

Leading
Alignment
Letterspacing
(aka Tracking)

leading

auto is a percentage of the type size

The amount of of leading necessary for a readable and balanced column to type will depend upon the line length and x-height of the typeface. Typefaces with long ascenders and decenders will, as a rule, require less additional leading than those with greater x- height,.

select your leading (18/18 solid)

The amount of of leading necessary for a readable and balanced column to type will depend upon the line length and x-height of the typeface. Typefaces with long ascenders and decenders will, as a rule, require less additional leading than those with greater x- height.

leading 18/24

The amount of of leading necessary for a readable and balanced column to type will depend upon the line length and x-height of the typeface. Typefaces with long ascenders and decenders will, as a rule, require less additional leading than those with greater x- height.

leading 18/30

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alignment

flush left /rag right or align left, rag right

Decisions on the arrangement of running type involve the consideration of point size, column width and alignment. It is the relationship of these three interdependent factors that ultimately determines the appearance of printed text. Type may be set flush or range left, centered, flush or arranged right or justified. Random is another form of alignment. Each form has characteristic qualities.

centered

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flush right/rag left or align right, rag left

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justified (align left and right)

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alignment / hyphenation off

flush left /rag right or align left, rag right

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alignment / hyphenation on

flush left / rag right or align left, rag right

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flush right/rag left or align right, rag left

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no-hyphenation

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hyphenation

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letterspacing / tracking

tracking (0)

The amount of of leading necessary for a readable and balanced column to type will depend upon the line length and x-height of the typeface. Typefaces with long ascenders and decenders will, as a rule, require less additional leading than those with greater x- height.

tracking (+50)

The amount of of leading necessary for a readable and balanced column to type will depend upon the line length and x-height of the typeface. Typefaces with long ascenders and decenders will, as a rule, require less additional leading than those with greater x-height.

tracking (+25)

The amount of of leading necessary for a readable and balanced column to type will depend upon the line length and x-height of the typeface. Typefaces with long ascenders and decenders will, as a rule, require less additional leading than those with greater x- height.

tracking (+100)

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letterspacing / tracking

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tracking (-50)

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tracking (-25)

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tracking (-100)

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