

Pangram

Frowzy things... is a Pangram: each letter of the alphabet is used only once. Father Edward Catich calligraphy historian and master used this pangram for all calligraphy practice.

Tip: Line length is an important consideration when setting body copy. Setting between 45 and 75 characters to a line is usually a good length for comfort in reading. For a two column layout, aim for 40-50 characters per column instead. A line length that can accommodate roughly two lowercase alphabets is a comfortable for most readers.

Tip: Don't stretch, squash, or distort type excessively, readability is drastically effected.

Tip: Consider the reader and the primary purpose of the publication before you select the typeface.

Tip: Be very careful about using all caps, italics, and bold - they are harder to read

Tip: Young children as well as elderly readers require larger type with extra leading (space between lines of type). Utopia (serif) and Vectora (sans serif) are two faces with tall x-heights.

1 2 3 4 5 6 7 8 9 0

Oldstyle Numbers

Tip: Script is a disaster when set in all caps Italics is good for captions, but a general rule is to never use script or italics for body copy - it is just too hard to read.

Tip: When mixing typefaces on a page, look for type faces that have strong contrasts in style. It usually works well to combine an serif face with a sans serif. Avoid mixing two faces from the same group (such as two sans serif faces).

counter
Frowzy
Script Typeface: Edwardian Script

baseline
THINGS
Sans Serif Typeface: Avant Garde

descenders
the letters: g, j, p, q & y

counter
Plumb
Transitional Typeface: Utopia

ascenders
the letters: b, d, f, h, k, l & t

serif
slab serif
x-height
vex'd
Slab Serif Typeface: Clarendon

Type faces with tall x-heights are easier for people 50 years and older to read. Small x-height is good for headline faces.

all caps
JACKO
Modern Typeface: Bodini Bold

counter
upper case letter

Oldstyle
Typeface: Trajan
tail

Space mirrored diagonal letters the same as straight-shaped letters — they need space

Opposing diagonal letters or any letters with large areas of white space should be moved together to avoid excessively large areas of white space

AV AA

Round letters should be placed quite close together because the counters in each round letter create a sense of great space

Straight-shaped letters need some "breathing room" between—especially "l"

DO FEHI

Two or more letters combined are called ligatures. Some common ligatures are ff, fl, fi, tt, ae.

Close-up the space between two letters with a lot of internal white space

Two straight-shaped letters need some "breathing room"

shuffleGLOVES

The goal of letter and line spacing is to create text with consistent "color". One good way to check letter spacing is to squint at the words — errors in spacing will become immediately apparent.

Line spacing, also called leading, should enhance legibility and reader comprehension.

Typefaces have distinct personalities which play important roles in communication design. Before you select a typeface for your project, consider the subtle message that is also conveyed through the visual style of type. Readers are subconsciously aware of the type style atmosphere which is imparted as they read. Use type styles only to strengthen your communication strategy.

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Frequency of Letter usage in the English Language

(Ranked in Order from most used to least used)

e t a o i n s h r d l c u m w f g y p b v k x j q z

Aa
Bb
Cc
Dd
Ee
Ff
Gg
Hh
Ii
Jj
Kk
Ll
Mm
Nn
Oo
Pp
Qq
Rr
Ss
Tt
Uu
Vv
Ww
Xx
Yy
Zz