

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 SETTLETICE ITHIGHT DE LOO UHHICUIT LO TEAU.

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.

The Secrets of Typography

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!).

Gold ist selten, aber überall auf der Welt gibt es Gold. Die Ägypter bauten schon vor siebentausend Jahren Goldbergwerke. (Nub) heißt Gold in ihrer Sprache. (Nubien) war das Goldland der Ägypter.

Das spanische Wort (dorado) bedeutet (vergoldet). Irgendwo in Südamerika, erzählten sich die spanischen Eroberer, gebe es einen Indianerstamm, der seinen Häuptling in Goldstaub bade. Die Legende nannte ihn El dorado), den Vergoldeten. Wo solche Sitten herrschten, da mußte es viel Gold geben. Nachdem die Spanier schon das Gold der Inkas gefunden hatten, machten sie sich auf die Suche nach (Eldorado) – nach dem sagenhaften Land, in dem es Gold und Edelsteine im Überfluß gab. Eldorado blieb bis heute unentdeckt.

Central Europe

Harlem entrepreneur Paul Winley launched his Super Disco Brakes or a black Harlen Charles Harlen Charles are series of breakbeat compilations (ie albums of songs which contained an series of break). These were notoriously poor quality recordings mastered Like other exciting breakly records in his collection; others, such as ex-chauffeur straight from records in his collection; others, such as ex-chauffeur more, we 'Bootleg' Lenny Roberts, offered a better quality product. At the Music I couldn't Factory record store in Times Square, Stanley Platzer (known as Fat real crazy Stanley, King of the Beats) kept a notebook in the store, recording for ıld extend Lenny all the songs that customers requested. On Lenny's Street Beat as finding Records, the Ultimate Breaks And Beats series of albums eventually ran to over twenty volumes. Many others followed suit, meeting the demand for tracks which by now ranged from expensive to unobtainable. as open-Each DJ worked to keep their exclusives exclusive, and so took up music, he probably from Herc, the practice of soaking off or obscuring labels and then evade tune detection. Charlie Chase, DJ for the Cold Crush Brothers es or the perhaps the biggest rap group of hip hop's pre-commercial days - l 'Sergeant e are you many a tale of such happy competition. 'One time I did a party and Flash turned up, and I played this beat t emes and he never heard So what I did, on one record I wrote, "For the name ne Flying

North America, Great Britain

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

The Secrets of Typography

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 16pt of size. I am 16pt of size. I am 16pt 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 corproate 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 get in touch? I'd love to hear from you.





