

**Choosing to align text is a fundamental typographic act. Each mode of alignment carries unique aesthetic risks.**

## align center

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

**Centered text is formal and classical. It can look static and mournful, like a tombstone.**

## align left

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**Flush left text respects the organic flow of language. A bad rag can ruin the relaxed appearance. Designers must strive to create the illusion of a random, natural edge without resorting to excessive hyphenation.**

## align right

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**Flush right text can be a welcome departure from the familiar. Because flush right text is unusual, it can annoy cautious readers. Bad rags threaten flush right text.**

# PARAGRAPH

## justify left

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## justify right

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## justify center

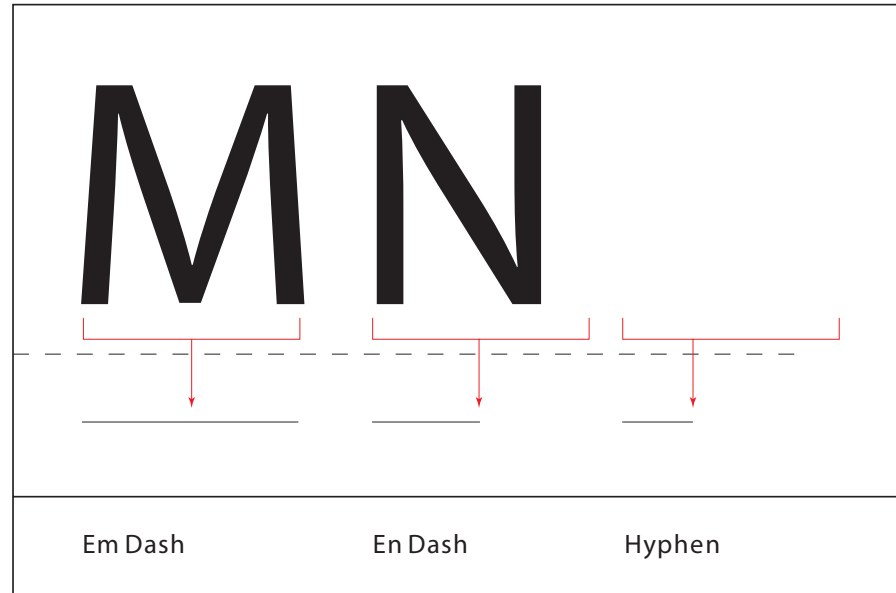
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## justify all lines

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**Justified text makes a clean shape on the page. It has efficient use of space. Ugly gaps can occur as text is forced into lines of even measure. Avoid this by using a line length that is long enough in relation to the size of type.**

# 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

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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.

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

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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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# PARAGRAPH

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Uniformity is key to developing a good ragged edge. A rag can range from deep to shallow, but its uniformity and consistency overall are what make it very desirable.

**A bad rag is when the text is too deep and becomes a forced edge. A rag that is unforced and invisible is desirable.**

# PARAGRAPH

The width of the paragraph depends heavily on the size of type being used and, therefore, how many characters can be fit onto a single line.

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**The line length should be between 8 to 12 words per line.**

the words are spaced evenly

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the words are spaced evenly

**Word spacing measures the space between words. Always reduce the amount of space, never increase it.**