Logos use lettering or pictorial icons to depict the name or initials of an organization in a memorable and creative way.

Logos can be built with existing typefaces or with drawn letterforms. A logo is part of an overall visual brand.

K E

GREENHOUSE CO

· SINCE 2018 ·

AREA

VINEYARD & WINERY

E + 🌿 + 🏢

🔥 + 💧 + S = ◈
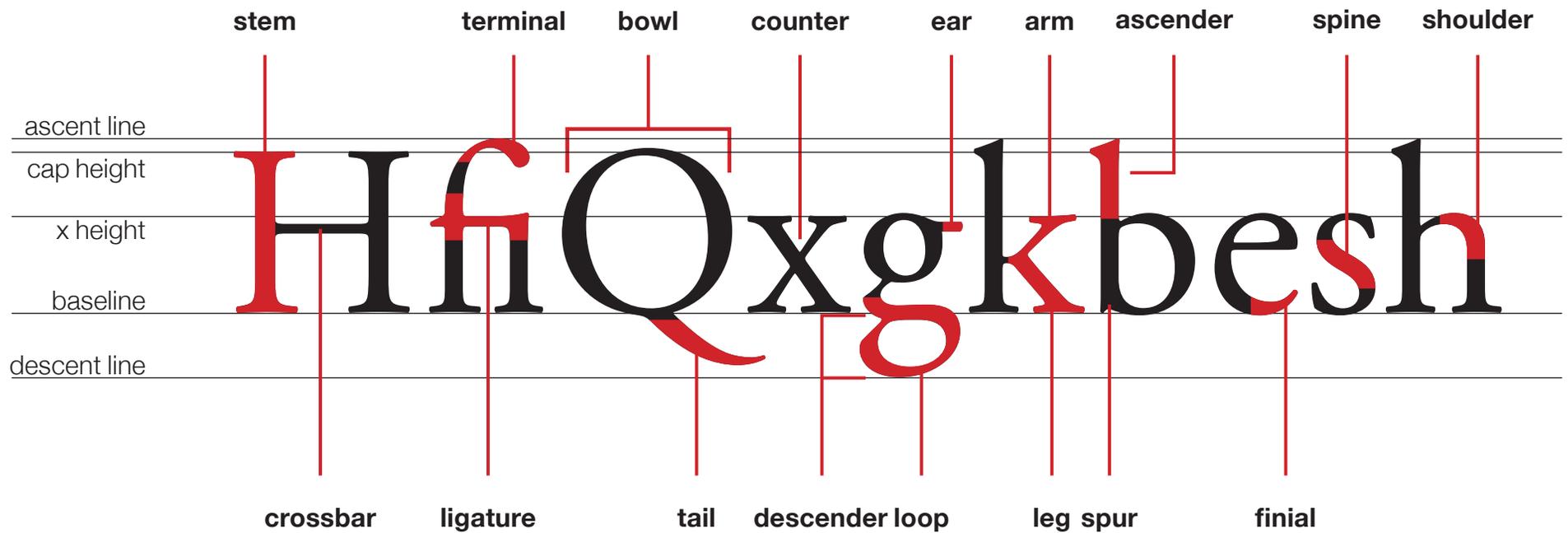
Anatomy of the letterform. The Baseline is the most stable axis along a line of text, and it is a crucial edge for aligning text with images or with other text.

light roman bold black oblique

B B **B** **B** *B*

B B **B** *B*

light
condensed

roman
condensed

bold
condensed

oblique
condensed

There are different weights designed in a typeface. Choose a typeface with at least three weights. Axis is the direction of a letters thin stroke.

M M M M

bracketed serif

joins at a curve

hairline serif

joins at a 90°

slab serif

blocklike serif

sans serif

no serif or detail

Serifs have detail or feet at the end of the letter's stem.

Sans-serif has no detail or feet at the end of the letter's stem.
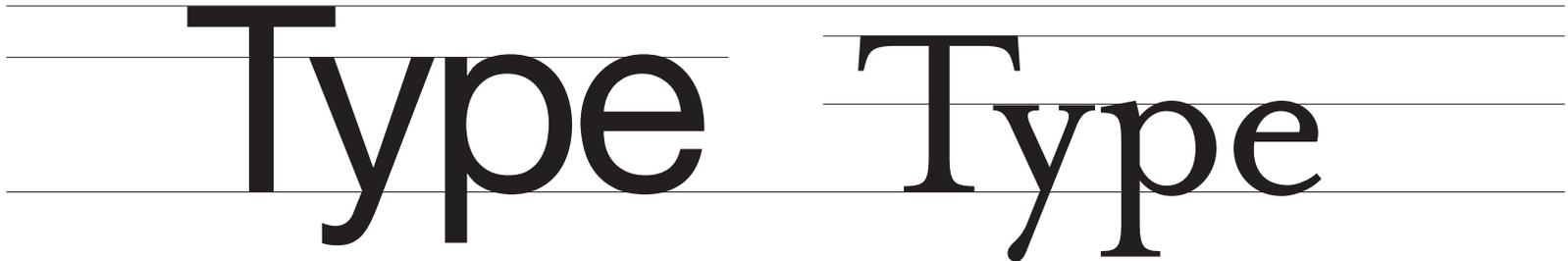
Type Type

helvetica 76 pts.

x–height larger

appears large

mrs. eaves 76 pts.

x–height smaller

appears small

A letter has a vertical measure. Look for typefaces that have a tall x-height like a san-serif or short x-height like a serif.

type

blackoak 54 pts.

large set width

louder, more aggressive, greater importance

type

universe 54 pts.

condensed set width

softer, quieter

The set width is the body of the letter plus the empty space around it.

A letter has a horizontal measure called its set width. Look for typefaces that are condensed, compressed, wide, extended.
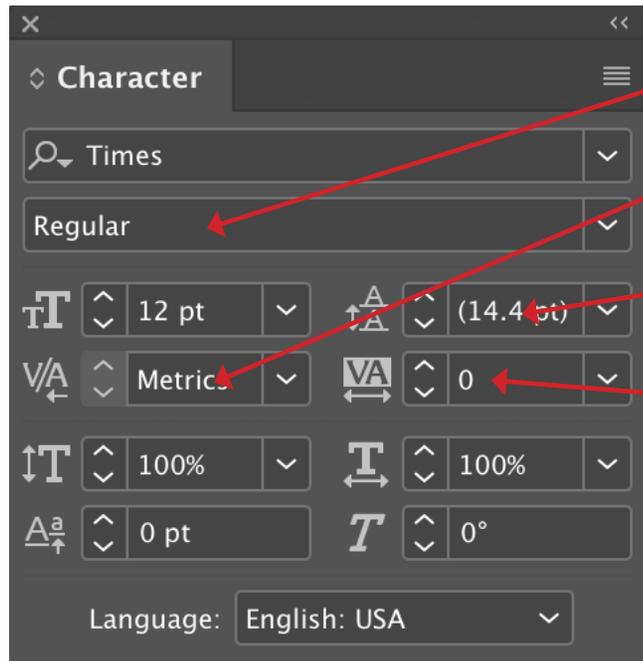
weight thickness of letters stroke.

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.

Sad Sad Sad

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

type type

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

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.

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.

{["",.-;:"""]}
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.