Typography Basics

Choosing the right typeface for the subject matter and your audience.

You would not use a typeface like Arial Black in a layout for a fashion boutique, but you might use a typeface like Park Avenue. Arial Black might be used for an auto repair shop.

Different Typefaces are different sizes, even if they are the same point size.
All of the following typefaces are 12 point.

**Arial Black**
- Park Avenue
- Times
- Helvetica
- Bookman
- Tekton

Serif and San Serif Typefaces

**Serif Typefaces** have tiny projections at the ends of the main stroke of a letter at the top or bottom or both.

- Times
- Bookman
- Garamond

**San Serif Typefaces** don’t have any projections.

- Arial Black
- Helvetica
- Tekton

Type Families

The name of the Typeface is known as the Family name, the different variations of the Family are called the Typestyles: Regular, *Italic*, **Bold**, **Bold Italic**, etc. **Do not ever use** the “Italic”, “Bold”, “Bold Italic” in the Type Style selection under the Style menu or the “B” and “I” in the Measurement Pallette. If QuarkXPress has to simulate bold, italic (oblique) or bold italic (bold oblique) because those typefaces/fonts choices are not installed in the computer, even though they appear correct on the screen, they will not print correctly. They will either be substituted with another typeface or print as bitmap (jagged).
Type Styles

TypeStyles are character-specific. You must highlight the letter, letters or words that you want the style to effect.

Type Style Plan/Regular
Type Style **Bold**
Type Style *Italic/Oblique*
Type Style **Bold Italic/Bold Oblique**
Type Style Underline
Type Style Word Underline
Type Style **Strike Thru**

Type Style *Outline*
Type Style Shadow
Type Style **ALL CAPS**
Type Style **SMALL CAPS**
Type Style Superscript
Type Style **Subtitle**

Leading

The amount of space from the baseline of one line of type to the baseline of the next. Leading is given in point sizes, usually 2 points more than type size. Do not ever use the “auto” leading setting in any program. Leading can be measured on a printed piece using the Leading Gauge on an E-chart.

In a general sense, the term graphic arts includes all forms of artistic visual representation executed on a two-dimensional surface by such means as painting, drawing, or photography.

Leading is measured from baseline to baseline. This example is 12 pt type with 14 pt leading.

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Leading is measured from baseline to baseline. This example is 12 pt type with 16 pt leading.

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Leading is measured from baseline to baseline. This example is 12 pt type with 18 pt leading.
Measure type point size.

Type point sizes can be measured on a printed piece using the Point Size Gauge on an E-chart. Most E-charts have a selection of capital E’s at different points to use to position over the type you are sizing, the E that matches the printed letter lets you know what point size that type is.

Measure type size __________ Helvetic Regular, 12 point
Measure type size __________ Helvetic Regular, 14 point
Measure type size __________ Helvetic Bold, 12 point
Measure type size __________ Helvetic Regular, 18 point
Measure type size __________ Helvetic Regular, 8 point
Measure type size __________ Times Regular, 12 point
Measure type size __________ Times Regular, 14 point
Measure type size __________ Times Bold, 12 point
Measure type size __________ Times Regular, 18 point
Measure type size __________ Times Regular, 8 point