

# THE SECRETS OF TYPOGRAPHY

**HCG**  
CORPORATE  
DESIGNS

Typography is an important element in corporate designs, editorial designs (books, magazines), print materials etc. This is why a correct and professional use of typography by a graphic designer is crucial. This whitepaper gives you some basic information to better understand the complex topic of typography.

## HOW OUR BRAIN SEES FONTS

Studies prove that the human eye orientates itself towards the upper edge of a letter. That means: If the lower letter half is missing, our brain can automatically add the missing letter half. See an example here:

I am sure that you can read me without any problems

Upside down, this does not work:

THIS SENTENCE MIGHT BE TOO DIFFICULT TO READ.

Even left out letters are no problem for our brain - as long as the first and last letters remain where they are. Here you see some examples that are readable (*solution on page 4*):

NWYRK                  MCRSFT                  LNDN                  BRCLNA

However, this thesis cannot be applied to every word. Here you see some examples that are not possible to read (*solution on page 4*):

DBI                          LMRDN                  ARBS                  PRS

## ROMAN TYPE FACE VS. SANS SERIF

The biggest difference in typography might be: serifs or no serifs:

**ABC abc**  
Roman Type Face  
(with serifs)

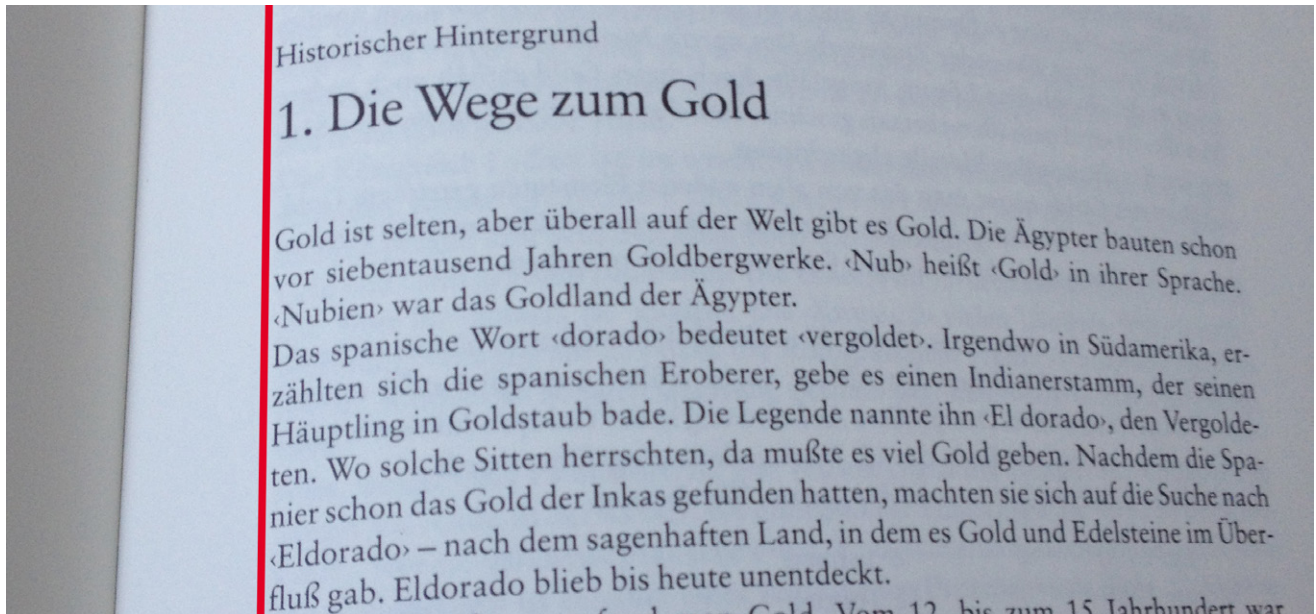
**ABC abc**  
Sans Serif  
(without serifs)

Roman Type Face is very common in print material, most of all for big amounts of text because it has a positive impact on the reading flow. Serifs serve as an anchor which the human eye can orientate itself towards so you never lose the line. A text in Roman Type Face can be read quicker by 3.8% than a text in a sans serif font.

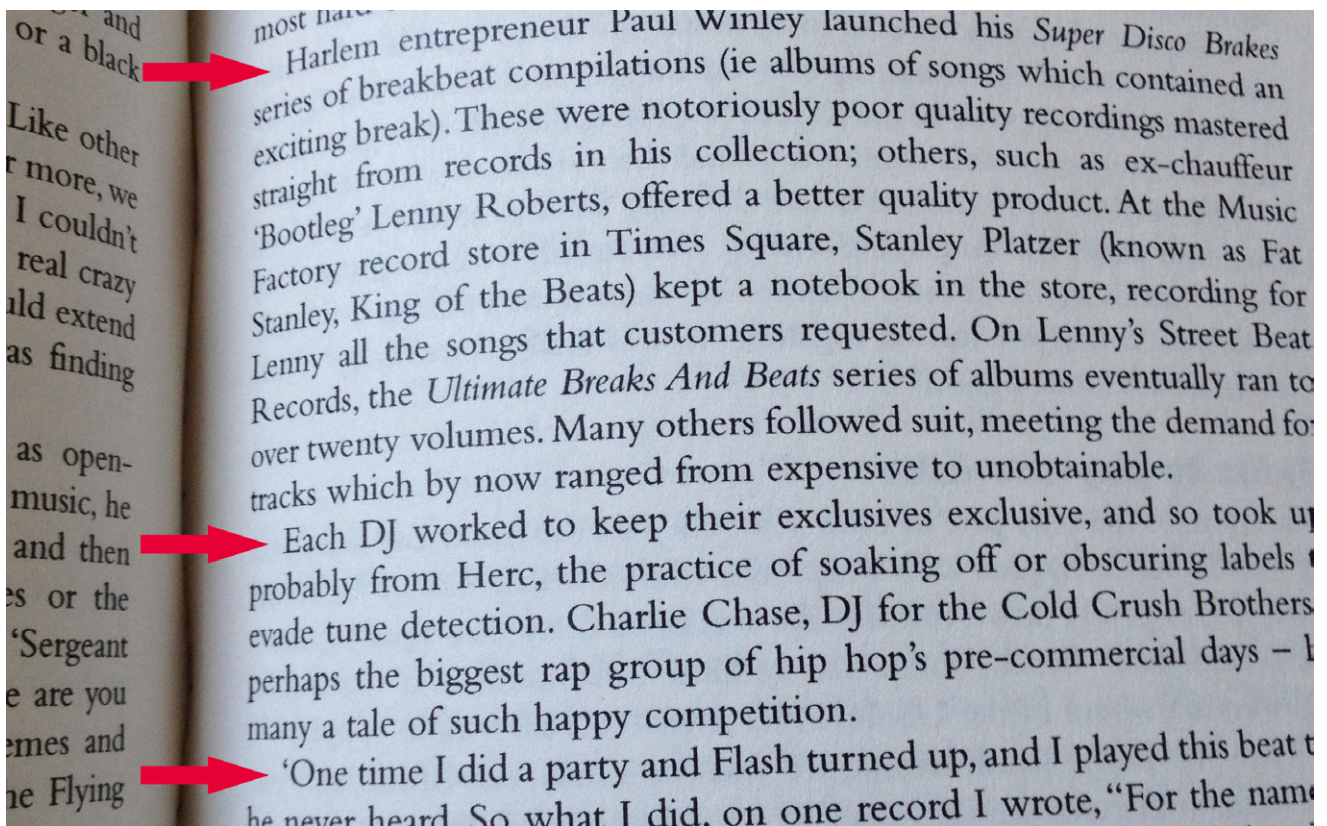
## REGIONAL DIFFERENCES

In Central Europe, text is generally aligned towards the left edge of the page.

In North America and Great Britain you will find indentations at the beginning of paragraphs (this used to be the case in Central Europe a long time ago too!).



Central Europe



North America, Great Britain

A speciality you find in the Russian market. Russians use more majuscules (upper case letters) than most other countries.

## MIXING FONTS

If you want to use several fonts within one text, style as well as size have to match perfectly. However, the size pt on the computer does not help because pt sizes do not work across different fonts. Here you see different fonts that are all in the same size:

I am 16 pt of size. I am 16 pt of size. I am 16 pt of size.

I am 16 pt of size. I am 16 pt of size. I am 16 pt of size.

I AM 16 PT OF SIZE. I AM 16 PT OF SIZE. I AM 16 PT OF SIZE.

Only graphic designers that have a good knowledge about typography know how to professionally mix different fonts, using various techniques.

*Solution page 2:*

NWYRK	MCRSFT	LNDN	BRCLNA
New York	Microsoft	London	Barcelona
DBI	LMRDN	ARBS	PRS
Dubai	Le Meridien	Airbus	Paris

# HCG

## CORPORATE DESIGNS

### ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corporate designs.



Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get in touch?  
I'd love to hear from you.

## DESIGNS FOR DIGITAL AND PRINT

