

type

type

t y p e

Expanding tracking creates a more airy look. When san-serifs, caps, or small caps are used, more tracking is preferred. Negative tracking is rarely desirable.



type type

**Manual kerning should be spaced visually not mathematically,
so letters have rhythm.**

Sad Sad Sad

Kerning is more noticeable when the word is larger, which is why designers kern headlines and subheads.

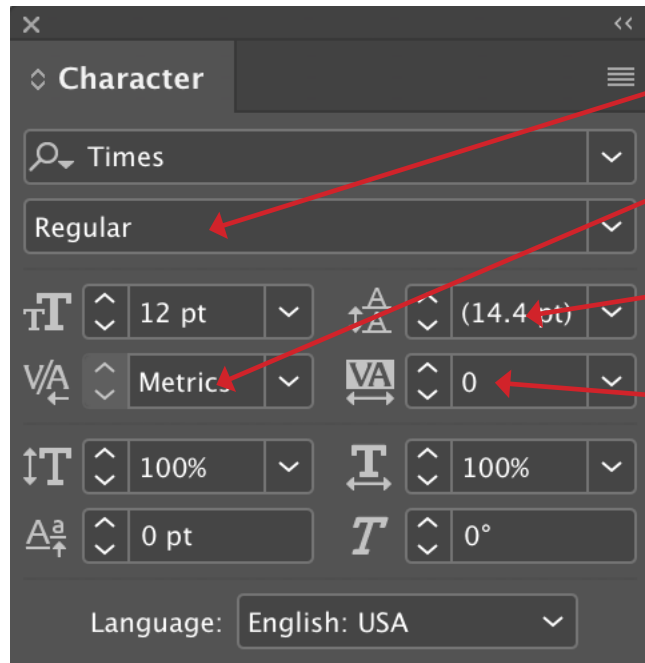
Metric kerning is using the space that was intended by the type designer. It usually looks good.

Optical kerning assesses the shapes of all characters and adjusts the spacing when needed.

spacing
leading

spacing
leading

Leading measures the space between lines of text. Tight leading happens when the ascender and descender interfere with each other. Large x-heights need more leading.



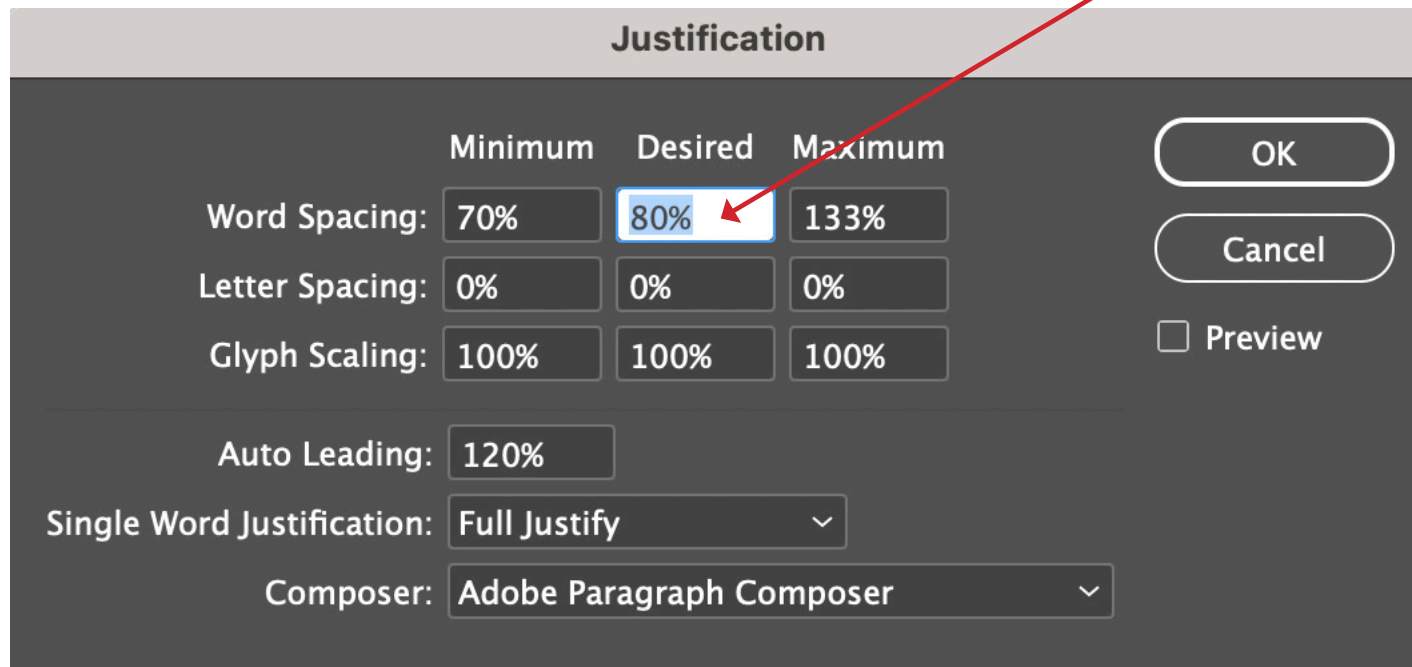
weight thickness of letters stroke.

kerning space between individual letters.

leading distance from baseline to baseline.

tracking space between words and letters.

word spacing space between words.
(paragraph menu > justification)



the words are spaced evenly

the words are spaced evenly

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

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

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.

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

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.

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

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.

justify right

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.

justify 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.

justify all lines

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.

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.