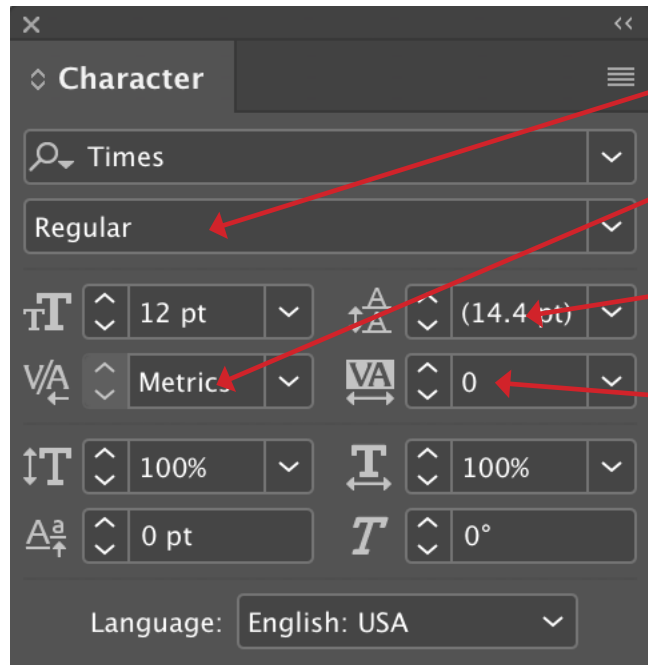


In typography, "text" is defined as an ongoing sequence of words distinct from shorter headlines. The main block is called "body text" or "running text"

Design is as much an act of spacing as an act of marking. The positive space is as important as the negative gaps.



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)

Always use kerning, leading, tracking, and word spacing when working with type.

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.

theiwordsiareispacedievenly

Word spacing measures the space between words. Word spacing can be defined by the width of the lowercase i. Always reduce the amount of space, never increase it.

type

type

t y p e

Negative tracking creates tightly spaced letters, loosely spaced letters look like individual letters. Space the letters for an easy read.

Sad Sad Sad

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