

Kerning: **Good & Bad**

Typography 1

Bad Kerning

- Uneven gapping between letters
- The word does not flow well, looks disconnected internally
- Just generally looks bad; trust your gut, if something seems low quality, the kerning may be a reason

SAVVINGGS



STOP



DRY CLEANERS

DRY CLEANERS



SEHLE

ORTHOPÄDISC



Good Kerning

- The **optical volumes** between letters seem even: no weird gapping
- The word flows beautifully, no matter how tight the tracking

KERN N

KERN N

W A I R

W A I R

W A I R

**BAGGAGE
TAG**

swissair 

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FROM

IST

Printed in TURKEY

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SWISS AIR

Liability for loss, delay or damage to checked baggage is limited to
\$ 3,300 per ticketed passenger for travel entirely within the U.S.

**BAGGAGE
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TO

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York

Street

Exit

YORK

YORK

