

elements of TYPOGRAPHY



HOOK

curved stroke in a lowercase 'f'



SERIF

small stroke at the beginning or end of main strokes of a letter



SHOULDER

curved part in a lowercase 'h', 'm' and 'n'



TERMINAL

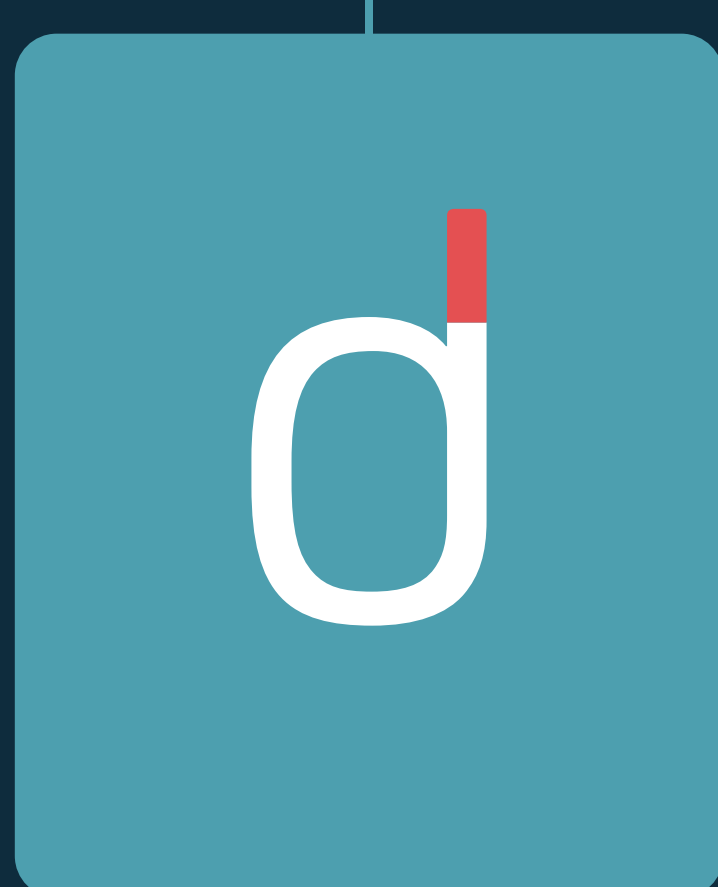
the end of any stroke that doesn't have a serif

DESCENDER



part of lowercase letters that extend below the baseline

ASCENDER

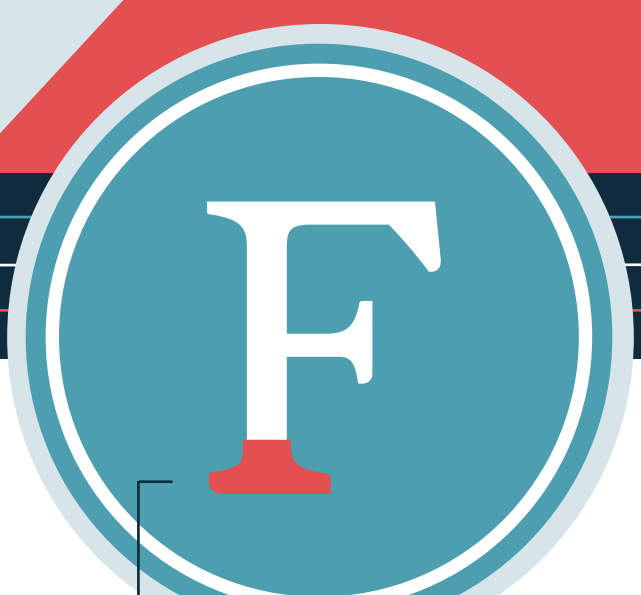


on lowercase letters the vertical stroke that extends above the x-height

APEX



point at the top of a letterform where two strokes meet



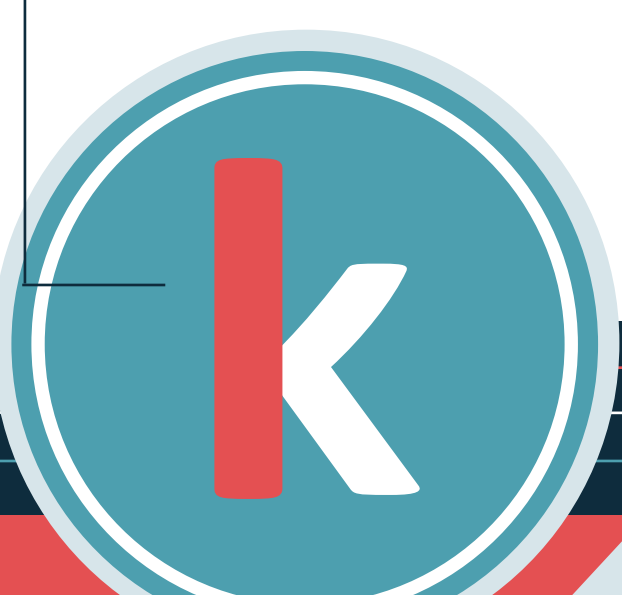
STEM

a vertical stroke in a character



TAPER

thinner and refined end of a stroke



FOOT

the part of a stem that rests on the baseline



TITLE

the dot on the 'i' and the 'j'

TYPEFACES

1

Serif

used for either body copy or headlines (including titles, logos, etc.)

Example Fonts

Baskerville
Georgia
Times New Roman

2

Sans Serif

used for either body copy or headlines (including titles, logos, etc.)

Example Fonts

Arial
BEBAS NEUE
Futura

3

Monospaced

generally used for displaying code; can also be used for body and headline copy; originally used on typewriters

Example Font

Courier New

4

Script

Best used for headlines. Should be used sparingly in almost all circumstances; The first priority of your text is readability, and the long sections of script font can tire out readers.

5

Display

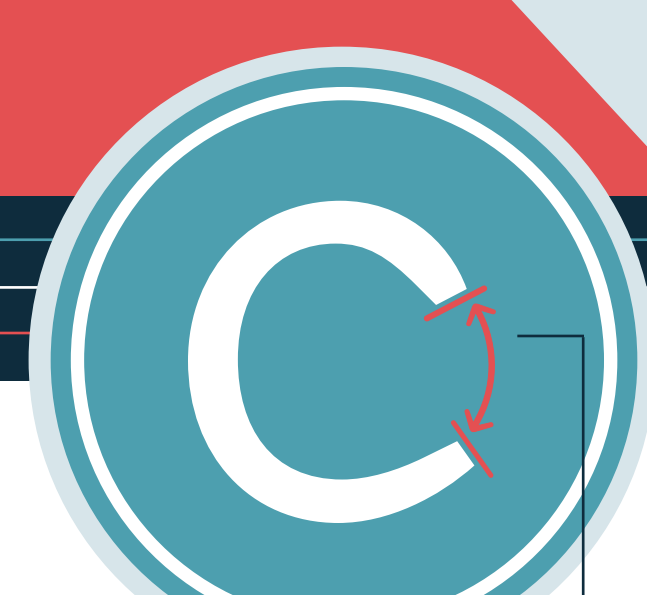
Used in large sizes for headings, rather than for extended passages of body text.

Typically used in small quantities for emphasis and effect.



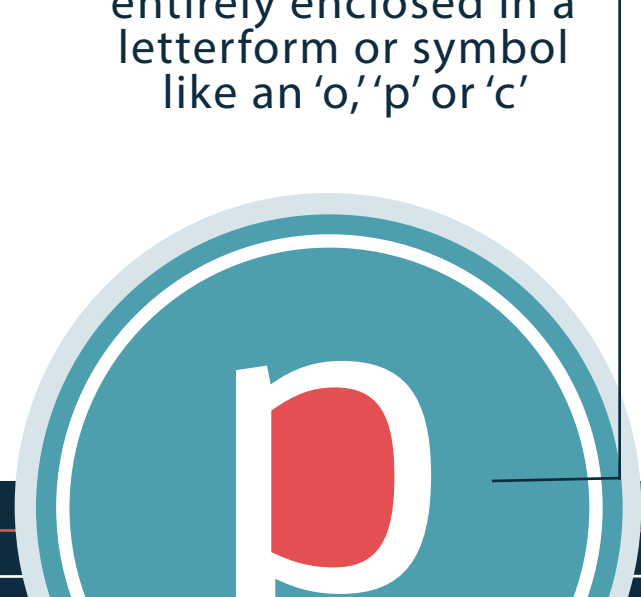
LEG

downward sloping stroke on a 'k' or 'R'



APERTURE

the opening of a partially enclosed counter shape



COUNTER

an area partially or entirely enclosed in a letterform or symbol like an 'o', 'p' or 'c'



VERTEX

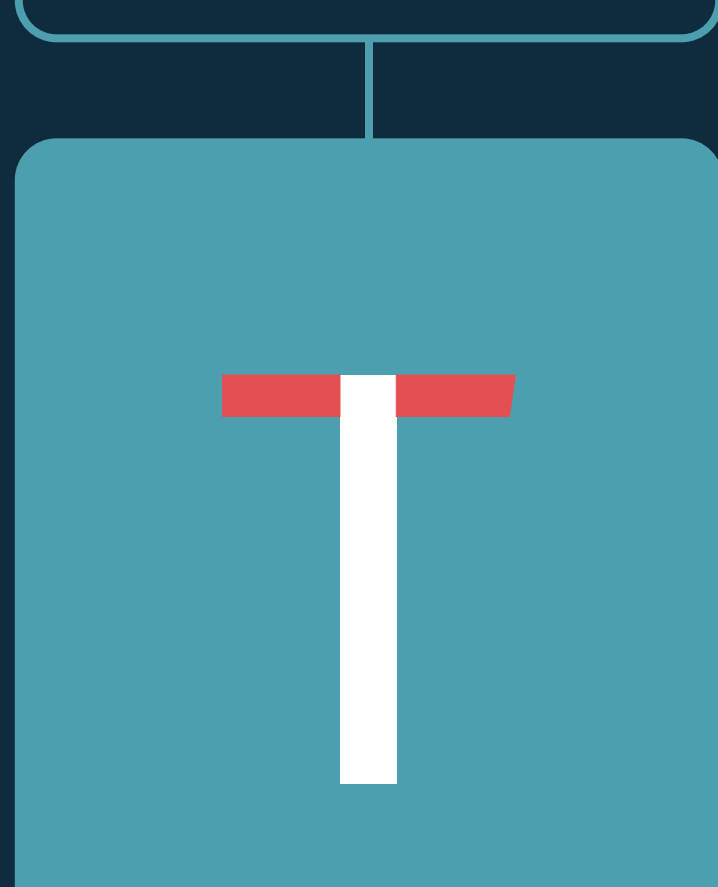
the point where two strokes meet at the bottom of a character

EYE



enclosed space in a lowercase 'e' similar to a counter

ARM



a stroke that doesn't connect to another stroke or stem on one or both ends

EAR



small stroke extending from the bowl of a lowercase 'g' or 'r'



SPINE

the main curve in 'S' and 's'

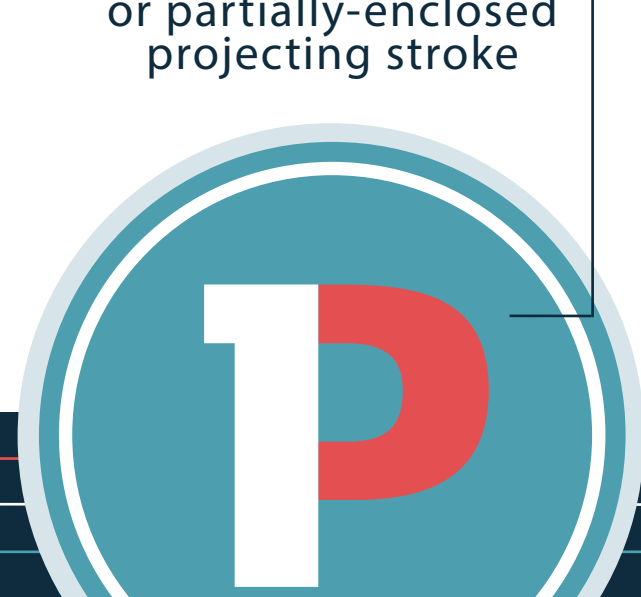


NECK

the link connecting the top and bottom bowls of a lowercase 'g'

LOOP

a rounded or partially enclosed projecting stroke



ARC

curved part of a letterform leading into a straight stem