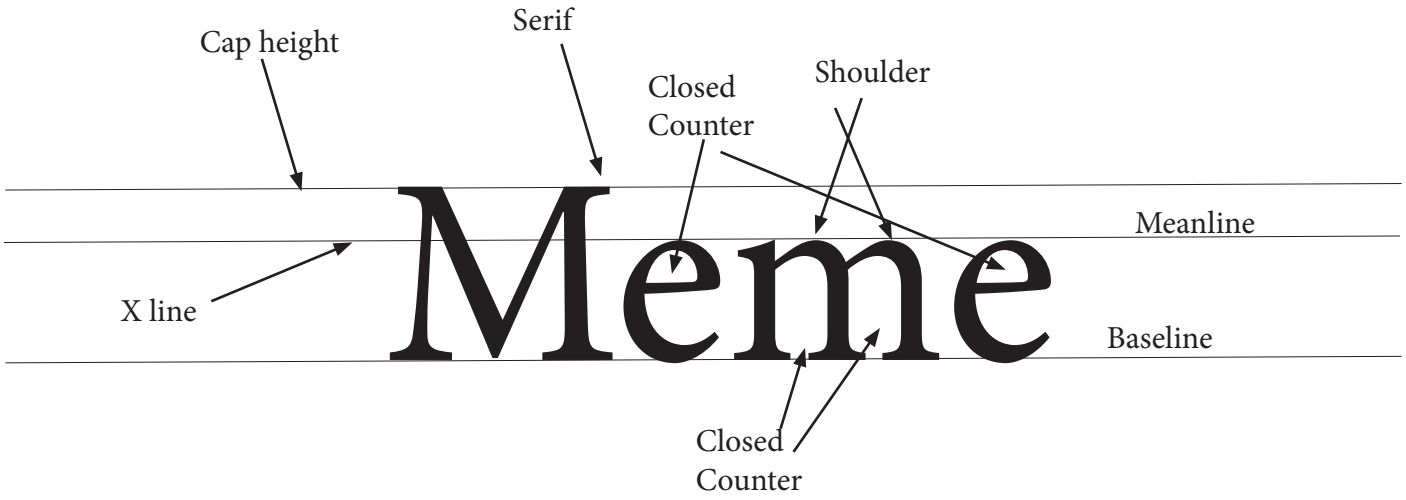
Booklet Typography

Featuring: Memes

By: Benny Li

"The best medicine is laughter"
- Proverb 17:22

Type Anatomy



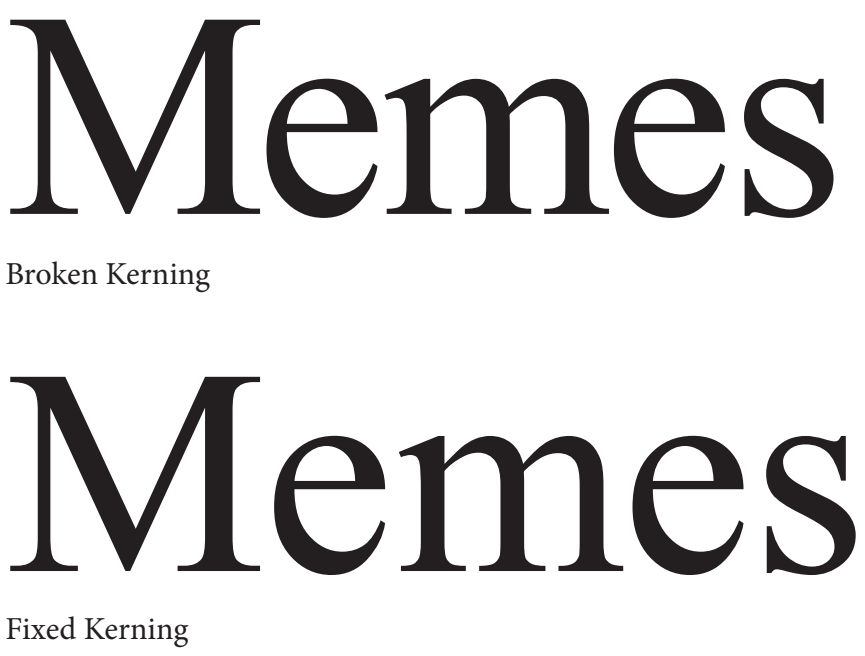
Type Variations

Font Family:
Minion Variable
Concept

Size	C 72 pt	C 36 pt	C 18 pt
Weight	C Regular	C SemiBold	C Bold
Width	C 150	C Regular	C 50
Slant	C Regular	C Italic	

Kerning

Skillful kerning creates readable text that's visually pleasing



Broken Kerning



Fixed Kerning

Tracking

Choosing the right tracking helps legibility

A meme is the means of conveying an idea

Bad Tracking (-50)

A meme is the means of conveying an idea

Good Tracking (0)

A meme is the means of conveying an idea

Too much Tracking (50)

Leading

Choosing the right space between lines helps readability

Minion Variable Concept: 14 / 16.18

The original definition of a meme is word to describe a way to convey ideas, wether it be in writing, speech, or media. However, since the dawn of the internet, the meaning of meme has gradually changed from ways to convey ideas to ways to convey jokes. Though changed it meaning, its purpose has always remained the same; to spread information. This single term has divided and united communities all across the world. Memes about cats. Memes about tragedies. Memes about niche communities. If you can think it, theres a meme for it.

Minion Variable Concept: 14 / 14

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Minion Variable Concept: 14 / 20

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Minion Variable Concept: 14 / 36

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Alignment

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

Left Alignment

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Center Alignment

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J u s t i f i e d A l i g n m e n t

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Meme

Seif: Minion Variable Concept

Meme

San Seif: Avenir Next

Meme

Script: Brush Script MT



Decorative: Angels

Classifications of Serif Fonts

Old style:
Garamond ATF

Memes

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There are many examples memes, such as the infamous "troll face", a figure known by almost the entire internet. This simple Microsoft paint drawing of a face with a mischevious and devious smile has many meanings, mostly pertaining to have "trolled" or to have made somebody the butt of a joke. Yet countless times, even today since September 9th, 2008, its being used for this same purpose. Just a way to say, "You've been trolled! Have a nice day."

Classifications of Serif Fonts

Transitional:
Baskerville

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Classifications of Serif Fonts

Modern:
ITC Fenice BT

Memes

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Classifications of Serif Fonts

Slab-Serif:
Excelsior

Memes

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Classifications of Serif Fonts

San-Serif:
Adobe Clean UX

Memes

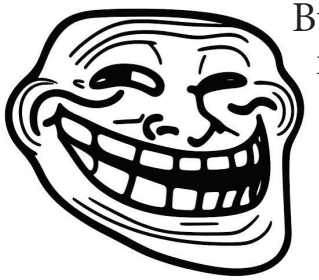
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"Ideas that spread from brain to brain."

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Magazine Article
Headline
Body copy
Drop Cap
Pull Quote
Wrapped Image

MEMES

THE DNA OF THE SOUL

YOU AND I ARE ONE.

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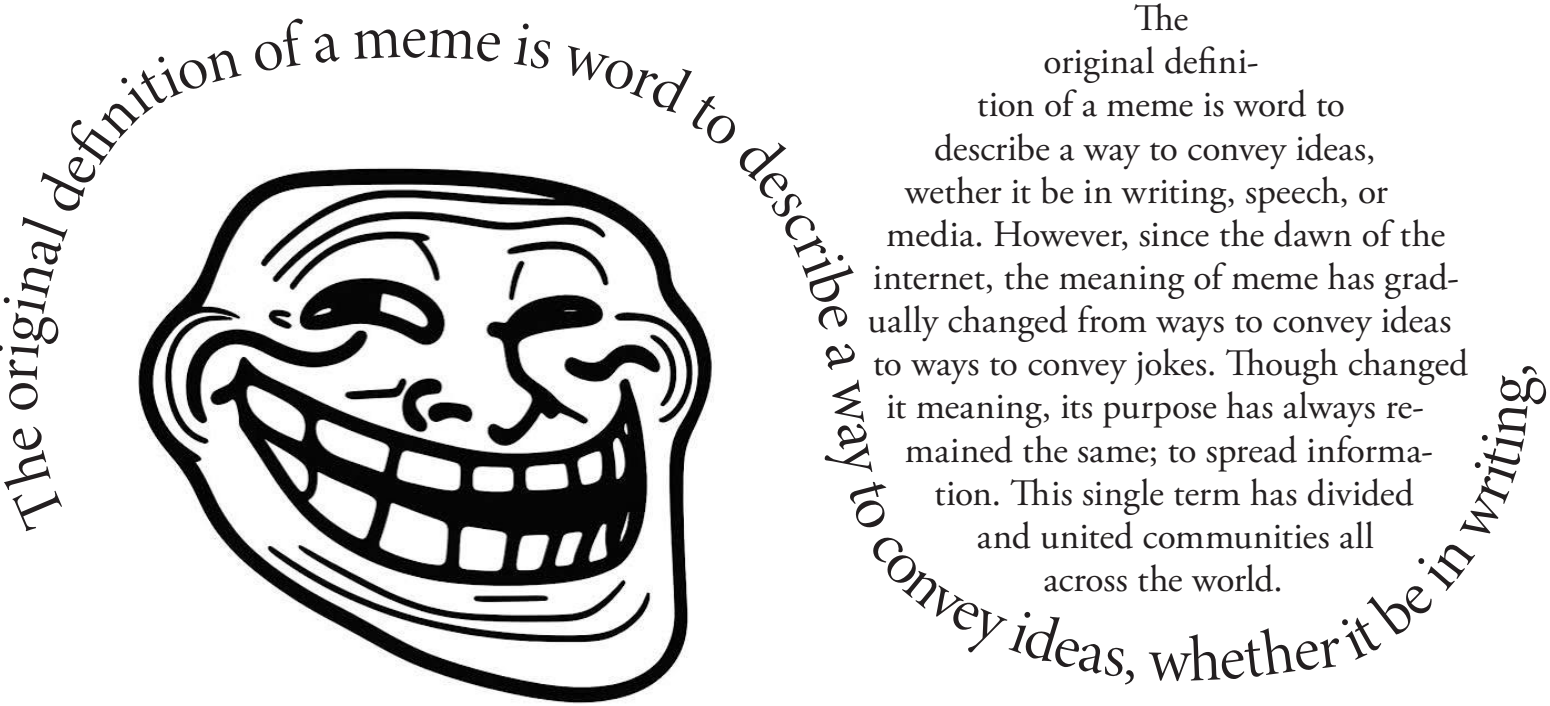


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Format Text

Type on a path
Type in a shape



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