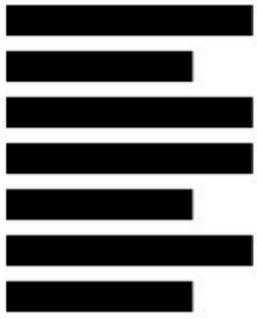


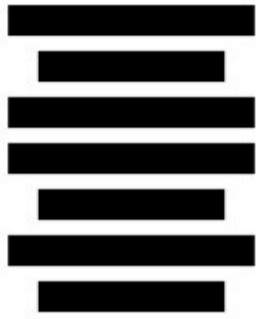
TYPOGRAPHY 101

HOW TO TALK ABOUT TYPE

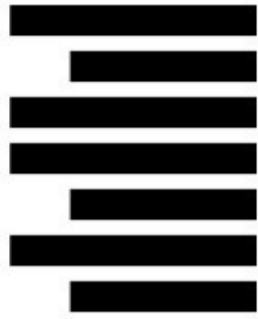
HOW HAS THE TEXT BEEN ALIGNED?



LEFT ALIGNED



CENTERED



RIGHT ALIGNED

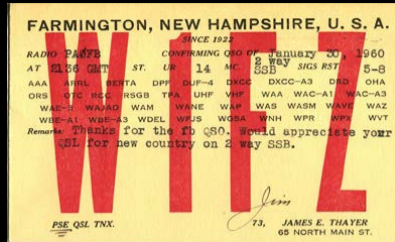
WHAT IS THE STYLE OF THE TEXT?

BOLD *italic* regular underlined

IS THE TRACKING TIGHT OR LOOSE?

typography
typography

HAS THE FONT BEEN LAYERED OVER TEXT?



OR OVER IMAGE?



WHAT IS THE DIRECTION OF THE TEXT?

TYPOGRAPHY



HORIZONTAL TEXT

TYPOGRAPHY



TYPOGRAPHY

TYPOGRAPHY

VERTICAL TEXT

TYPOGRAPHY

DIAGONAL TEXT

IS THE TEXT SERIF OR SANS SERIF?

I am sans.

I am serif.

WHICH COLOURS HAVE BEEN USED?