Typography Manual

thefutur

01
Flush Left

When in doubt, set your type flush left rag right. Why? In western culture, people read from top to bottom, left to right. By justifying type left, the eye is able to find the edge and read copy much more easily. Avoid indenting the first line of a paragraph for this reason.

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02

Use One Typeface

Using two typefaces successfully within a layout requires an understanding of the chosen faces in order to be confident that they are complementary. In general, avoid using two typefaces of the same classification. For example, do not use two sans serif, serif, slab serif or script faces together.
The reason—**contrast**.

Stay with one typeface until you have achieved mastery.

Helvetica Neue

03

Skip A Weight

Go from light to bold, or from medium to extra bold when changing font weights. The key to great design is contrast. Slight changes in weight change make it harder for the audience to notice the difference.

Try mixing bold for the headline and light for the body copy for greater contrast.

Light/**Bold**

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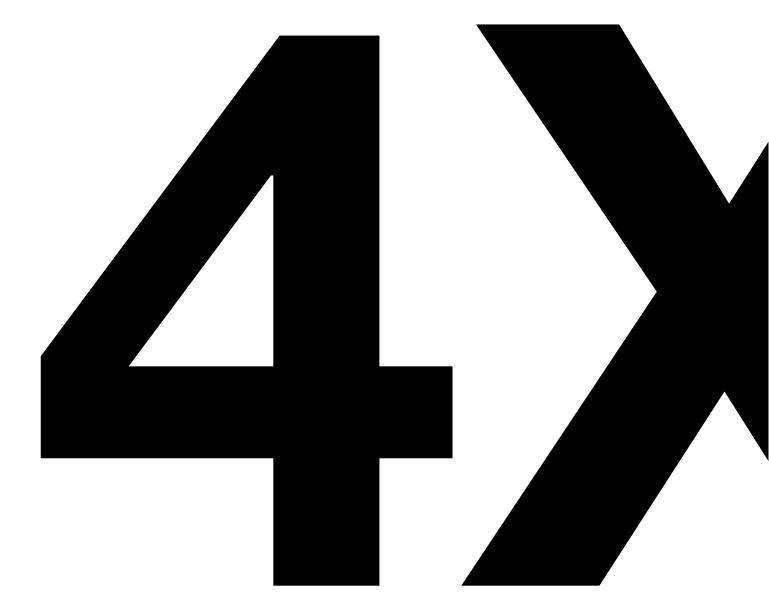to help you start designing like a rock star.

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04

Double Point Size

A good rule of thumb when changing point sizes, is to double or half the point size you are using. For example, if you are using 30 pt. type for the headline, use 15 pt. type for the body copy. For other uses try 3x or 4x the point size for something more dramatic.

2X 4X

05
Align To One Axis

Build your type along one primary axis, and align elements to this grid line. For a vertical axis, align the left edge of your type. This will work regardless of font type or size. For horizontal axis, align on strongest horizontal element. Sometimes this is the cap height while others it's the baseline.

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06
Pick Any Typeface

Use any typeface you like as long as it's one of the following:
Akzidenz Grotesk, Avenir, Avant Garde, Baskerville, Bembo, Bodoni, Bookman, Caslon, Century, Clarendon, Courier, DIN, Franklin Gothic, Frutiger, Futura, Garamond, Gill Sans, Gotham, Helvetica, Letter Gothic, Memphis, Meta, Mrs. Eaves, OCRB, Rockwell, Sabon, Times New Roman, Trade Gothic, Trajan and Univers.

07
Group By Using Rules

Use rules/lines to group related blocks of information. This will also make dissimilar objects appear more orderly.

SHAPES

08
Avoid The Corners

Don't place elements along the edge or corners of a page unless to deliberately cut elements off. Negative space is a good thing, so let your design breathe.

09
Mind The Gap

Typography is all about spacing. Never use forced justified type because of the inherent rivers that will run through your copy. Avoid having a single word on the last line of a paragraph, otherwise known as a widow.

Don't allow a new page or column to begin with the final word or line from a previous paragraph, thus separating it from the rest of its paragraph—an orphan.

Use a single space after punctuation in a sentence. Pay attention to the shape that the rag creates to avoid undesired shapes/angles.

Spacing matters. The closer things are together, the more the reader will assume a relationship exists between separate blocks of information.

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Orphan

Messenger
bag skateboard heirloom selfies cray. Jianbing yr kitsch, celiac brooklyn coloring book flannel prism lyft. Before they sold out 8-bit coloring book kombucha selfies ramps, cred bitters tousled church-key dreamcatcher thundercats. Four dollar toast vice small batch, hot chicken farm-to-table 90's aesthetic XOXO vinyl pickled brooklyn tbh. Edison bulb marfa small batch affogato, asymmetrical synth offal stumptown glossier echo park fingerstache chillwave green juice. Mumblecore art party beard hella, raw denim cliche retro quinoa selvage tilde letterpress. Banjo put a bird on it narwhal, locavore letterpress aesthetic artisan poke thundercats flexitarian humblebrag pok squid.

Preferred rag

Avoid shapes

Widow

Relax, It's Just Type

Be bold *or italic,* never regular.

This isn't actually a typographic rule.
It's a way to govern your life.
Now that you've learned the rules,
go break some.

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Typography Manual now available as an animated film.

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thank

you

Dedicated to my typography instructor Simon Johnston,
to whom I will forever be grateful and Art Center College of Design.

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and Adam Sanborne.

Was this helpful?

Take the next step.

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07

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The best graphic designers start with type. Learn how to use typography with confidence.

Stop struggling and learn how to use type in our Typography 01 course.
Chris Do will teach you how to refine your typography skill through a
systematic curriculum and in-depth training.

Here's some of what the course covers:

- Drawing letterforms
- Layout of typographic forms
- Clean up in adobe illustrator
- Customize your own fonts
- And lots more!

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