



KNOW YOUR TYPE

The multitude and variations of type options can be overwhelming. Fortunately, a little information is all you need to make the choices that send the right message.

TYPEFACES

Knowing the difference is key. There are many other typefaces not mentioned here.

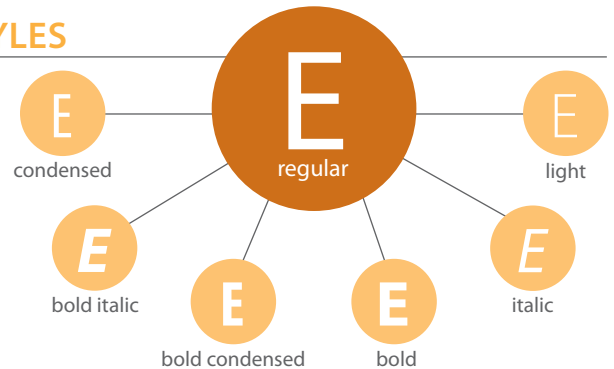


Typefaces can contain a myriad of different symbols.



COMMON STYLES

Fonts have families with a variety of styles.



TYPE ANATOMY



- 1. Ascender height
- 2. X-height
- 3. Descender height
- 4. Baseline
- 5. Capital letter
- 6. Undercase letter

WHAT'S IT SAYING?

Convey the right message.



tip #1: LIMIT YOURSELF TO 3

Use fonts to create visual hierarchy. Use no more than 3 well contrasting typefaces.

The Quick
BROWN FOX
Jumps over the lazy dog.

tip #2: TYPE RULES!

