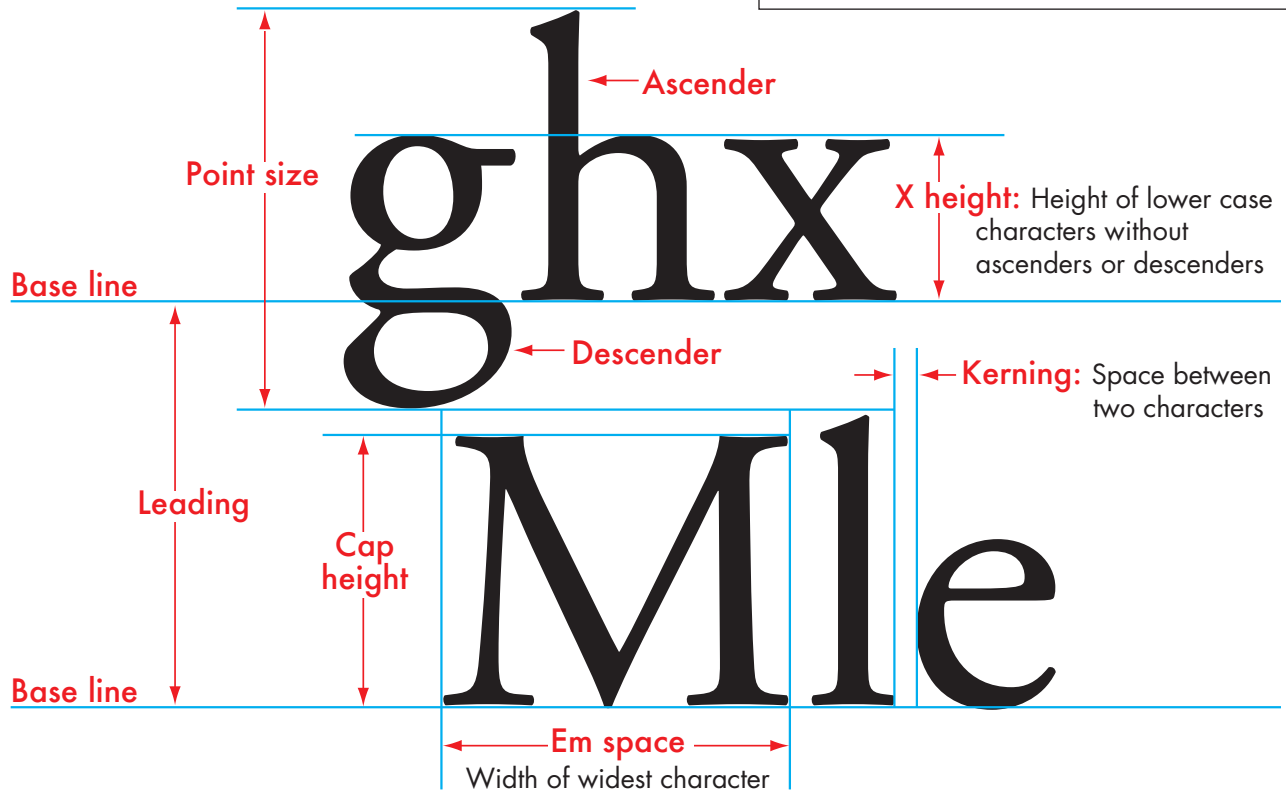


# FONT TERMINOLOGY

## Garamond Bold 16/18

- Garamond is the **family**, or **typeface**
- Bold is **style**
- 16 is **point size**: Height of characters from top of ascenders to bottom of descenders
- 18 is **leading**: Distance between base lines



Hhmn      Hhmn      fl ft

Serif (garamond)      Sans serif (futura)      Ligatures

**Kerning:** space between two characters:

Ao      Ao

+50      -50

**Tracking:** looseness or tightness in a text block:

regular tracking      (0/1000 em)  
 loose tracking      (100/1000 em)  
 tight tracking      (-50/1000 em)

**Oblique:**  
 regular character  
 slanted to right:



**Italic:**  
 Different character  
 design:

