

# Typography and Color

Typography I

# Type Color

- In typography, type color refers to the weight or boldness of a typeface and is used by designers and typographers to describe the visual tone of a mass of text on a page. The type color of a particular typeface affects the amount of ink on the page, also known as its blackness. "Black" faces are bold and heavy.
- The term type color should not be confused with the usual meaning of color, i.e. red, yellow, blue, etc.; nor does blackness imply text set in black. In essence, both terms refer to the overall balance of type to white space, regardless of the shade of the text.

# Type Color

- Type color is in the typesetter's or graphic designer's control, who affects it with a number of decisions, such as the choice of typeface itself, the weight used (e.g. light, regular, bold), the letter spacing (e.g. normal or condensed), and the line space (leading).
- The inherent blackness of a typeface is affected by factors such as the width of strokes relative to the width of a letter, the orientation of strokes when present, x-height and set, kerning adjustments, and others. Consistency of blackness is an important measure of the quality of a typeface and a central criterion for its suitability for various purposes.

## Type Color

**Il iuscit magnim ut volupta tiisti dolorum que cus am sed magnihicil in por santint volecerume sit quid quatur aliae vollaccatem fugitae et voloruptae nes dollaute ernate pa dollabo. Hicto bea simillabo. Itae dus que ea iuntur sam eicitem quasitatis et qui bearum apient dolupta tempernamus molore nus simod mi, quosa quatur apistin cum hit abo. Lo expligent et ut aut optiund elitasimi, nobist reicil maximi, et et inturente ne volupta tuscitiunda doluptae velignature**

Gotham Ultra  
12 pt  
15 pt line height

**Il iuscit magnim ut volupta tiisti dolorum que cus am sed magnihicil in por santint volecerume sit quid quatur aliae vollaccatem fugitae et voloruptae nes dollaute ernate pa dollabo. Hicto bea simillabo. Itae dus que ea iuntur sam eicitem quasitatis et qui bearum apient dolupta tempernamus molore nus simod mi, quosa quatur apistin cum hit abo. Lo expligent et ut aut optiund elitasimi, nobist reicil maximi, et et inturente ne volupta tuscitiunda doluptae velignature nobis eost officid ea aut exere nes modit offic tor seque esed**

Avenir 95 Black  
12 pt  
15 pt line height

**Il iuscit magnim ut volupta tiisti dolorum que cus am sed magnihicil in por santint volecerume sit quid quatur aliae vollaccatem fugitae et voloruptae nes dollaute ernate pa dollabo. Hicto bea simillabo. Itae dus que ea iuntur sam eicitem quasitatis et qui bearum apient dolupta tempernamus molore nus simod mi, quosa quatur apistin cum hit abo. Lo expligent et ut aut optiund elitasimi, nobist reicil maximi, et et inturente ne volupta tuscitiunda doluptae velignature nobis eost officid ea aut exere nes modit offic tor seque**

Avenir 65 Medium  
12 pt  
15 pt line height

**Il iuscit magnim ut volupta tiisti dolorum que cus am sed magnihicil in por santint volecerume sit quid quatur aliae vollaccatem fugitae et voloruptae nes dollaute ernate pa dollabo. Hicto bea simillabo. Itae dus que ea iuntur sam eicitem quasitatis et qui bearum apient dolupta tempernamus molore nus simod mi, quosa quatur apistin cum hit abo. Lo expligent et ut aut optiund elitasimi, nobist reicil maximi, et et inturente ne volupta tuscitiunda doluptae velignature nobis eost officid ea aut exere nes modit offic tor seque esed quiberum**

Helvetica Light  
12 pt  
15 pt line height

# Legibility/Color

- Color is an important tool in creating good readability. Use matched colors in your design to make it comfortable for reading. For example, if your color choice is too similar to the background it may be hard to read such text. At the same time, choose too different colors for text and background and get uncomfortable solution for readers' eyes. Contrast should be pleasing for eyes. Be careful with colors!



