

# Typography 2

# What do these say?

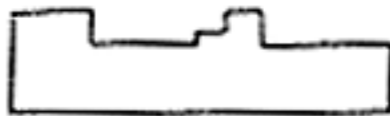
1. **Whose's are those little boxes.**

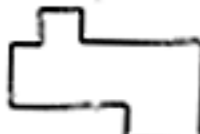
2. **Whose's are those little boxes.**

**Whose's are those little boxes.**

Momma Poppa Sister Brother

MOMMA POPPA SISTER BROTHER

*Is this word Momma, Poppa, Sister, or Brother?* 

*Does this shape represent the word cat, dog, or garbage?* 

You can easily decipher these words by seeing only their tone . . .

. . . BUT IT IS MUCH HARDER TO RECOGNIZE THE WORDS BY THEIR VOWELS

Capital Initials Impede and Retard Reading Speed Because They Disturb the Natural Patterns and Relationships of Letters to Each Other. THIS IS JUST aS SILLY, BUT FORTUNATELY WE DON'T SEE IT TOO OFTEN.

*This Visual Hiccups Serves No Purpose Other Than Tradition*

This Visual Hiccups Serves No Purpose Other Than Tradition

The Quick Brown Fox Jumps Over TLD, That Lazy Dog!

The quick brown fox jumps over TLD, That Lazy Dog!

Remember this?



The Sans Serif letters  
are **easier to identify.**

But...

See what serifs do...

horizontality Serifs help to blend letters together horizontally

horizontality Serifs have been chopped off here: each letter stands alone as an individual vertical unit

They **tie words together**  
making them **easier to read.**

Serif fonts are more **readable** and **Sans** Serif fonts are more legible.

Use Serif fonts for **reading (lots of text)** and **Sans** Serif fonts for **scanning (small groups of text)**.

### Contents

Introduction ..... 9  
 Furry Tells ..... 17  
 Ladle Rat Rotten Hut..... 19  
 Guilty Looks..... 21  
 Center Alley ..... 27  
 Noisier Rams ..... 33  
 Marry Hatter Ladle Limb ..... 35  
 Sinkers Sucker Socks Pants .... 37  
 Effervescent ..... 39  
 Oiled Mudder Harbored..... 40  
 Fey-Mouse Tells ..... 41  
 Casing Adder Bet ..... 43  
 Violate Huskings ..... 47  
 Lath Thing Thongs!..... 57  
 Fryer Jerker..... 58  
 Hormone Derange ..... 59

### Contents

**Introduction** ..... 9  
**Furry Tells** ..... 17  
 Ladle Rat Rotten Hut..... 19  
 Guilty Looks..... 21  
 Center Alley ..... 27  
**Noisier Rams** ..... 33  
 Marry Hatter Ladle Limb ..... 35  
 Sinkers Sucker Socks Pants .... 37  
 Effervescent ..... 39  
 Oiled Mudder Harbored..... 40  
**Fey-Mouse Tells** ..... 41  
 Casing Adder Bet ..... 43  
 Violate Huskings ..... 47  
**Lath Thing Thongs!** ..... 57  
 Fryer Jerker..... 58  
 Hormone Derange ..... 59

Wants pawn term dare worsted ladle gull hoe lift wetter murder inner ladle cordage honor itch offer lodge, dock, florist. Disk ladle gull orphan worry putty ladle rat cluck wetter ladle rat hut, an fur disk raisin pimple colder Ladle Rat Rotten Hut.

Wan moaning Ladle Rat Rotten Hut's murder colder inset. "Ladle Rat Rotten Hut, heresy ladle bsking winsome burden barter an shirker cockles. Tick disk ladle basking tutor cordage offer groin-murder hoe lifts honor udder sit offer florist. Shaker lake! Dun stopper laundry wrote! Dun stopper peck floors! Dun daily-daily in

ner florist, an yonder nor sorghum-stenches, dun stopper torque wet no strainers!"

"Hoe-cake, murder," resplendent Ladle Rat Rotten Hut, and stuttered oft oft. Honor wrote tutor cordage offer groin-murder, Ladle Rat Rotten Hut mitten anomalous woof. "Wail, wail, wail," set disk wicket woof. "Evanescent Ladle Rat Rotten Hut! Wares are putty ladle gull goring wizard cued ladle basking?"

"Armor goring tumor oiled groin-murder's," reprisal ladle gull. "Grammar's seeking bet. Armorticking arson burden barter an shirker cockles."

"O hoe! Heifer gnats woke," setter wicket woof, butter taught tomb shelf. "Oil tickle shirt court tutor cordage offer groin-murder. Oil ketchup wetter letter, and den—O bore!"

Soda wicket woof tucker shirt court, an whinny retched a cordage offer groin-murder, picked inner windrow, an sore debtor pore oil worming worse lion inner bet.

Inner flesh, disk abdominal woof lipped honor bet, paunched honor pore oil worming, any garbled erupt. Den disk ratchet amonol pot honor groin-murder's nut cup an gnat-gun, any curdled ope inner

Wants pawn term dare worsted ladle gull hoe lift wetter murder inner ladle cordage honor itch offer lodge, dock, florist. **Disk ladle gull orphan worry putty ladle rat cluck** wetter ladle rat hut, an fur disk raisin pimple colder Ladle Rat Rotten Hut.

Wan moaning Ladle Rat Rotten Hut's murder colder inset. "Ladle Rat Rotten Hut, heresy ladle bsking winsome burden barter an shirker cockles. Tick disk ladle basking tutor cordage offer groin-murder hoe lifts honor udder sit offer florist. Shaker lake! Dun stopper laundry wrote! Dun stopper peck floors! Dun daily-daily in

ner florist, an yonder nor sorghum-stenches, dun stopper torque wet no strainers!"

"Hoe-cake, murder," resplendent Ladle Rat Rotten Hut, and stuttered oft oft. Honor wrote tutor cordage offer groin-murder, **Ladle Rat Rotten Hut mitten anomalous woof**, "Wail, wail, wail," set disk wicket woof. "Evanescent Ladle Rat Rotten Hut! Wares are putty ladle gull goring wizard cued ladle basking?"

"Armor goring tumor oiled groin-murder's," reprisal ladle gull. "Grammar's seeking bet. Armorticking arson burden barter an shirker cockles."

"O hoe! Heifer gnats woke," setter wicket woof, butter taught tomb shelf. "Oil tickle shirt court tutor cordage offer groin-murder. Oil ketchup wetter letter, and den—O bore!"

Soda wicket woof tucker shirt court, an whinny retched a cordage offer groin-murder, picked inner windrow, an sore debtor pore oil worming worse lion inner bet.

Inner flesh, disk abdominal woof lipped honor bet, **paunched honor pore oil worming, any garbled erupt**. Den disk ratchet amonol pot honor groin-murder's nut cup an gnat-gun, any curdled ope inner

# Text alignment affects readability...

**Justified**

**Left Justified**

**Straight**



We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

**Ragged**



We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

**Right Justified**

**Centered**



# Justified = Straight

## Left Justified

Straight



We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

Ragged



We read **Left to Right...**

**Left Justified** is the **best for reading.**

**Justified**

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

**OK**

**Left Justified**

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

**BEST**

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

~~OK~~

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

~~BEST~~

**Right Justified**

**Centered**

# Text alignment affects readability...

**Justified**

**Left Justified**

**Straight**

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

**Ragged**

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

**Right Justified**

**Centered**

**Justified = Straight**

## Justified

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

## Right Justified

## Left Justified

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

## Centered