

# 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.

## 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

Treat it well.

**95%**  
of graphic design  
is typography.



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## TYPEFACES

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

Typefaces can contain a myriad of different symbols.

Aa

Sans-Serif

Aa

Slab-Serif

Aa

Monospaced



letters



numerals



punctuation



icons

Aa

Serif

*Aa*

Script

Aa

Display

## COMMON STYLES

Fonts have families with a variety of styles.

LIGHT

E

BOLD ITALIC

*E*

BOLD

E

E  
regular

E

BOLD CONDENSED

*E*

ITALIC

E

CONDENSED

## TYPE ANATOMY

Fonts have families with a variety of styles.

1

2

3

4

5

6

Shy

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.

*"Quote,"*  
garamond italic

**Action**  
arial bold italic

**Retro**  
bauhaus bold

*Elegant*  
edwardian script

Modern  
avenir book

*Casual*  
androgynous

**GLAMOUR**  
bodoni bold

Quirky  
grotesque

**WARNING!**  
impact

**User Friendly**  
arial rounded

**OLD**  
lk better days

**Neutral**  
helvetica neue

**TOUGH**  
viper nora