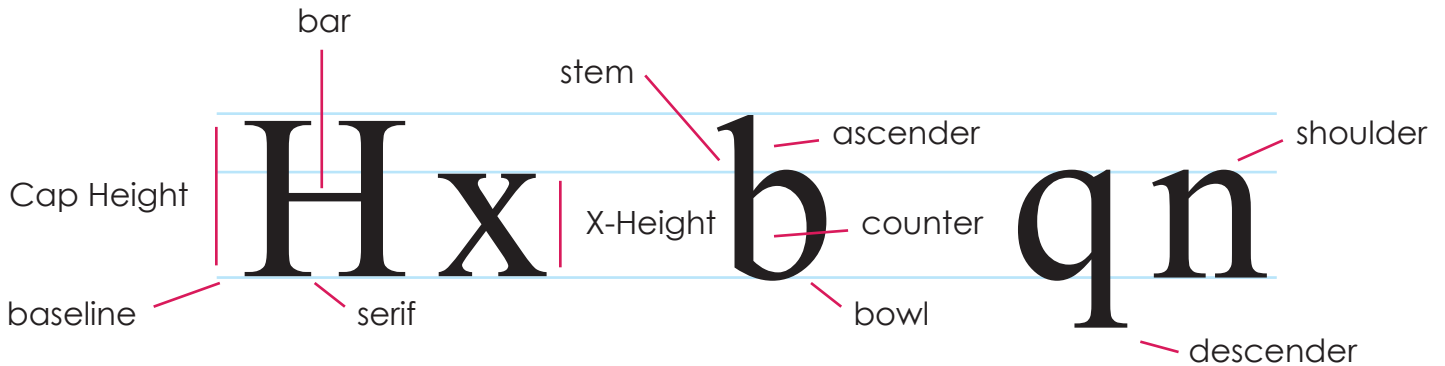


The Basics of Typography



Serif: a smaller line used to finish off a main stroke of a letter.

Times New Roman
Baskerville
Goudy Old Style

Sans-Serif: a style of monotonal type without serifs.

Arial
Futura
Verdana

Script: the letters or characters used in writing by hand; handwriting, especially cursive writing.

Arial
Lucida Handwriting
Mistral

Font Style:

Times New Roman - Regular
Times New Roman - Italic
Times New Roman - Bold
Times New Roman - Bold Italic

Kerning: the setting of two letters closer together than is usual by removing space between them.

E x a m p l e

Leading: the spacing between lines of photocomposed or digitized type.

This is an example:
This is an example.