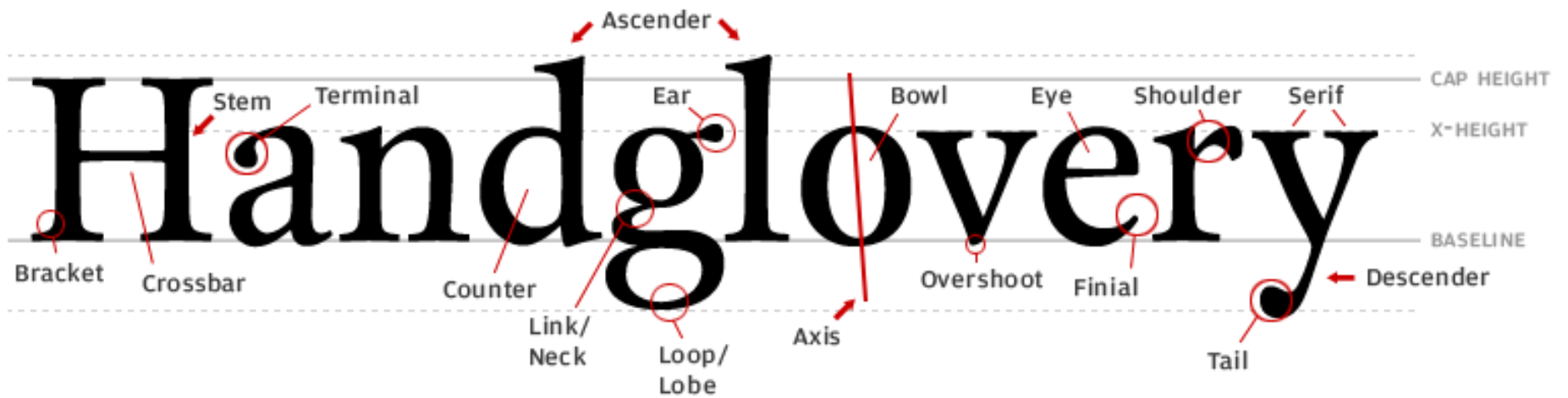


What's in a Letter

All the parts and their names.



Serif and Sans Serif

Kepler Chaparral Warnock

Myriad[®] Cronos[®] Ocean Sans[™]

x height

x height x height

Janson 30pt

Minion 30pt

Measuring Type

TYPE HEIGHT

26pt Postino®

26 point Bickham Script®

TYPE WIDTH

Jimbo® Regular Condensed

Jimbo Reg Extended

Type Families

Times*

Roman

Italic

Bold

Bold Italic

Adobe Garamond®

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

Swash Capitals

SMALL CAPITALS

TITLING CAPITALS

1234567890

❧

Letter Spacing and Kerning

LETTER SPACING

LETTERS P A C E L E T T E R S P A C E

KERNING

A V O I D A V O I D

Task Toolkit 118

Task Toolkit 118

Leading

Leading is the space between lines of copy.

Good

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim diat, quam, commy nos, quismol orpercil iure min vercillut alisciduip exer sim alit aci el ut num dio dolore volore molore do del ut prat. Odolobortie.

Too Little

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim diat, quam, commy nos, quismol orpercil iure min vercillut alisciduip exer sim alit aci el ut num dio dolore volore molore do del ut prat. Odolobortie.

Too Much

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim diat, quam, commy nos, quismol orpercil iure min vercillut alisciduip exer sim alit aci el ut num dio dolore volore molore do del ut prat. Odolobortie.

Measure

Measure is the length of a line of copy.

Good

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim diat, quam, commy nos, quismol orpercil iure min vercillut alisciduip exer sim alit aci el ut num dio dolore volore molore do del ut prat. Odolobortie.

Too Long

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim diat, quam, commy nos, quismol orpercil iure min vercillut alisciduip exer sim alit aci el ut num dio dolore volore molore do del ut prat. Odolobortie. Utpat velisi. Suscipis nulput exero er alisi bla feugiat endre del il eros adignised et, quis amet in vel et la core tat. Exense tat.

Too Short

Riliquipsum
deliscilla
aliquat. Duis
dolor aciliquis
am, velent
autpat. Pis
nulla augait,
cor adignim
diat, quam,
commy nos,
quismol

Widows and Orphans

Widows are single words at the end of a paragraph. Orphans are single lines at the beginning or end of a column. Avoid them.

Good

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim diat, quam, commy nos, quismol orpercil iure min vercillut alisciduiip exer sim alit aci el ut num dio dolore volore molore do del ut prat. Odolobore. Uptat. Ut nibh eugueratem elit atet, vullan ulla faci el illuptat. Ut iniam iure con ver.

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim

diat, quam, commy nos, quismol orpercil iure min vercillut alisciduiip exer sim alit aci el ut num dio dolore volore molore do del ut prat. Odolobore.

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim diat, quam, commy nos, quismol orpercil iure min vercillut alisciduiip exer sim alit aci el ut num dio dolore volore molore do del ut prat. Odolobore.

Bad

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim diat, quam, commy nos, quismol orpercil iure min vercillut alisciduiip exer sim alit aci el ut num dio dolore volore vullan ulla faci el illuptat. Ut iniam **ver.**

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim diat, quam, commy nos, quismol orpercil iure min vercillut alisciduiip exer sim alit aci el ut num dio

dolore volore molore do del ut prat. Odolobore.

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent autpat. Pis nulla augait, cor adignim diat, quam, commy nos, quismol orpercil iure min vercillut alisciduiip exer sim alit aci el ut num dio dolore volore molore do del ut prat. Odolobore.

Clean Rags

When setting unjustified text make sure to keep your uneven side balanced.

Good

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent
autpat. Pis nulla augait, cor adignim diat, quam, commoy,
quismol orpercil iure min vercillut alisciduip exer sim alit aci
el ut num dio dolore volore molore do ut prat. Odolobore.
Aci blamcon eum dolore magna feu feuisl dolore magnibh eun
eum adignibh ea consenit, sum venit prat velis atet wismod
dolor in et ad min essenisi.Odolum dolorem inis dolobor sus.

Bad

Riliquipsum deliscilla aliquat. Duis dolor aciliquis am, velent
autpat. Pis nulla augait, cor adignim diat, quam,
quismol orpercil iure min vercillut alisciduip exer sim alit aci
el ut num dio dolore volore molore do ut prat. Odolobore. Aci blamcon
eum dolore magna feu feuisl dolore magnibh eun
eum adignibh ea consenit, sum venit prat velis atet
wismod dolor in et ad min essenisi.Odolum dolorem inis dolobor sus.