

THE BASICS
of Typography

Before we get started

Along with colour, typography is one of the most important elements of good design. Whether it is a custom typeface in a logo, text on a brilliant printed poster or part of a fantastic web design, typography must be carefully chosen. Having great typography across your brand, your brand assets and your website will set you apart from your competitors.

There are tonnes of articles on typography on the internet, comprehensive and well-written articles. We've listed a few brilliant ones at the end of this download.

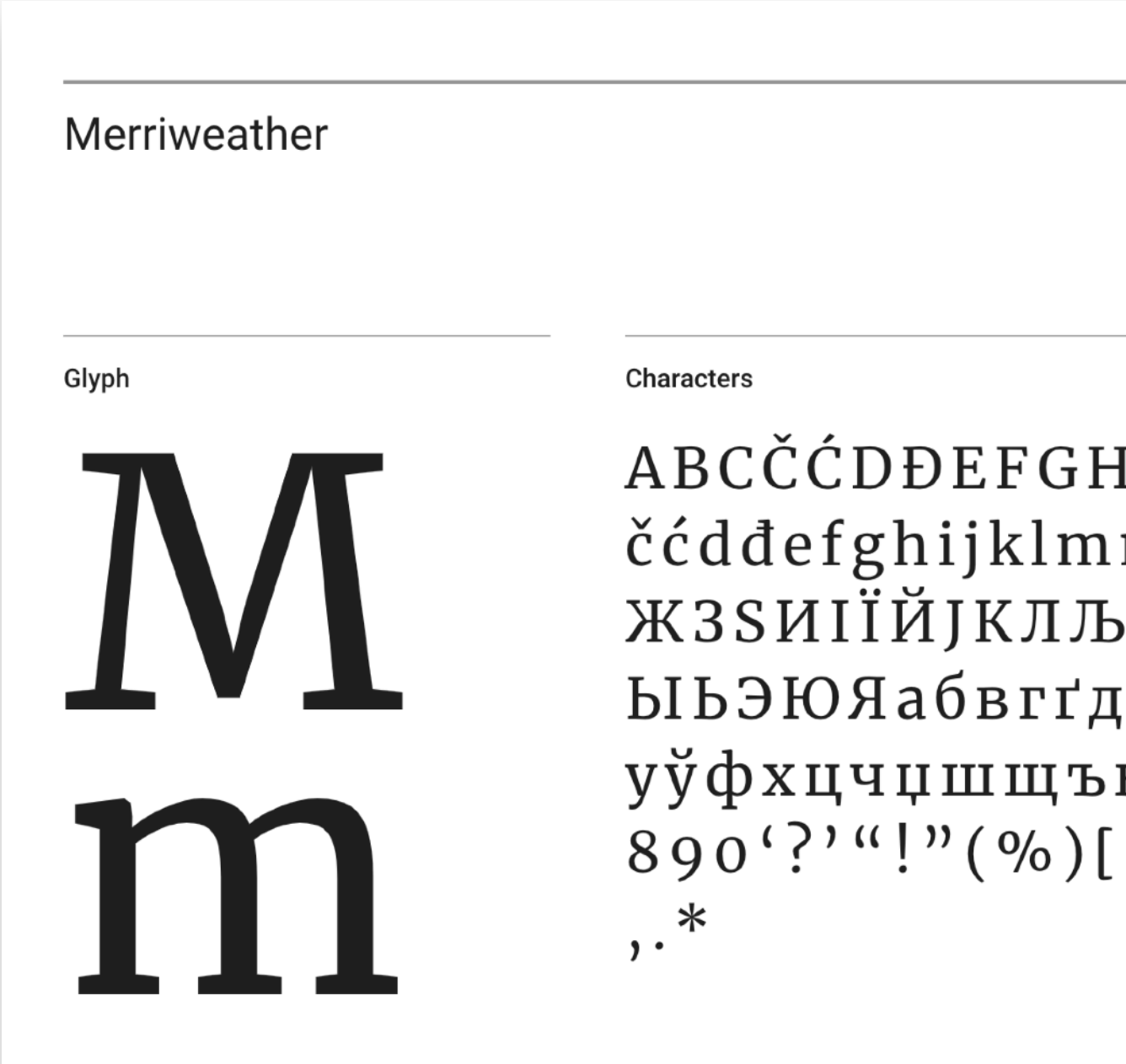
Today, we want to concentrate on some techniques and examples that can be easily applied to your brand and website.

THE BASICS

There are a number of classifications for a typeface.

Serif Typeface

Serif typefaces have the little decorative flicks and extensions at the end of some strokes, these are called “serifs”, hence the name. Merriweather is a Serif typeface.



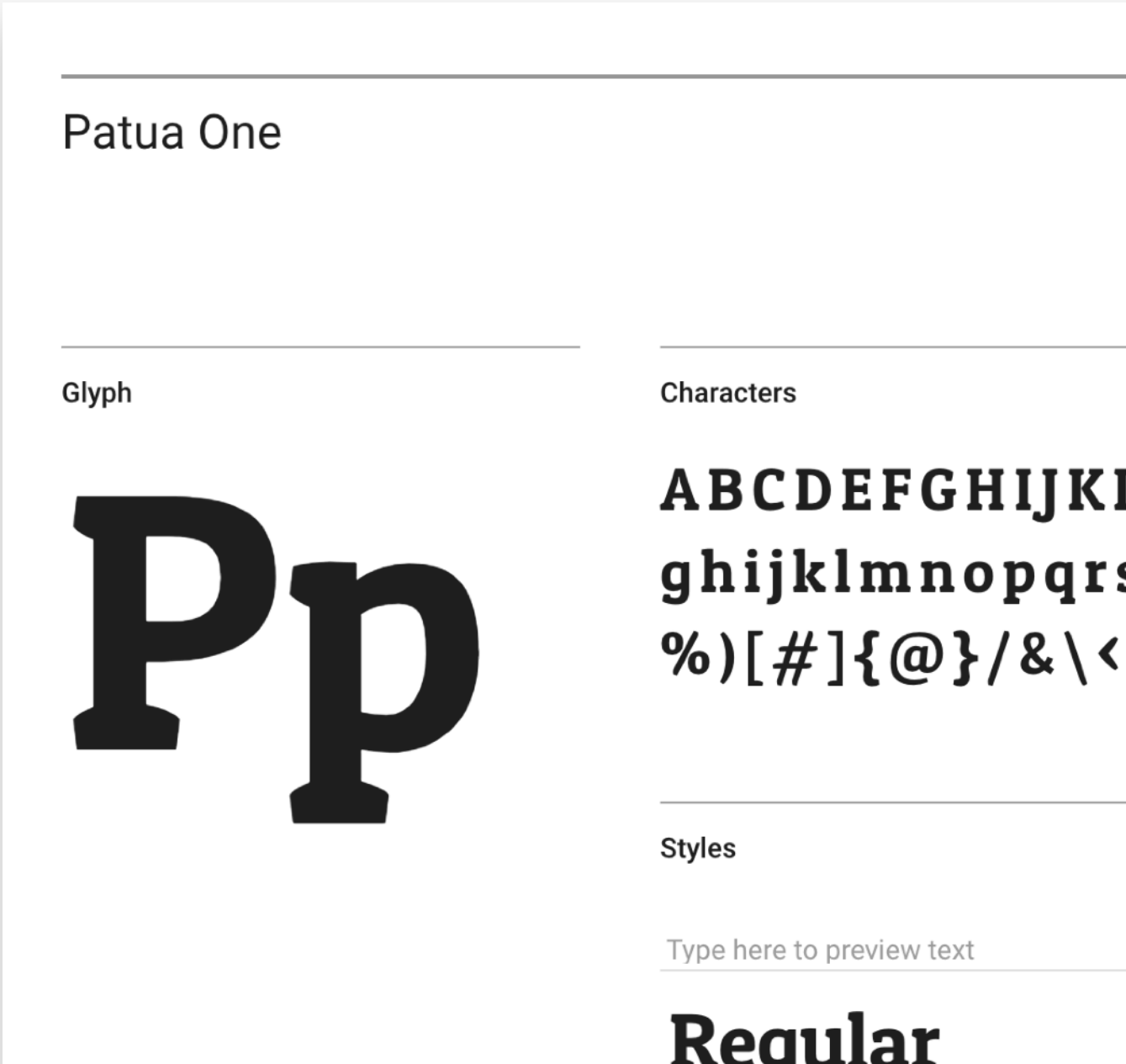
Sans-Serif Typeface

Sans-serif literally translates to Without-serif. Open Sans is a popular example.



Slab Serif

Much like Serif's, but heavier. Have a look at Patua One as an example.



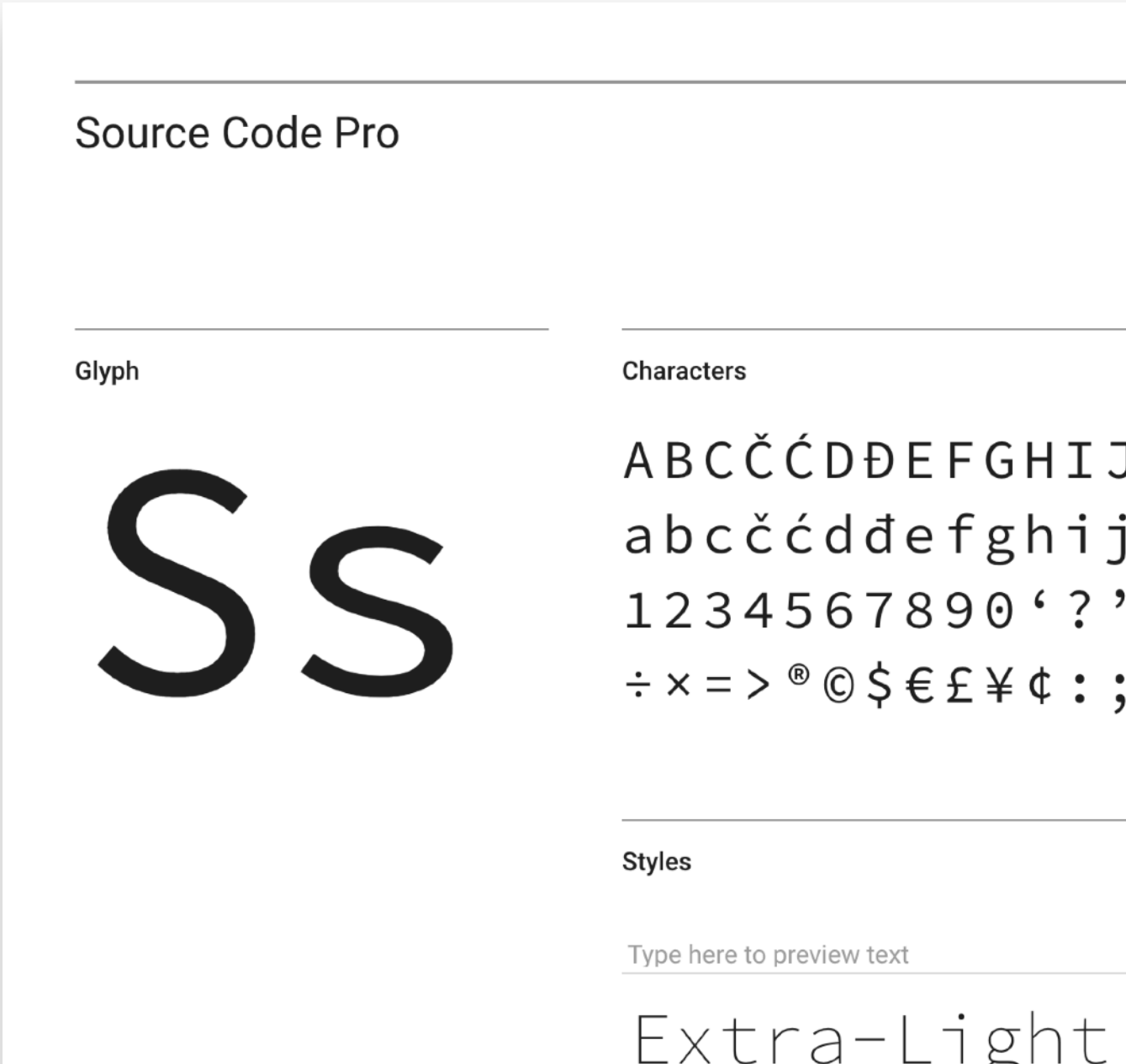
Script & Cursive

Script and Cursive usually emulate that of the written hand. Caveat will give you an idea.



Monospace

All the above are variable-spaced typeface classifications. Usually referred to as proportional typefaces. Monospace is different, with each letter, number and punctuation they have the same fixed width. Check out Source Code Pro for an example.



TYPOGRAPHIC HIERARCHY

This is probably the most essential and also the most overlooked element of a good design. Sadly many websites fail on their typographic hierarchy, whereas print work tends to fare better.

What is Typographic Hierarchy? In its simplest form it aids and informs the design giving a consistent experience for the viewer. Taking a website as an example, if you have six headings with Heading One being the main page title and Heading Two being a sub title, Heading Three being a sub heading within a Heading Two section, this should remain consistent across each webpage and the whole website.

HEADING ONE

HEADING TWO

HEADING THREE

HEADING FOUR

HEADING FIVE

HEADING SIX

TYPOGRAPHIC HIERARCHY

You can also make specific content stand out, like quotes to draw attention to points within a blog post.

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Bold & Italics

Emboldening and italicising text is a great way of breaking the visual flow and attracting your website visitors to key pieces of content. Italicising text is also a good way of denoting supplementary text, like a job title or an address.

White Space

Creating a good design around typography and making a well balanced visual flow brings white space into the equation. The best designs allow for breathing room in the design and layout. Make sure you have ample space around headings and between your main elements on the page so things don't feel bunched up and hard to read.

MORE RESOURCES

If you've got the Typography buzz here are some great in-depth articles worth checking out.

- **The Basics of Typography**
- **A Comprehensive Guide to Typography Basics**
- **Typography Guidelines And References**

So there you have it

The difference between getting your typography right or wrong could be the difference between someone taking the time to look around your website or leaving as soon as they see it.

If you use a Ready Steady Websites template the typography is taken care of for you. The designs are already set up so the visual hierarchy is right and we can give you guidance on the fonts to use if you don't already have them as part of your brand.

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