

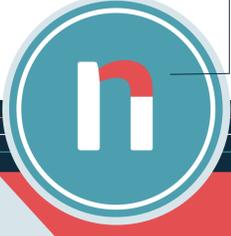
# elements of TYPOGRAPHY



**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

**FOOT**  
the part of a stem that rests on the baseline



**TAPER**  
thinner and refined end of a stroke



**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

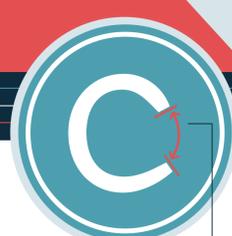
**Display**

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'



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

**APERTURE**  
the opening of a partially enclosed counter shape



**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

