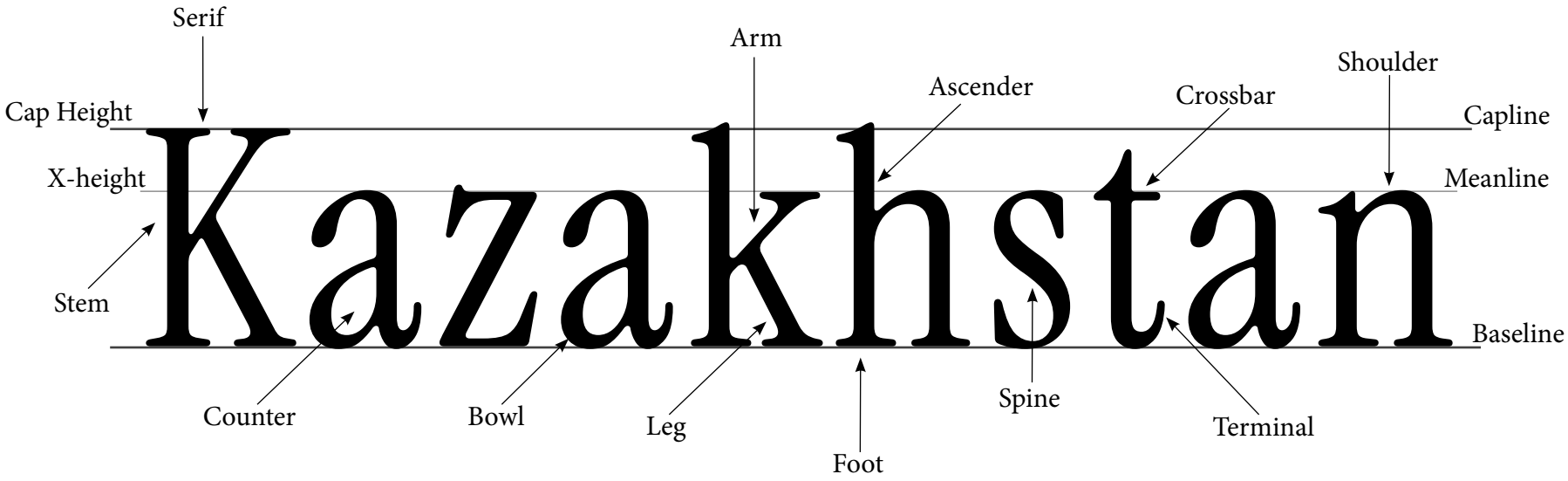
Booklet Typography

Featuring

Apples In History

By Jasmin Jade Aguilar

Type Anatomy



SIZE



100 pt



72 pt



36 pt

WEIGHT



Bold



Semibold



Medium

WIDTH



Wide (115)



Regular (100)



Condenced (67.5)

SLOPE



Regular



Italic

Kerning
Skillful kerning creates
readable text that's
visually pleasing



Before Kerning

Domestica

After Kerning

Apples: known for their sweet taste and crisp texture

Letter spacing is too small (ex. -50)

Apples: known for their sweet taste and crisp texture

Regular letter spacing (ex. 0)

Apples: known for their sweet taste and crisp texture

Letter spacing is too big (ex. +75)

Times New Roman 12/16.8

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Times New Roman 12/14

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Times New Roman 12/20

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Times New Roman 12/36

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Text alignment
In languages where words are read-left to-right, flash left- text helps readability and has a professional appearance

Flush Left

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Flush Right

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Centered

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Justified

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Sieversii

Serif, Book Antiqua

Sieversii

Sans Serif, Roboto

Sieversii

Script. Auttan

Sieversii

Decorative, Ravie

Apples in History

APPLES IN HISTORY

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The migration of the malus sieversii was through animals such as birds, ancient mammals and even climate changes that carried the ancestral seed outward Asia over thousands of years but also through humans later on. During the Silk Road, pack animals and human traders brought and consumed the Malus Sieversii; animals would deposit them along the trail as natural fertilizer and traders planted seed and or discarded cores as they travelled west. The malus sieversii would cross pollinate with local native crabapples like the Malus Sylvester's in Europe, culminating into the diverse gene pool of the modern grocery store apple.

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Apples in History

Magazine Article

Headline,
Body Copy,
Drop Cap,
Pull Quote,
Wrapped Image



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The modern apple has a long histroy starting in CentralAsia



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