

“All good typography is based on these principals. As long as letters, words, and sentences are used to transmit information, these same principles will remain valid—even in the dawning age of electronic media... and whatever new fora the future might bring.” —Willi Kunz

READABILITY

“Typography has one plain duty before it and that is to convey information in writing. No argument or consideration can absolve typography from this duty.” —Emil Ruder

Big problems

CALL ME ISHMAEL. SOME YEARS AGO—NEVER MIND HOW LONG PRECISELY—HAVING LITTLE OR NO MONEY IN MY PURSE, AND NOTHING PARTICULAR TO INTEREST ME ON SHORE, I THOUGHT I WOULD SAIL ABOUT A LITTLE AND SEE THE WATERY PART OF THE WORLD. IT IS A WAY I HAVE OF DRIVING OFF THE SPLEEN, AND REGULATING THE CIRCULATION. WHENEVER I FIND MYSELF GROWING GRUM ABOUT THE MOUTH; WHENEVER IT IS A DAMP, DRIZZLY NOVEMBER IN MY SOUL; WHENEVER I FIND MYSELF INVOLUNTARILY PAUSING BEFORE COFFIN WAREHOUSES, AND BRINGING UP THE REAR OF EVERY FUNERAL I MEET; AND ESPECIALLY WHENEVER MY HYPOS GET SUCH AN UPPER HAND OF ME, THAT IT REQUIRES A STRONG MORAL PRINCIPLE TO PREVENT ME FROM DELIBERATELY STEPPING INTO THE STREET, AND METHODICALLY KNOCKING PEOPLE'S HAT'S OFF — THEN, I ACCOUNT IT HIGH TIME TO GET TO SEA AS SOON AS I CAN. THIS IS MY SUBSTITUTE FOR PISTOL AND BALL. WITH A PHILOSOPHICAL FLOURISH CATO THROWS HIMSELF UPON HIS SWORD; I QUIETLY TAKE TO THE SHIP. THERE IS NOTHING SURPRISING IN THIS. IF THEY BUT KNEW IT, ALMOST ALL MEN IN THEIR DEGREE, SOME TIME OR OTHER, CHERISH VERY NEARLY THE SAME FEELINGS TOWARDS THE OCEAN WITH ME.

Upper and lower case

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grum about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hat's off — then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

Choice of typeface

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grum about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hat's off — then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

bad fonts!!!

stop and think!

do not use these fonts

NO!

WE ARE NOT IN THE WILD WEST!

tragic please no!

never just don't

only on wedding invites

⊕UÇ#!

Stick with the classics

Avenir

Baskerville

Bembo

Bodoni

Caslon

Century

DIN

Franklin Gothic

Frutiger

Futura

Garamond

Gill Sans

Gotham

Goudy

Helvetica

Meta

Minion

Mrs. Eaves

Optima

Palatino

Rockwell

Sabon

Scala

Univers

Text shape

The quick brown fox jumped over the lazy dog

Text shape

The quick brown fox jumped over the lazy dog.

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Text shape



TO BUSES



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COLUMBIA RD.



Central Library
City of Bristol College

Centre Promenade
Harbourside
at Bristol
Old City
Broadmead Shopping

City Museum & Art Gallery
University of Bristol
Clifton Triangle
West End Car Park

Broadmead Shopping
Broadmead Car Park

Choice of type size and leading

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grum about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hat's off—then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

Leading should be wider than the space between the words.

Alignment to page

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grum about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hat's off—then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

Flush left, ragged right.

Line length

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grum about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hat's off—then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

40-60 characters per line, maximum (or about 10–12 words).

CONTEXT

Be aware of the final destination of the text.

Type designed for size

Garamond Display

Garamond Subhead

Garamond Regular

Garamond Caption

Type designed for size

Garamond Display

25 points and up

Garamond Subhead

14–24 points

Garamond Regular

9–13 points

Garamond Caption

6–8 points

Print: Meta

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world.

HhOoPp

Screen: Trebuchet

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world.

HhOoPp

Print: Helvetica

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world.

Screen: Arial

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world.

HhOoPp

HhOoPp

Print: Didot

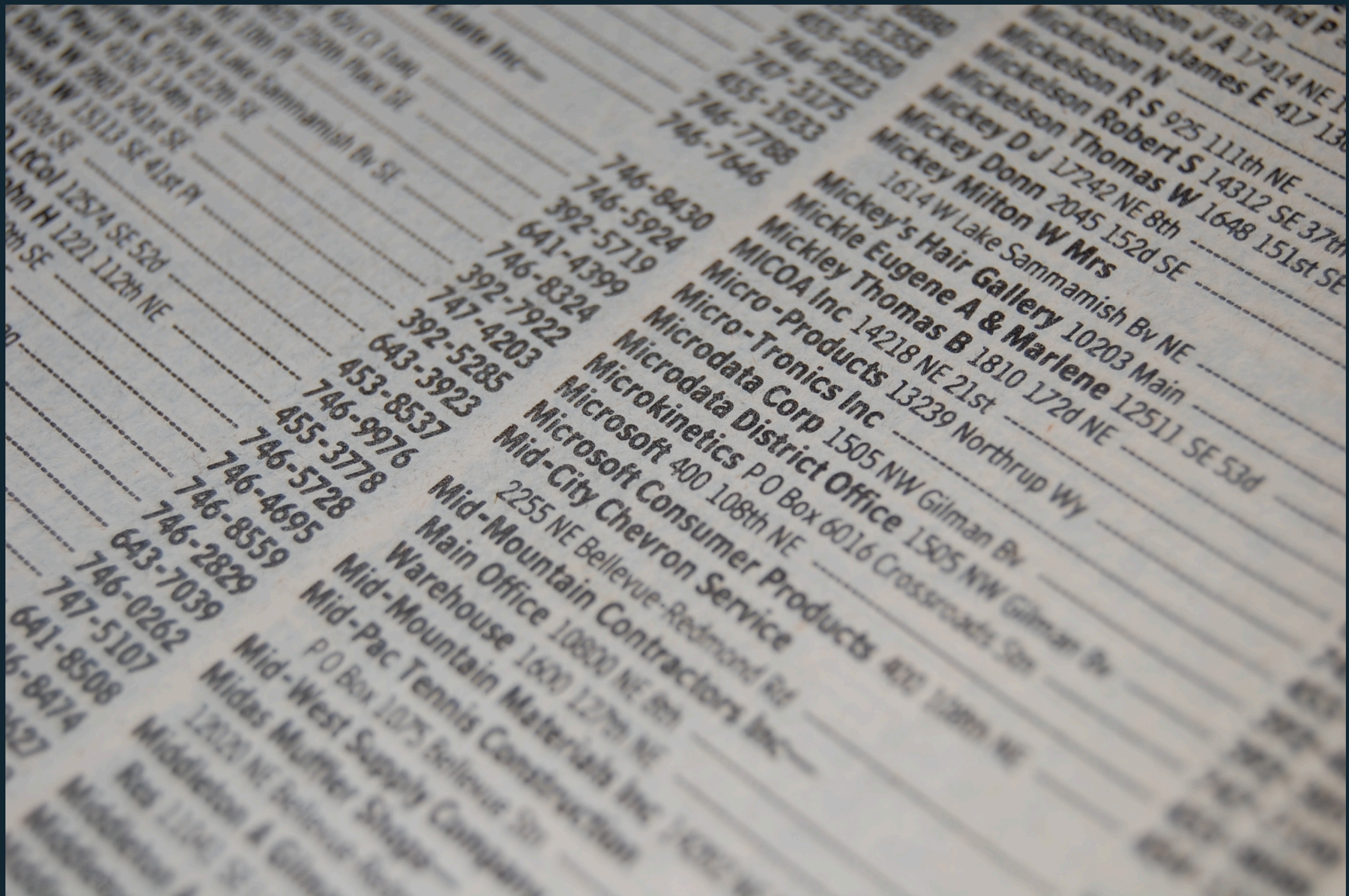
Call me Ishmael. Some years ago — never mind how long precisely — having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world.

HhOoPp

Screen: Georgia

Call me Ishmael. Some years ago — never mind how long precisely — having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world.

HhOoPp



Bellvue Washington Phonebook, 1981

MIG

Bell Gothic (designed for phonebooks)



Clearview, 2005 (designed for highway signs)

AUDIENCE

Who will read the text and what is their intent?

Reading distance and type size

Call me Ishmael. Some years ago—never mind how long precisely—
having little or no money in my purse, and nothing particular to interest
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of the world. It is a way I have of driving off the spleen, and regulating
the circulation. Whenever I find myself growing grum about the mouth;
whenever it is a damp, drizzly November in my soul; whenever I find
myself involuntarily pausing before coffin warehouses...

normal 12–14”
reading distance
8–10 points

Call me Ishmael. Some years ago—never mind how long precisely—
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me on shore, I thought I would sail about a little and see the watery part
of the world. It is a way I have of driving off the spleen, and regulating
the circulation. Whenever I find myself growing grum about the mouth;
whenever it is a damp, drizzly November in my soul; whenever I find
myself involuntarily pausing before coffin warehouses...

14 points and up

Dyslexia and matching shapes

Call me Ishmael. Some years ago — never mind how long precisely — having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world.

abcdpq

Futura

Call me Ishmael. Some years ago — never mind how long precisely — having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world.

abcdpq

Frutiger



Target ClearRx Prescription Labeling System
Deborah Adler, 2004

VOICE

The voice of your typography should match the content and the meaning of the text.

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THE DUPLICATE THEATER

95
96
SEASON



BRING IN 'DA NOISE,
BRING IN 'DA
FUNK

BY SAVION CLOVER,
REG. E. GAMES
AND GEORGE C. WOLFE

AND OTHER
PLAYS

2 WOMEN
IN REP
ANDREA MARTIN & MARGA DOMÉZ

BY HAN ONG DIRECTED
BY MARCUS STERN

THE CHANGING
FRAGMENTS

LEARN
WRITTEN BY
WILLIAM SHAKESPEARE
DIRECTED BY ADRIAN HALL

DANCING ON HER
KNEES
WRITTEN BY NILO CRUZ
DIRECTED BY GRACIELA DANIELE

VENUS
WRITTEN BY SUZAN-LORI FANNS
DIRECTED BY RICHARD FOREMAN

THE SKRIKER
WRITTEN BY CARYL CHURCHILL DIRECTED BY MARK WING-DAVEY

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FULL TO BURSTING! FULL TO BURSTING! FULL! BLOOD OF US ALL!

THE PRESUMPTION OF GOOD WILL

LIFE-SAVING

NO. 9	GABE HUDSON <i>Concise! The greatest of little! Being it best!</i>	NATHANIEL MINTON <i>Being too! Being behind! Leaving there! Forgetting!</i>
DOUG DORST <i>Good! Last! The leader of line without a crown!</i>	DENIS JOHNSON <i>Optimistic! The genius of an average! For nothing!</i>	EILEEN MOORE <i>Clarity in time with bad ideas, over in its power you see!</i>
JEFF GREENWALD <i>Confident before some words. Then in the public!</i>	ROY KESEY <i>The persistence of promise of fact! Delusion!</i>	VAL VINOKUROV <i>Resistant to harm! Resistant to harm! Resistant to harm!</i>
A. M. HOMES <i>A few smaller words. A little into a larger life!</i>	K. KVASHAY-BOYLE <i>Feeling! Working! The responsibility of someone!</i>	W.T. VOLLMANN <i>Gracious! Certain! @ times there are jobs!</i>

IRRATIONAL (OR MORE LIKELY, IRREFRACIBLY RATIONAL) NO. 9 WITH GUSTO



TRUST
THIS GODDAMN LAND

TAKE: *your aggression.* QUESTION: *your aggression.*
REMOVE IT: *from the company of others.* WALK WITH IT: *to a faraway place.* ALONE? *Yes, alone.* LEAVE IT: *under a great wide sky, exposed, apart.* DO NOT: *bury it.* DO NOT: *live with it.* NEVER: *in your home.* NOT: *in your life.* IT IS: *viral.* IT GROWS: *like a shadow.* WE MUST: *carry it away.*



HOLD
THEM CLOSE

KNOW THEM.	CANNOT.	REMEMBERING!
KNOW THEM.	WILL NOT.	WRAP YOUR ARMS! TINY AND ATROPHYING BUT YOURS
THEY CAN TALK! THEY CAN TALK!	CANNOT.	WEAK & RUBBERY
CARRY IT, CARRY THEM	WILL NOT.	REMEMBERING!
KEEP IT SWEET.	CANNOT.	YOU MUST —
DO NO HARM.	WILL NOT.	REMEMBERING!
And yet: YOUR HARM IS OUR HARM.	CANNOT LIVE THAT WAY AGAIN	MORE FOR YOUR SAKE THAN THEIRS

Breathe. Breathe. Breathe.

EFFLORESCENCE


BLOOMING OR BASH • THE HIGHEST POINT, OR SOMETHING THAT ITCHES! HE IS GONE

Our motto this time: "WE GIVE YOU SWEATY HUGS." Do you sense it?

GEGENSCHNEIN

ISBN 0-9719047-5-8
9780971904750

LATE SUMMER
EARLY FALL
2002
WE WILL
DO FOUR THIS YEAR



FRIDAY

Dave Eggers

HIERARCHY

Hierarchy can act as a map that guides your reader through a body of text.

NOVEDADES

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LA NUEVA
IMAGEN DE
LA DIVA DEL
POP
BRITNEY
SPEARS VUELVE
A LA MÚSICA
CON NUEVO
LOOK
Y NUEVO
DISCO: 02

Seguirá en la F1
El piloto alemán Michael
Schumacher será el asesor de
Ferrari: C4



Morales pide
gobierno más
Gana el premio "Juan
Rulfo": 03



Pide Calderón mano dura

El presidente electo solicita a Vicente Fox resolver todos los problemas en el DF y Oaxaca antes de diciembre.

LANSA • EN UNO DE LOS



Crece caos por Huracán Lane

Inundaciones de hasta
dos metros dejan a
600 damnificados sin

de la misma electricidad. Habida de
de tener un sistema de alerta de
de tener un sistema de alerta de

Aljondra Casas

Tal vez cuando la noticia es que
Pepe Meza, el jefe de la policía de
de, no sólo por primera vez de su
lorenzo, sino por una crisis de
de justicia, que todos están
en sus manos para poder salir
de la zona afectada que el y no
siempre es así.

Quien había hecho posible la
reconstrucción de la zona, que se
llama Hipólito, se encuentra en
el momento de la zona, de
Playa de Tijuana, pero porque
no se puede hacer nada por
de por sí mismo, sino que
de algo más que un momento
de la misma electricidad. Habida de
de tener un sistema de alerta de
de tener un sistema de alerta de





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TODAY'S WEATHER NOW HIGH LOW Mostly Cloudy 76° 90° 71° MORE

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1:27 AM Sunday, September 23, 2007

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AP/AR/BILLY SMITH (2)

Pass happy - What a day to be a college QB. Tech's Graham Harrell, UT's Colt McCoy and UH's Case Keenum all stood out with Harrell throwing for 646 yards in a loss. DETAILS

Saturday's games

TOP STORIES

Aid for Hurricane Rita victims lags - Two years after the storm damaged or destroyed 75,000 homes, the state has spent less than one-tenth of 1 percent of the federal grant money set aside to repair or replace many of them. READ STORY Hurricane Central; Tracking maps, updates and more

- After storm scare, Louisiana says it's ready
Iraqis: Blackwater guards fired unprovoked
Argument over money leaves Houston man dead
Strand of hair focus of executed-inmate debate
Shot man found dead on south Houston sidewalk
Texas City soldier 'protected the innocent'
Cards thump pen, Astros 7-4 at Busch
Alcohol may have played role in fatal crash
Perfect quinceañera has right moves (w/video)
Live blog: Jardine upsets Liddell at UFC 76

MORE

SPOTLIGHT



HIGH SCHOOL SPORTS Terry wins - The Rangers go up 17-0 early and beat Chavez 24-8. MORE Key play in Katy's win Quarterbacks on fire Battle of the bands Gridiron stars Football highlights

ASTROS UPDATE

St. Louis 7, Houston 4 FINAL Game log More on Astros



CHRON.COM EN ESPAÑOL

LA VIBRA Pepe Aguilar, digno heredero - Después de enfrentar la muerte de su famoso padre, el cantante mexicano ha vuelto a enfocar su atención en a música ranchera. LEA LA NOTA

CHRONLINKS

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MORE NEWS

HOUSTON & TEXAS

- Nude female body found in Acres Homes area
Family of man killed by Nueces County deputy sues
School looks at security after gunman enters campus
Ex-commander in Iraq cites leadership crisis in U.S.

BUSINESS

- DJIA 13820.19 +53.49 | NASD 2671.22 +16.93 | OIL 81.62 -0.16
Said to be nearing a deal, GM, union resume talks
\$80 a barrel oil price doesn't surprise analysts
Area's job machine losing some steam

ENTERTAINMENT

- 'Esmeralda' on Bewitched dies

MULTIMEDIA

PHOTO GALLERIES



- Photo editors' picks
College football
High school action
Miss Bikini fashions
UH alumni honored
Mardi Gras Galveston
Protest for 'Jena Six'
Honoring Sgt. Omar Mora
Deer Park dynasty at 50
Oddball trophies
Texans vs. Panthers
The Colts are coming
Emmy red carpet

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ENTERTAINMENT

Neue Grafik New Graphic Design Graphisme actuel

Internationale Zeitschrift für Grafik
und verwandte Gebiete
Text dreisprachig
(deutsch, englisch, französisch)

International Review of Graphic
Design and related subjects
Issued in German, English and French

Revue internationale du graphisme et
des domaines annexes
Parution en langue allemande,
anglaise et française

16

Hans Neuburg, Zürich
Thomas Maldonado und Gul Bon-
siepe, Ulm
Peter Mächler, St. Gallen
Richard P. Lohse, Zürich

Georg Radanowicz, Zürich

Margit Staber, Zürich

Peter Lehner, Bern
LMNV

Richard P. Lohse, Zürich

Margit Staber, Zürich

Herausgeber und Redaktion
Editors and Managing Editors
Éditeurs et rédaction

Druck Verlag
Printing Publishing
Imprimerie Édition

Ausgabe Juli 1963

Inhalt

Schweizer Plakate der letzten vier
Jahre
Ein Zeichensystem für elektro-
medizinische Geräte
Fortschrittliche Wahlpropaganda
Werbung für eine Londoner Möbel-
firma
Arbeiten von Robert Praed
Reine Foto-Grafik
Fotoklasse der Kunstgewerbeschule
Zürich
Ausstellung für Asbestrohren (Eternit)
von Max Bill
SWB Form Forum 1962
Braun-Ausstellungsstände
Buchschatzumschläge aus den
dreißiger Jahren
Ein Maler als eigener Plakatgrafiker

Einzelnummer Fr. 15.-

Richard P. Lohse SWB VSG, Zürich
J. Müller-Brockmann SWB VSG, Zürich
Hans Neuburg SWB VSG, Zürich
Carlo L. Vivarelli SWB VSG, Zürich

Walter-Verlag AG, Olten
Schweiz/Switzerland/Suisse

Issue for July 1963

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Instruments
Progressive Elections Notices
Publicity for a London Firm of
Furniture
Pure Photo-Graphic Design
Exhibition of Asbestos Pipes
SWB Design Forum 1962
Permanent Braun Pavillion
on an Exhibition Site
Book jackets of the Thirties
A Painter who is his own Graphic
Designer

Single number Fr. 15.-

Juillet 1963

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d'amiante
Forum 1962 de la forme ASA1
Pavillon Braun permanent
sur l'esplanade d'une foire
Couvertures de protection
des années trente
Un peintre-graphiste

Le numéro Fr. 15.-

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Packed by [Signature]
Shipped via UPS

Date received	Qty.	Product code (see packing list)	Description

Condition of merchandise

Condition of carton

Number of cartons received | UPS tracking number

My name

Street | City | State | Zip

Daytime telephone | Evening telephone | E-mail address

Don't let these pesky critters infest your page layouts!

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libus.

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te nonseditist quodit estiam rem nobis mos dolorer ovidebita dolenisquam, sedis pra cus, simusam et et labo. Ucimo dolor se et harchilisqui dus sitatiatquam hitis aperit quistem volo modis delloraes nam eum assin res dolorum eatisti orioriat rent as idiscil licit, nonsequod quatur sae. Quisimpera volo debis sed expliqui auta ditiostios aribea veribus aepreium quas am assin res dolorum eatisti orioriat rent as idiscil licit, nonsequod quatur sae. Quisimpera volo debis sed expliqui auta ditiostios aribea veribus aepreium quas am assin res dolorum eatisti orioriat

Rent as idiscil licit, nonsequod quatur sae. Quisimpera

WIDOW!

A widow "goes on alone;" it is the last line of a paragraph that somehow ends up by itself at the top of a column or page. Don't feel sorry for her—reunite her with her dearly departed paragraph or phrase.

RUNT!

When there's just one word all alone at the end of a paragraph, some designers refer to it as a runt.

ORPHAN!

An orphan "gets left behind" when the first line of a paragraph is alone at the bottom of a page or column. Send him along to be with his family! (FUNCTION + RETURN)

Kerning

VAwO

VAwO

Rivers, hyphenation, and justification

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grum about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street,

and methodically knocking people's hats off — then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

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Sense breaks



Washburn College Bible, Jan Tschichold

Linespacing

quick brown fox

The quick brown fox jumped over the lazy dog.

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Means of emphasis

Italics to emphasize as they read.

Bold to pop off the page.

Underlining is an old typewriter convention.

Indent to set off a paragraph.

SMALL CAPS ADD SUBTLE EMPHASIS.

Paragraph spacing can also set off text.

SIMPLICITY

“How many strings are on a violin? Fantastic music has been made with a few strings and chords.” —Paul Rand

HAVE FUN

“People who love ideas must have a love of words. They will take a vivid interest in the clothes that words wear.” —Beatrice Warde

“Each letter should have a flirtation with the one next to it.”
—Mac Baumwell

“Writing is not a series of strokes, but space, divided into characteristic shapes by strokes.” —Gerrit Noordzij