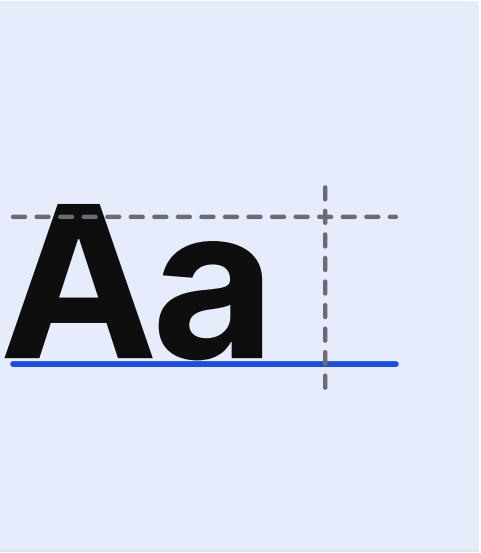
Specialty

Typography

The design and setting of type: choosing typefaces, sizes, spacing, and measures so that a text reads well and has the right tone.

In Spanish
Tipografía

Origin
Modern principles: Warde (1930); Bringhurst (1992)



What problem it addresses

Most of what gets designed is text. Poor typesetting tires, confuses, or keeps people from reading.

Principles

In service of the text
Good typography goes almost unnoticed: it lets the content show.

Legible
Size, line spacing, and line length designed for reading.

Hierarchy
Headings, body text, and notes can be told apart at a glance.

Applications in design

✓ Use it like this
Start with the body text: size, line spacing, and line length.

✗ Avoid
Using many typefaces in the same piece.

Don't fall for it
On screen, test on a phone and in low light, not just on your monitor.

Connections

Builds on

- International Typographic Style
- Visual hierarchy
- The crystal goblet
- Legibility and readability
- Grid system

Related to

- Poster design
- UI design
- Brand design
- Type design
- Title design
- Editorial design
- Brand identity design
- UX writing

Authors and works

1930	**Beatrice Warde**	Compared good typography to a crystal goblet that lets the wine show: it should not draw attention to itself.
1992	**Robert Bringhurst**	Gathered the principles of typesetting in a reference manual.

Sources

Original sources

- Warde, B. (1955). The crystal goblet, or printing should be invisible. In The crystal goblet: Sixteen essays on typography. Sylvan Press. (Original lecture delivered 1930).
- Bringhurst, R. (1992). The elements of typographic style. Hartley & Marks.

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