

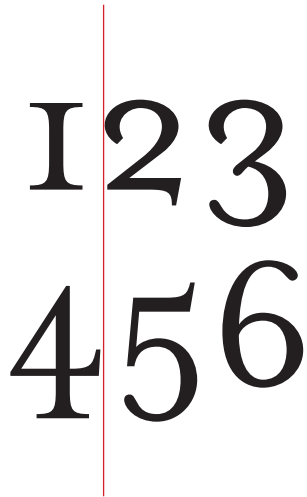
TRUE
SMALL caps

PSEUDO
SMALL caps

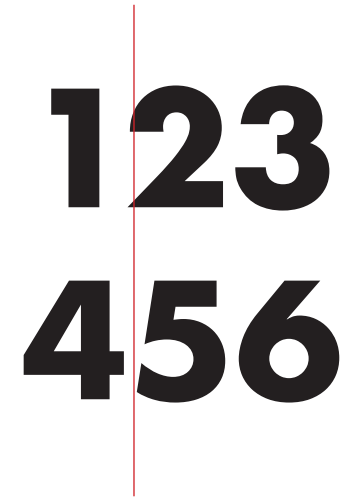
Rather than mixing small caps with capitals, many designers prefer to use all small caps, creating a clean line with no ascending elements. Programs allow users to create false small caps, these letters look out of place.

design AIGA design AIGA

Small caps weight look too thin next to lowercase letters weight. Increase the size of small caps, but don't make them larger than uppercase letters.



123
456



123
456

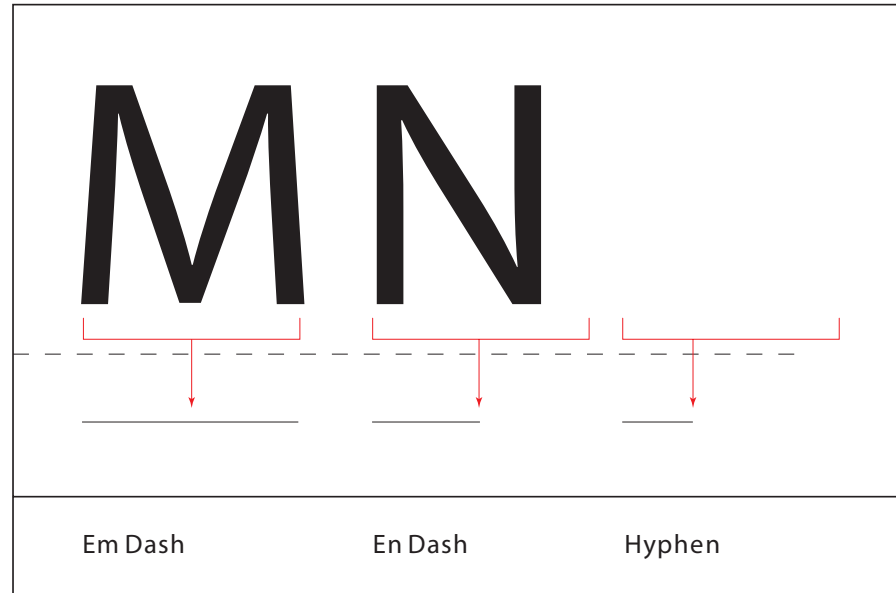
Lining Numerals take up uniform widths of space, enabling numbers to line up. They are the same height as capital letters, so they can look bulky.

Non-lining numerals have ascenders and descenders, each one has its own set width.

{ [“ “ , , ; ; : : " " ” ”] } { [“ “ , , ; ; : : " " ” ”] }
 5'2" It's 5'2" It's

**Helvetica's comma is chunky and Bodoni's is thin stemmed.
 A common error is the use of straight hatch marks in place of
 apostrophes and quotation marks.**

PARAGRAPH



em dash a break in thought (Option > Shift > Dash Key).

en dash replaces “to” (10 – 5 pm) (Option > Dash Key).

hyphen, minus sign, or negative (sixty-six) (2 - 1 = 1) (-1).

PARAGRAPH

sentence. New sentence. New

sentence, comma sentence, comma
sentence “quote” sentence “quote”

Double space vs. single space. Use as little space between sentences, enough space to distinguish separation between sentences. Too much space stops the eye at the extra space. Reduce the space after characters, so the eye doesn't stop at the extra space.

PARAGRAPH

(smile)

(smile)

22"

22"

year 1978

year 1978

Parentheses are too close to smile, add space with kerning to separate the space. Same rule applies to brackets, etc.

Use quotes and inch marks correctly.

Numerals tend to be too tall and too close together. Separate the numbers and decrease the size.

PARAGRAPH

No more than three in a paragraph and not to be placed at the ends of two consecutive lines. One syllable word may not be broken, the division of words should be avoided whenever possible. Do not hyphenate short words. Proper names should not be divided.

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More than 3 hyphens in a paragraph overpowers the paragraph. Do not have 2 consecutive lines ending in a hyphen. Don't hyphenate short words or proper names.

PARAGRAPH

With Hanging Indentation,
the first line is set normally, while
the subsequent lines are indented.

“Very little attention is
paid to the spacing of
punctuation, symbols,
and marks in text.”

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paid to the spacing of
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and marks in text.”

Use the tab palate to create hanging indents and the story palate to hang quotes.

Quotation marks are hung outside to line up the letters.

PARAGRAPH

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