTIFIED

Flush left alignment (far left) respects the organic flow of language and is best for long lengths of type. Justified text can also work, but requires special attention to word spacing as it tends to leave “rivers”

of white space running throughout the text. Flush right and centered text are acceptable for small amounts of type such as pull quotes and captions.

Typographic Rules & Guidelines

Line Length

66 CHARACTER MEASURE

Aque qui odissimusda sam comnis volupti orepra qui atin eiciatur?
Qui conse quiat facerun tempora tis quiatisti nati debit voluptae.
Lent asperum audant.Ulpa sini omnihit atiusdae rit harupta tecusci
aceesti onseque disquossi tem aut est laccus voloria dis iu

16 CHARACTER

Aque qui odissi-
musda sam com-
nis volupti orepra
qui atin eiciatur?
Qui conse quiat
facerun tempora
tis quiatisti nati.

90 CHARACTER

Aque qui odissimusda sam comnis volupti orepra qui atin eiciatur? Qui conse quiat facerun
tempora tis quiatisti nati debit voluptae. Lent asperum audant.Ulpa sini omnihit atiusdae
rit harupta tecusci aceesti onseque disquossi tem aut est laccus voloria dis iu. Qui conse
quiat facerun tempora tis quiatisti nati debit voluptae. Lent asperum audant.Ulpa sini om
nihit atiusdae rit harupta tecusci aceesti onseque disquossi tem aut est laccus voloria disiu.

Anything from 45–75 characters is widely considered as a satisfactory line length for a single-column page. The 66-character line is regarded as ideal. When counting characters, include spaces and punctuation. Minimum count for justified text is 40 characters.

Any less and there will likely be "rivers" of white running through it. Short line lengths will have too many hyphens and long line lengths will tire the eyes when they are searching for the next line of text.

Single Spaces after Sentences

PROPORTIONAL TYPE

Aque qui odissimusda sam comnis volupti orepra qui
atin eiciatur? Qui conse quiat facerun tempora tis
quiatisti nati debit voluptae. Lent asperum audant.Ulpa
sini omnihit atiusdae rit harupta tecusci aecesti onseque
disquossi tem aut est laccus voloria dis iu

MONOSPACE TYPE

Aque qui odissimusda sam comnis vo
lupti orepra qui atin eiciatur? Qui
conse quiat facerun tempora tis
quiatisti nati debit voluptae. Lent
asperum audant.Ulpa sini omnihit
atiusdae rit harupta tecusci aecesti
onseque disquossi tem aut est laccus
voloria dis iu

Many people are in the habit of using two spaces after a period at the end of a sentence. This is a relic from the typewriter era when typefaces were monospaced. It is no longer required. Before starting

to set type, perform a "Find/Change" to rid the text of all double spaces.

Little or No Space in Strings of Initials

W. B. Yeats

W.B. Yeats

J. C. L. Prillwitz

J.C.L. Prillwitz

Strings of initials don't need a full space after each period. Kern initials to sit together well. There will be a full space after the last period.

Don't letterspace sets lowercase letters

A man who would letterspace
lower case would steal sheep.

A man who would letterspace
lower case would steal sheep.



Frederic Goudy said the above statement. Tracking out (increased letterspace) lowercase letters hampers legibility. There are some alphabets to which this

rule does not apply, but there must be good reason for the decision to do so.

Smart Quotes

“ ”



‘ ’



Use real quotation marks—never ditto marks. You can specify in InDesign to use “Typographer’s Quotes” in the Preferences.

Opening double quote: “ : Option + [
Closing double quote: ” : Option + Shift + [
Opening single quote: ‘ : Option +]
Closing single quote: ’ : Option + Shift +]

Never Underline Text

Lorem ipsum *dolor sit amet* nonummy. Lorem ipsum dolor sit amet nonummy.



Never underline your text. Underlining is for typewriters; italic is for professional text. There was no method to italicize text on a typewriter so this practice is leftover from that era. Italicize book titles,

periodicals, operas, symphonies, etc. There are a multitude of ways to emphasize text: bold, different typeface, color etc.

Proper Dashes

SIX-YEAR-OLD
770-949-1852

A hyphen is for hyphenating words or line breaks as well as to separate numbers such as phone numbers.

1978–PRESENT
PAGES 12–24
SANTA FE–CHICAGO FLIGHT

An En Dash is used between words that indicate a duration, such as time or months or years. Use it where you might otherwise use the word “to”. And when you have a compound adjective. Do not use a full space before and after. You may kern.

SHE WALKED AWAY—OR
RATHER, RAN AWAY—FROM
THE CROWD.

An Em Dash is often used in place of a colon or parentheses, or it might indicate an abrupt change in thought, or it’s used in a spot where a period is too strong and a comma is too weak. Do not use a space before or after. Kern space around dash.

There are three types of dashes you need to know. It is your duty to put the proper dash in the proper context.

Hyphen - (between the zero and the plus sign on the keyboard)

En Dash – (option + hyphen)

Em Dash — (shift + option + hyphen)

Consecutive words

Twenty years from now you will be
you more disappointed in the things
you didn't do than by the ones
you did do. Throw off the bow-lines.
Sail away from the safe harbor. Catch
the tradewinds in your sails.

Avoid beginning more than two consecutive line
breaks with the same word.

Hyphenations & Line Breaks

Fi-nally



Twenty years from now you will be more disappointed in the things you didn't do than by the ones you did do. Throw off the bowlines. Sail away from the safe harbor. Catch the tradewinds in your sails. Explore. Dream. Discover.

Twenty years from now you will be more disappointed in the things you didn't do than by the ones you did do. Throw off the bowlines. Sail away from the safe harbor. Catch the tradewinds in your sails. Explore. Dream. Discover.

At hyphenated line-ends, leave at least two characters behind and take at least three forward. Avoid leaving the stub-end of a hyphenated word as the

last line of a paragraph. Avoid more than two consecutive hyphenated lines. Hyphenate proper names only as a last resort.

TYPOGRAPHIC RULES & GUIDELINES

Widow

Twenty years from now you will be more disappointed in the things you didn't do than by the ones you did do. Throw off the bowlines. Sail away from the safe harbor. Catch the tradewinds in your sails.



Never leave less than 7 characters on a line by itself. This is called a widow. A worse scenario is found when you leave part of a word on a line by itself. Working with your rag can usually omit such

occurrences. This is a screaming example of poor typographic skills.

Widows & Orphans

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus aliquet lorem ut felis hendrerit nec volutpat massa gravida. In hac habitasse platea dictumst. Morbi sed enim augue, ut dapibus mauris. Aenean ac odio gravida metus ultrices imperdiet. Aenean eu diam tortor. Nunc magna arcu, sodales a biben-

dum faucibus, dictum at.



Curabitur tempor iaculis erat, a accumsan eros condimentum sed. Vivamus scelerisque imperdiet neque sit amet sodales. Proin ac elit turpis, id fringilla enim. Donec vel sem ipsum. Fusce vel pellentesque quam. Sed sed sem libero.

An orphan is when an isolated line is created when a paragraph begins on the last line of a page. “They have no past, but they do have a future”. The stub ends left when a paragraph ends on the first line of

a page are called widows. “They have a past, but no future”. Avoid both of these typographic mishaps.

Paragraph Spacing: 2 options

Enihiti cum hil

Molecae nobit doluptam nonseritam qui aut untis aut estisciat as ex estior reris es et et aut aliciatu? Quibus, is id quam aboritia

Quid el incto opta quianis reniet aut is ea corest, et harions equati anihitassit rempos velest lam fugia vent volupti amusdam ipsapis ipsus.

Harum fugias quaspis deligenienda doluptat liquis nis abo. Ut archici cume quo molorit quiandi gnihil molloratem est, secepel mos eosam eius maio consed qui dolorro milign imus nulpa dunt ommo que demporitat.

Enihiti cum hil

Molecae nobit doluptam nonseritam qui aut untis aut estisciat as ex estior reris es et et aut aliciatu? Quibus, is id quam aboritia

Quid el incto opta quianis reniet aut is ea corest, et harions equati anihitassit rempos velest lam fugia vent volupti amusdam ipsapis ipsus.

Harum fugias quaspis deligenienda doluptat liquis nis abo. Ut archici cume quo molorit quiandi gnihil molloratem est, secepel mos eosam eius maio consed qui dolorro milign imus nulpa dunt ommo que demp.

You have two options to indicate to the reader the beginning of a new paragraph. Either an extra space between or an indent. Never use both. It is redun-

dant. The reader only needs one indication of a new paragraph.

Paragraph Spacing: Extra Space

Enihiti cum hil

Molecae nobit doluptam nonseritam qui aut untis aut estisciat as ex estior reris es et et aut aliciatu? Quibus, is id quam aboritia quid el incto opta quianis reniet aut is ea corest, et harions equati anihitassit rempos velest lam fugia vent volupti amusdam ipsapis ipsus.

Sint officit

Harum fugias quaspis deligenienda doluptat liquis nis abo. Ut archici cume quo molorit quiandi gnihil molloratem est, secepel mos eosam eius maio consed qui dolorro milign imus nulpa dunt ommo que demporitat.

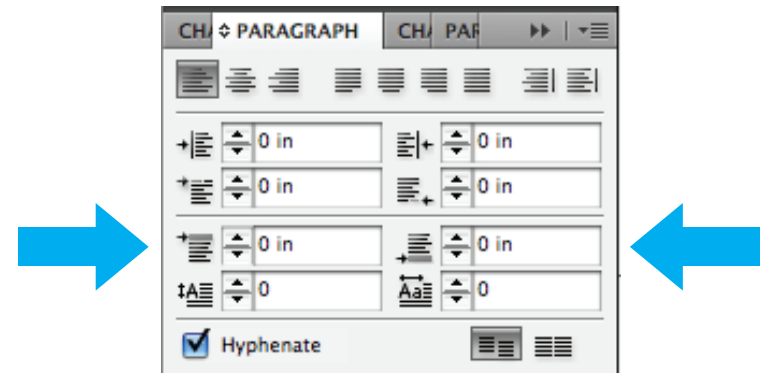
Enihiti cum hil

Molecae nobit doluptam nonseritam qui aut untis aut estisciat as ex estior reris es et et aut aliciatu? Quibus, is id quam aboritia quid el incto opta quianis reniet aut is ea corest, et harions equati anihitassit rempos velest lam fugia vent volupti amusdam ipsapis ipsus.

Sint officit

Harum fugias quaspis deligenienda doluptat liquis nis abo. Ut archici cume quo molorit quiandi gnihil molloratem est, secepel mos eosam eius maio consed qui dolorro milign imus nulpa dunt ommo que demporitat.

Never hit the return (or enter) key twice between paragraphs. It creates large white horizontal lines throughout your text block and creates a disconnect. Adjust the “Space Before” and “Space After” in the Paragraph Palette.



Paragraph Spacing: Indent

Enihiti cum hil

Molecae nobit doluptam nonseritam qui aut untis aut estisciat as ex estior reris es et et aut aliciatu? Quibus, is id quam aboritia

Quid el incto opta quianis reniet aut is ea corest, et harions equati anihitassit rempos velest lam fugia vent volupti amusdam ipsapis ipsus.

Harum fugias quaspis deligenienda dolup tat liquis nis abo. Ut archici cume quo molo rit quiandi gnihil molloratem est, secepel mos eosam eius maio consed qui dolorro milign imus nulpa dunt ommo que demp.

Enihiti cum hil

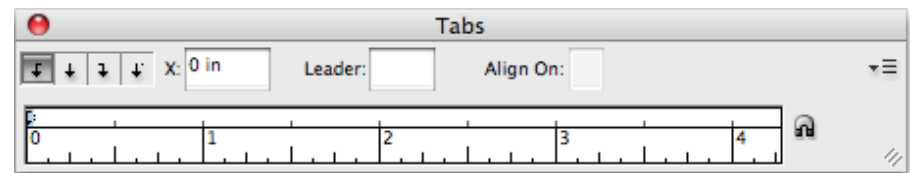
Molecae nobit doluptam nonseritam qui aut untis aut estisciat as ex estior reris es et et aut aliciatu? Quibus, is id quam.

Quid el incto opta quianis reniet aut is ea corest, et harions equati anihitassit rempos velest lam fugia vent volupti amusdam ipsapis ipsus.

Harum fugias quaspis deligenienda dolup tat liquis nis abo. Ut archici cume quo molo rit quiandi gnihil molloratem est, secepel mos eosam eius maio consed qui dolorro milign imus nulpa dunt ommo que demp.

Never indent the first line in a paragraph. Being the first line, the reader does not need an extra reminder. The measurement of the indent should be one “em”. An “em” is a unit of measure that is equal to the type's point size. 12 pt. type: 12 pt. = 1 em.

To set the amount of indent: Type > Tabs



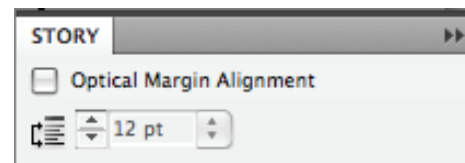
Hang Punctuation

“A man who would
letterspace lower case
would steal sheep.”

“A man who would
letterspace lower case
would steal sheep.”

Hang punctuation off the aligned edge to eliminate any visual interruption of the text.

Type > Story

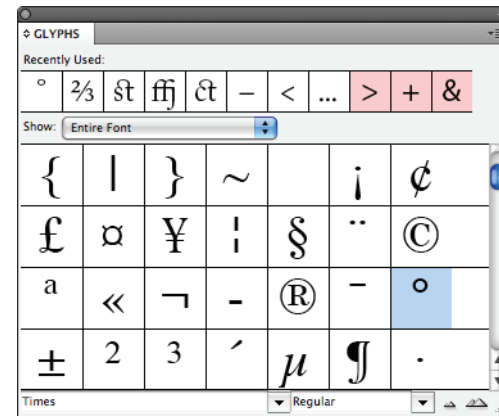


TYPOGRAPHIC RULES & GUIDELINES

Glyphs Palette for Proper Characters

2/3 ²/₃
Iguacu Falls Iguaçu Falls
68o 68°

The Glyphs palette is a way to find hidden characters within a typeface. Use it to access accented letters, mathematical characters, trademark symbols, etc. In InDesign: Type > Glyphs



Use True Small Caps

SMALL CAPS

The above is set in the typeface Georgia which does not have a small caps weight. You can see the disproportion in the S and C vs. the remaining word.

If you need to use small caps, choose a typeface that has small caps in its family. Using the settings within the character palette are not suitable for use.

They are not well proportioned to the rest of the characters.

Old Style Figures

1234567890 1234567890

If you have a document that contains many numbers, use Old Style figures for the numbers. They balance into the rest of the running text in a more seamless way and don't call as much attention to themselves.

If Old Style figures are not available, decrease the point size of the numbers slightly. Not all typefaces have old style figures as an option.

Bullets

- ACE columns are manufactured using proprietary technology that virtually eliminates the negative effects of silanols on separations.
 - The ultra-inert characteristics of the ACE columns make them the ideal choice for separating basic compounds.
 - ACE columns consistently produce excellent peak shape and high column efficiency, even when separating compounds that tail badly on other so called inert, base deactivated columns.
- ACE columns are manufactured using proprietary technology that virtually eliminates the negative effects of silanols on reversed phase separations.
 - The ultra-inert characteristics of the ACE columns make them the ideal choice for separating basic compounds.
 - ACE columns consistently produce excellent peak shape and high column efficiency, even when separating compounds that tail badly on other so called inert, base deactivated columns.

There are times when a bulleted list will appear in the body of text with which you are working. On the far left, the bullets are far too heavy and a tab has not been set to indent the type. On the right, the point

size of the bullets has been decreased and a tab was set to align the type. The bottom example shows an instance of hollow bullets which are also a suitable option.

Altering Fonts

~~Janson Text~~

Janson Text

Never, ever alter the font by stretching or condensing it. Never.