Font attributes

the icing upon the written language

font size

18 pts

24pts

36 pts

kerning

AV

AV

AV

leading

line one
line two
line three

line one
line two
line three

line one

line two

line three

tracking

The quick fox jumped over the lazy dog.

The quick fox jumped over the lazy dog.

T h e   q u i c k   f o x   j u m p e d   o v e r   t h e
l a z y   d o g .

baseline shift

jumble

proportional scale

Height to width relationship is maintained by holding down the shift key. This is how all text should be resized! Respect the font!

RESPECT TYPOGRAPHY
RESPECT TYPOGRAPHY
RESPECT TYPOGRAPHY

non-proportional scale

Height to width relationship is **not** maintained. This should in nearly every case be avoided! Font is twisted out of proportion or **skewed** . . . Respect the font!

DON'T DO THIS

DON'T DO THIS

DON'T DO THIS