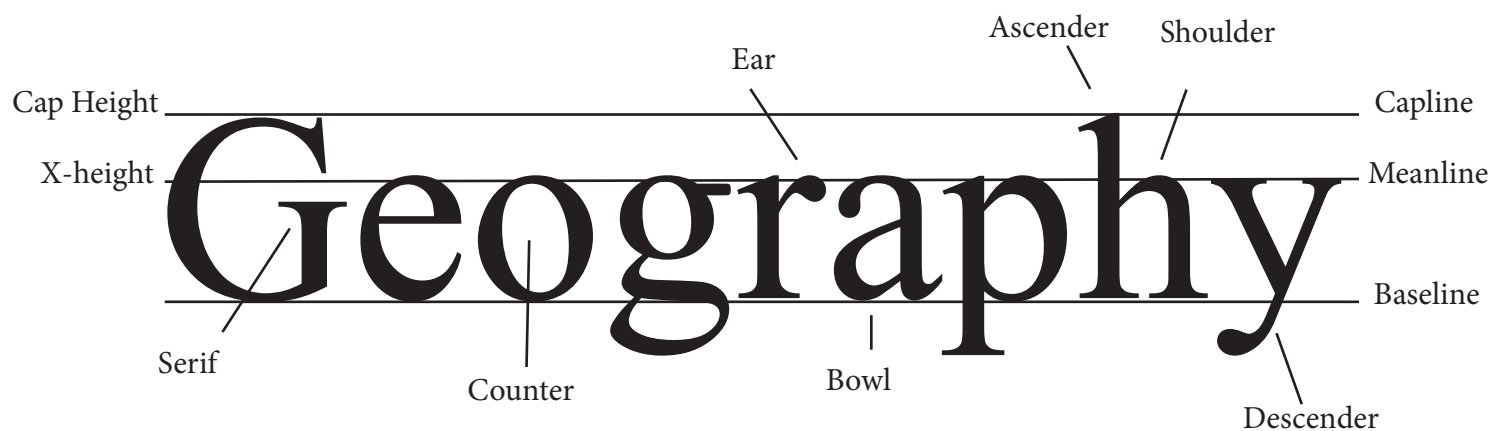


Typography & Geography



Type Variations

Font Family : Acumin Pro

SIZE



100 pt



72 pt



30 pt

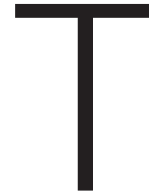
WEIGHT



800



500



200

WIDTH



Wide (115)



Regular (100)



Condensed (70)

SLOPE



Regular



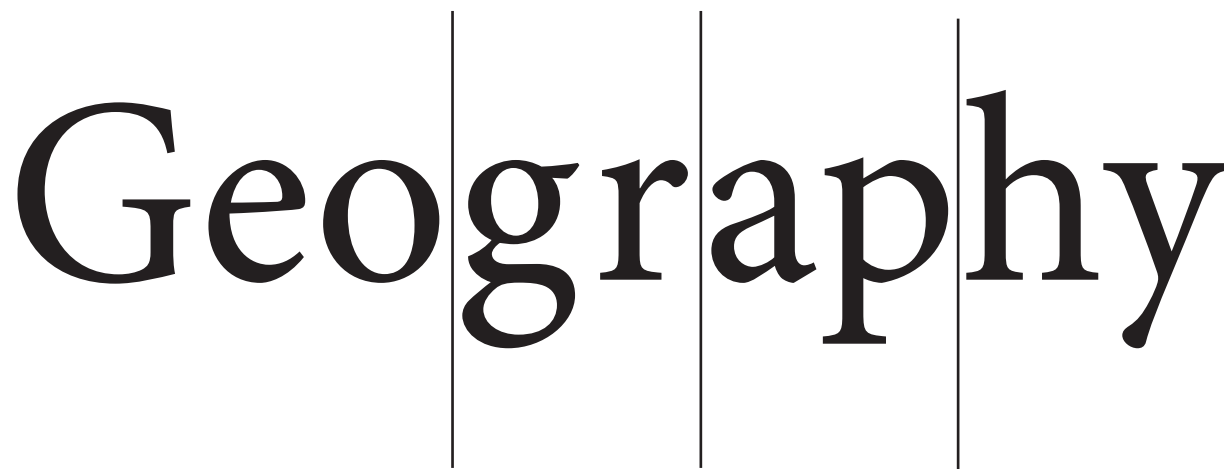
Italic

Kerning

Skillful Kerning creates a more readable text that is also pleasing to the eyes

Before Kerning

Geography



After Kerning

Geography



Tracking

Choosing the right
tracking space helps with
legibility

Geography is not defined by one specific topic

Spacing is too small (-100)

Geography is not defined by one specific topic

Regular Spacing (0)

Geography is not defined by one specific topic

Spacing is too big (+90)

Times New Roman 14/16

Geography, a term from ancient Greece meaning geo-‘earth’ and graphy-‘to write’, is the study of both physical properties of the Earth and how human societies spread around the land. This also goes into more depth of how human culture has evolved with the natural environment surrounding them and how the locations impact people in general. The study continues with us questioning how the natural environment has developed and change over time and why.

Times New Roman 14/20

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Times New Roman 14/14

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Times New Roman 14/36

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Flush Left

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Centered

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Justified

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Text Alignment

In languages where words are read left-to-right, flush-left text helps with readability and has a more professional appearance

Geography

Serif, Bookman Pro

Geography

Sans Serif, Calibri

Geography

Script, Snell Roundhand

GEOGRAPHY

Decorative, Rock Salt

Geography

GEOGRAPHY

Classification of
Serif Fonts
Old Style
Garamond

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This whole concept of Geography was used by many early civilizations to try and understand the environment around them and just to learn about the world around them. The ancient Greeks started studying their own homeland and how it

differed to other locations. The Greek geographers started creating overly detailed maps of the areas in and surrounding Greece, which included Europe, Africa, and Asia.

In the modern-day, geography is not defined with one specific topic, it also is expanded with topics like people, culture, settlements, and things of that nature. Geography deals with what is the very being of our land, the land masses we have, the dips and curves of the areas surrounding us.

Geography

GEOGRAPHY

Classification of
Serif Fonts
Transitional
Baskerville

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Geography

GEOGRAPHY

Classification of
Serif Fonts
Old Style
Bodoni

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Geography

GEOGRAPHY

Classification of
Serif Fonts
Slab Serif
Rockwell

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Geography

Magazine
Article
Headline,
Body copy,
Drop Cap,
Pull Quote,
Wrapped Image

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“...geography is not defined with one specific topic”

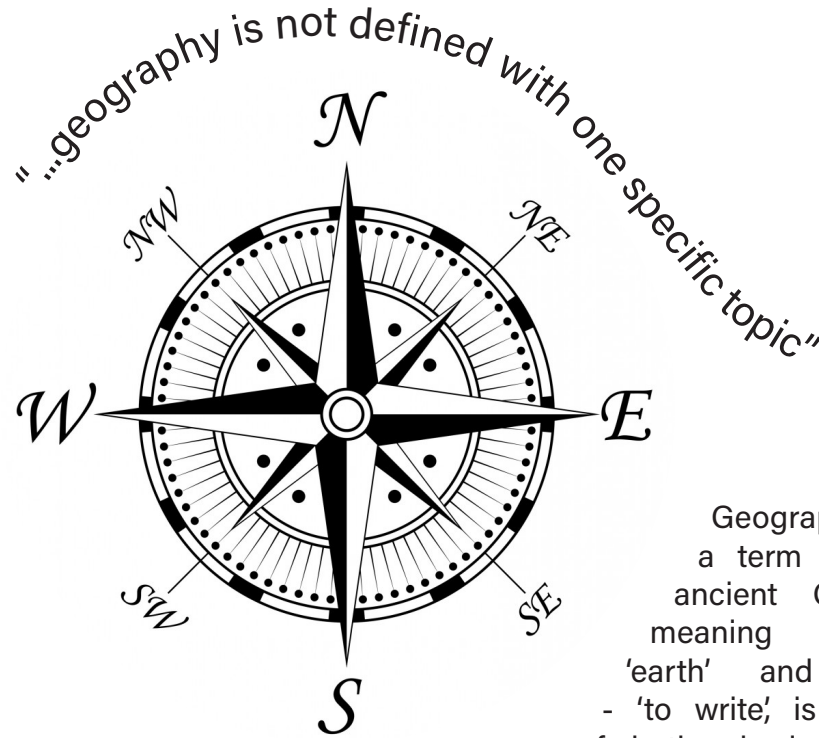
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Format Text

Type on a path

Type in a shape



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