

Web Design 2 }

Web Typography

Basic Type Rules

- { Simple Rules
- { Type hierarchy

Simple Rules



Simple Rules

- { Measures
- { Leading
- { Quotes
- { Rhythm
- { widows
- { Scale
- { Rags

<http://www.aisleone.net/2009/design/8-ways-to-improve-your-typography/>

Measures



Measures

Don't make any "measures" (aka columns) any wider than 40 - 80 characters per line.

Measures

- { 6pt | 8 - 10 picas
- { 8pt | 9 - 13 picas
- { 10pt | 13 - 16 picas
- { 11pt | 13 - 18 picas
- { 12pt | 14 - 21 picas
- { 14pt | 18 - 24 picas
- { 18pt | 24 - 30 picas



Leading

Leading

- { 6pt | solid - 1pt
- { 8pt | solid - 2pt
- { 10pt | solid - 4pt
- { 11pt | 1pt - 4pt
- { 12pt | 2pt - 6pt
- { 14pt | 3pt - 8pt

*Note you may have to increase leading for screen use

Type Size Conversions

Points	Pixels	Ems	Percent
6pt	8px	0.5em	50%
7pt	9px	0.55em	55%
7.5pt	10px	0.625em	62.5%
8pt	11px	0.7em	70%
9pt	12px	0.75em	75%
10pt	13px	0.8em	80%
10.5pt	14px	0.875em	87.5%
11pt	15px	0.95em	95%
12pt	16px	1em	100%
13pt	17px	1.05em	105%
13.5pt	18px	1.125em	112.5%
14pt	19px	1.2em	120%
14.5pt	20px	1.25em	125%
15pt	21px	1.3em	130%
16pt	22px	1.4em	140%
17pt	23px	1.45em	145%
18pt	24px	1.5em	150%
20pt	26px	1.6em	160%
22pt	29px	1.8em	180%
24pt	32px	2em	200%
26pt	35px	2.2em	220%
27pt	36px	2.25em	225%
28pt	37px	2.3em	230%
29pt	38px	2.35em	235%
30pt	40px	2.45em	245%
32pt	42px	2.55em	255%
34pt	45px	2.75em	275%
36pt	48px	3em	300%

<http://www.reeddesign.co.uk/test/points-pixels.html>

Hanging Quotes



Hanging Quotes

Good

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Rhythm

Baseline Grids

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Widows



Widows

Good

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Scale

Scale

Typographic Scale

ab ab ab ab ab ab ab ab ab ab ab ab ab ab ab ab ab
6 7 8 9 10 11 12 14 16 18 21 24 36 48 60 72



Rags



Rags

Good

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Type Hierarchy



Type Hierarchy

Primary roman lower case

Secondary Roman Upper Case
ROMAN SMALL CAPS
roman text figures: 1 2 3
italic lower case

Tertiary *True Italic (Cursive) Upper Case*
italic text figures 1 2 3
SLOPED SMALL CAPS
roman titling figures: 1 2 3
bold lower case

Quaternary *False Italic (Sloped Roman) Upper Case*
Bold Upper Case
BOLD SMALL CAPS
bold text figures: 1 2 3
bold italic lower case

Quintary *Italic Titling figures 1 2 3*
Bold Italic (Sloped Roman) Upper Case
bold italic text figures 1 2 3
Bold Titling Figures: 1 2 3

Sextary **Bold Italic Titling Figures: 1 2 3**

http://www.markboulton.co.uk/journal/comments/five_simple_steps_to_better_typography_part_5/

Basic Type Rules

- { Simple Rules
- { Type hierarchy