

typeology

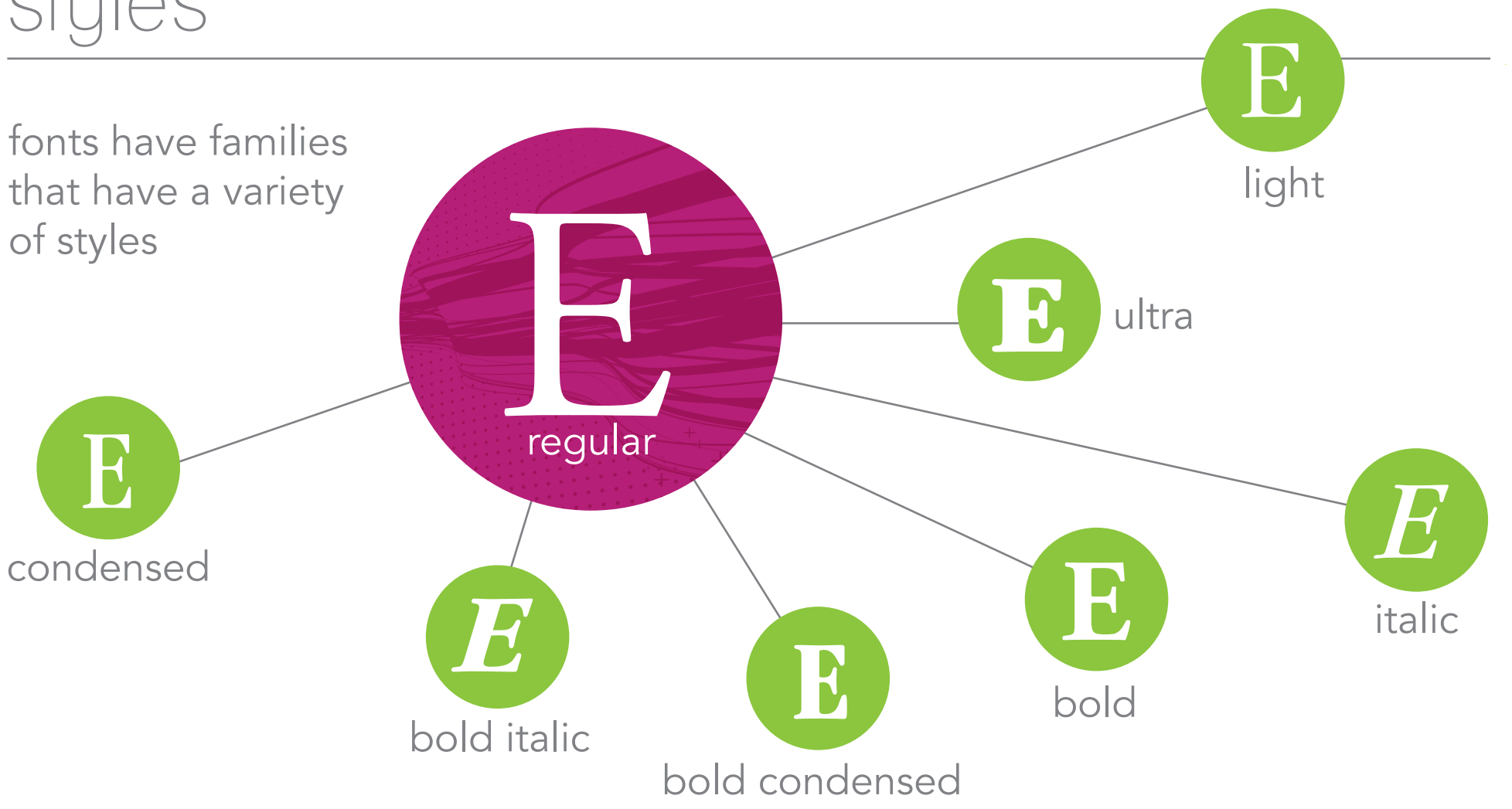
the basics of type

typefaces



styles

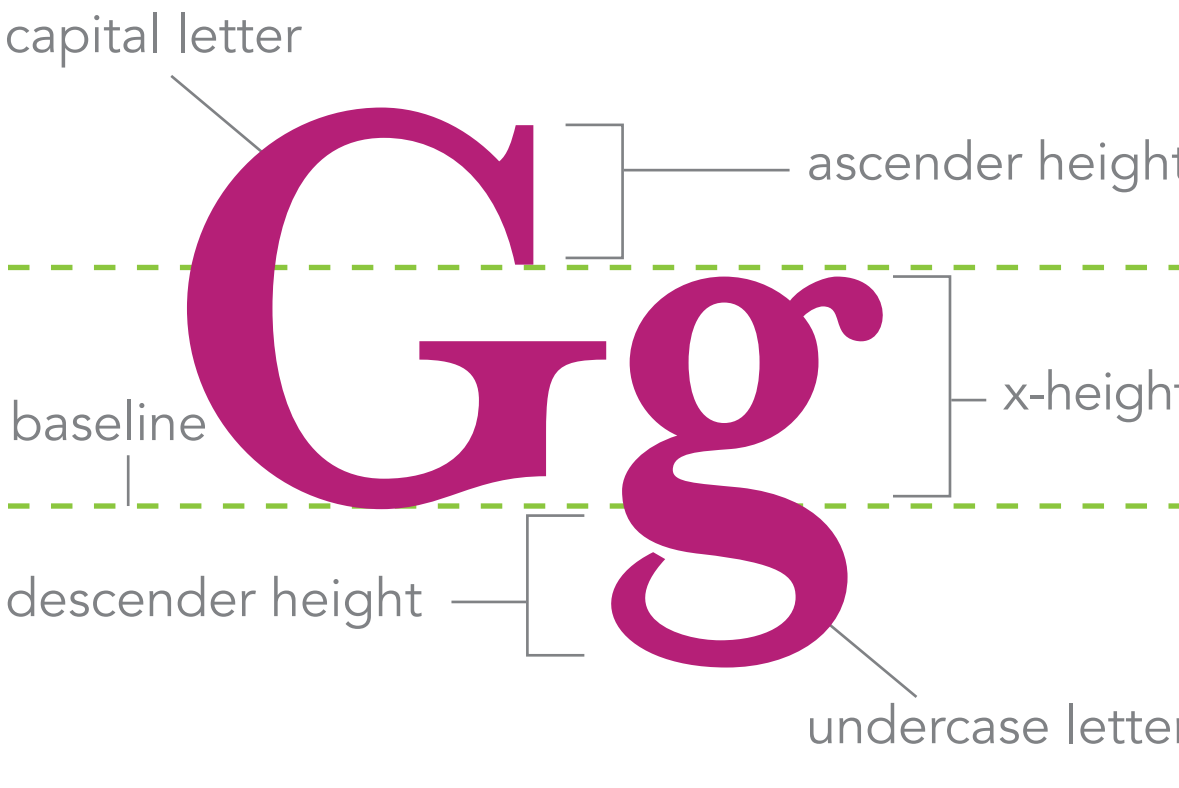
fonts have families that have a variety of styles



no more than 3 fonts use fonts to create visual hierachy

A bold headline with a supporting subhead is a great way to keep things interesting. Using a simpler font for basic copy keeps things legible. That's all you need. Too many fonts confuse readers in regards to what is the most important.

type anatomy



there are more to typefaces than just letters



what's it saying?

