By Emily Mooney

TYPOGRAPHY BOOKLET

Featuring

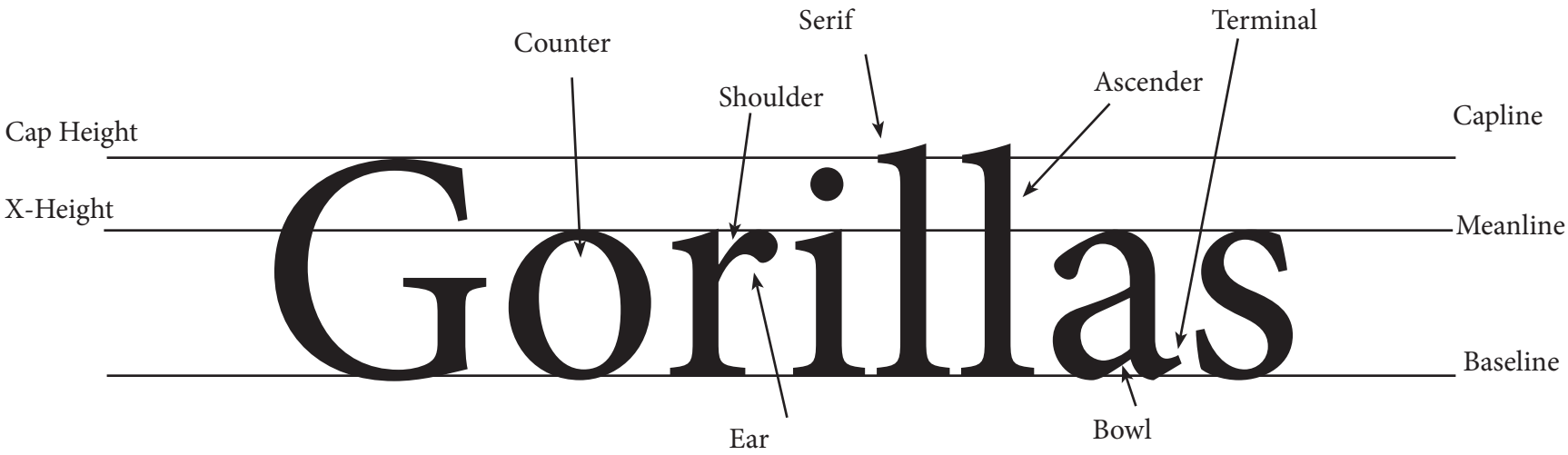
GORILLAS





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Type Anatomy



Type Variations
Font Family:
Butler

Size



100 pt



72 pt

36 pt

Weight



Black (800)



Semibold (600)



Light (100)

Width



Wide (125)



Regular (100)



Condensed (75)

Slope



Regular



Italic

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Kerning
Skillful kerning creates readable text that's visually pleasing



Before kerning



After kerning

Tracking
Choosing the right
tracking helps legibility

Gorillas are the largest primates

Letter spacing is too small (ex. -50)

Gorillas are the largest primates

Regular letter spacing (ex. 0)

Gorillas are the largest primates

Letter spacing is too big (ex. +75)

Leading
Choosing the right space between lines helps readability

Minion Pro 14/14

Gorilla, (genus Gorilla), genus of primates containing the largest of the apes. The gorilla is one of the closest living relatives to humans; both groups last shared a common ancestor about 10 million years ago. Gorillas live only in tropical forests of equatorial Africa.

Minion Pro 14/17

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Minion Pro 14/20

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Minion Pro 14/30

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

Flush Left

Gorilla, (genus Gorilla), genus of primates containing the largest of the apes. The gorilla is one of the closest living relatives to humans; both groups last shared a common ancestor about 10 million years ago. Gorillas live only in tropical forests of equatorial Africa.

Center

Gorilla, (genus Gorilla), genus of primates containing the largest of the apes. The gorilla is one of the closest living relatives to humans; both groups last shared a common ancestor about 10 million years ago. Gorillas live only in tropical forests of equatorial Africa.

Flush Right

Gorilla, (genus Gorilla), genus of primates containing the largest of the apes. The gorilla is one of the closest living relatives to humans; both groups last shared a common ancestor about 10 million years ago. Gorillas live only in tropical forests of equatorial Africa.

Justified

Gorilla, (genus Gorilla), genus of primates containing the largest of the apes. The gorilla is one of the closest living relatives to humans; both groups last shared a common ancestor about 10 million years ago. Gorillas live only in tropical forests of equatorial Africa.

Basic Typeface Classifications

Gorillas

Serif - Minion Pro

Gorillas

Sans Serif - Lao Sangam NM

Gorillas

Script - Brush Script MT



Decorative - Kingthings Extortion

Classifications of Serif Fonts
Baskerville
Transitional

Gorillas

GORILLAS

The gorilla is robust and powerful, with an extremely thick, strong chest and a protruding abdomen. Both skin and hair are black. The face has large nostrils, small ears, and prominent brow ridges. Adults have long, muscular arms that are 15–20 percent longer than the stocky legs. Males are about twice as heavy as females and may attain a height of about 1.7 metres (5.5 feet) and weight (in the wild) of 135–220 kg (300–485 pounds). Captive gorillas of both sexes may grow quite fat and hence become much heavier. A wild adult female typically is about 1.5 metres tall and weighs about 70–90 kg.

Gorillas lack hair on the face, hands, and feet, and the chest of old males is bare. The hair of G. beringei beringei is longer than that of the other three subspecies. Adult males have a prominent crest on top of the skull and a "saddle" of gray or silver hairs on the lower part of the back—hence the term silverback, which is commonly used to refer to mature males. This saddle is much more conspicuous in eastern gorillas (G. beringei), which are jet black, than in western gorillas (G. gorilla), which are more of a deep gray-brown.

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Classifications of Serif Fonts
Rockwell
Slab

Gorillas
GORILLAS

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Classifications of Serif Fonts
Didot
Didone

Gorillas

GORILLAS

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Classifications of Serif Fonts
Minion Pro
Old Style

Gorillas
GORILLAS

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Sans Serif
Lucida Grande

Gorillas
GORILLAS

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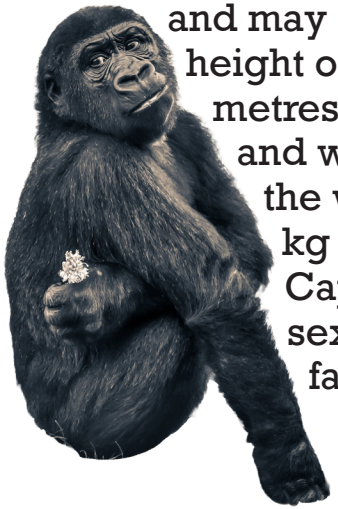
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Magazine
Headline,
Body copy,
Drop Cap,
Pull Quote,
Wrapped Image

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Magazine Article

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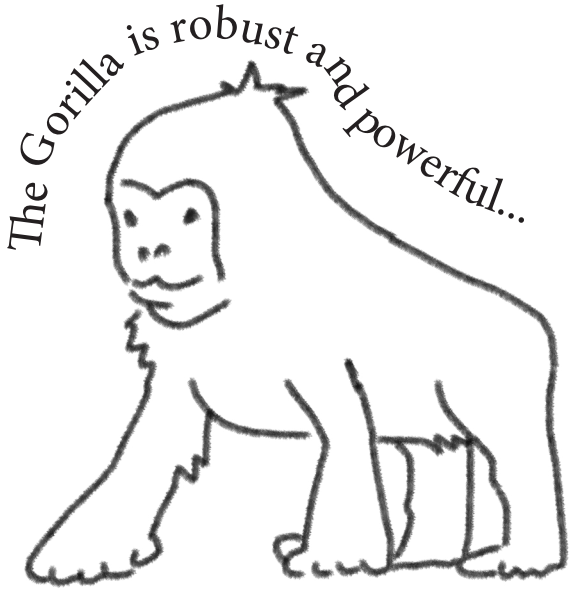


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Format Text
Type on a path
Type inside a shape

Gorillas



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