

Quick Reference:

Weight | Width | Posture | Contrast | Serif

Communication Design
COMD1127 Type & Media

Weight | Thickness in relationship to height

A lowercase letter 'a' in a light weight font. The letter is thin and has a relatively tall height. A vertical line with a dot at the bottom is positioned below the letter.

Light

A lowercase letter 'a' in a regular weight font. The letter has a medium thickness and height. A vertical line with a dot at the bottom is positioned below the letter.

Regular

A lowercase letter 'a' in a bold weight font. The letter is thick and has a shorter height. A vertical line with a dot at the bottom is positioned below the letter.

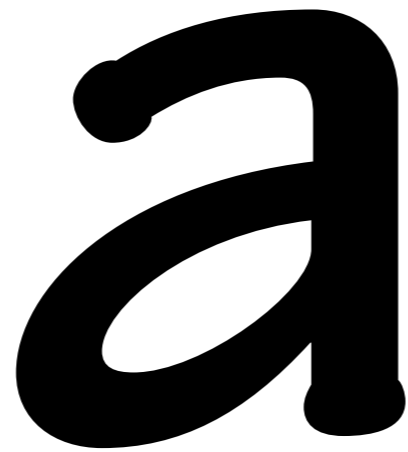
Bold

typeface used: Open Sans
fonts: Open Sans Light, Regular and Bold

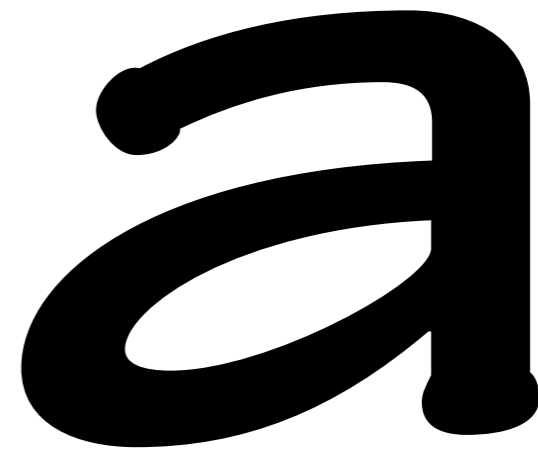
Width | width in relationship to height

A lowercase letter 'a' in a condensed font style, appearing narrow and tall.

Condensed
or Narrow

A lowercase letter 'a' in a regular font style, appearing balanced in width and height.

Regular

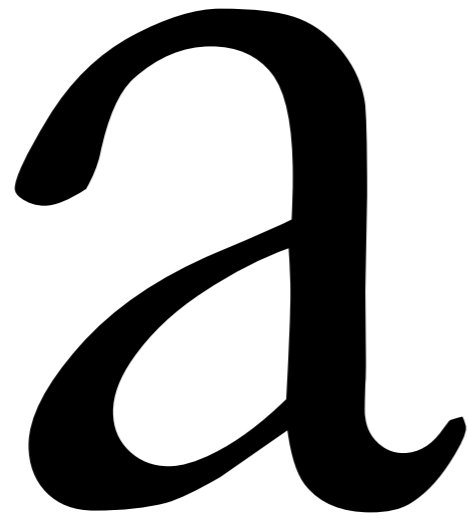
A lowercase letter 'a' in an extended font style, appearing wide and short.

Extended
or Expanded

typeface used: Tekton Pro Bold

fonts: Tekton Pro Bold Condensed, Tekton Pro Bold, Tekton Pro Bold Extended

Posture | angle of the letter-form



Regular
or Roman



Italics:
Based on a
regular typeface
but structurally
different

typeface used: Garamond
fonts: Garamond Regular and Garamond Italics

Posture | angle of the letterform

A large, black, lowercase letter 'a' in a regular, upright posture. The letter is centered and occupies the left half of the image.

Regular

A large, black, lowercase letter 'a' in an oblique posture, slanted to the right. The letter is centered and occupies the right half of the image.

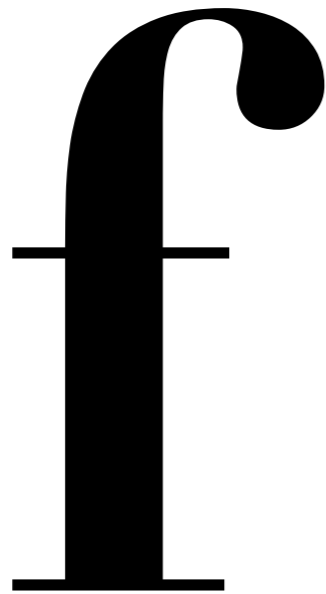
Oblique

Similar to regular form, but with a slant

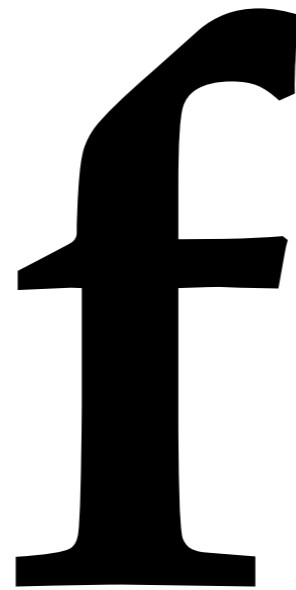
typeface used: Avenir Book

fonts: Avenir Book and Avenir Book Oblique

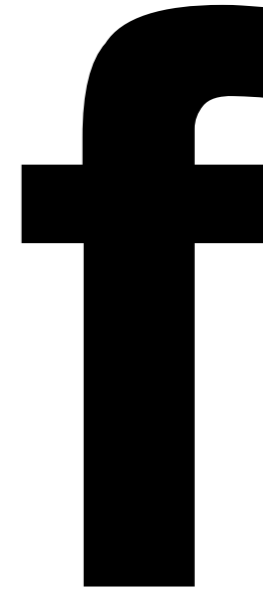
Contrast | range of thickness of strokes of one letter



high

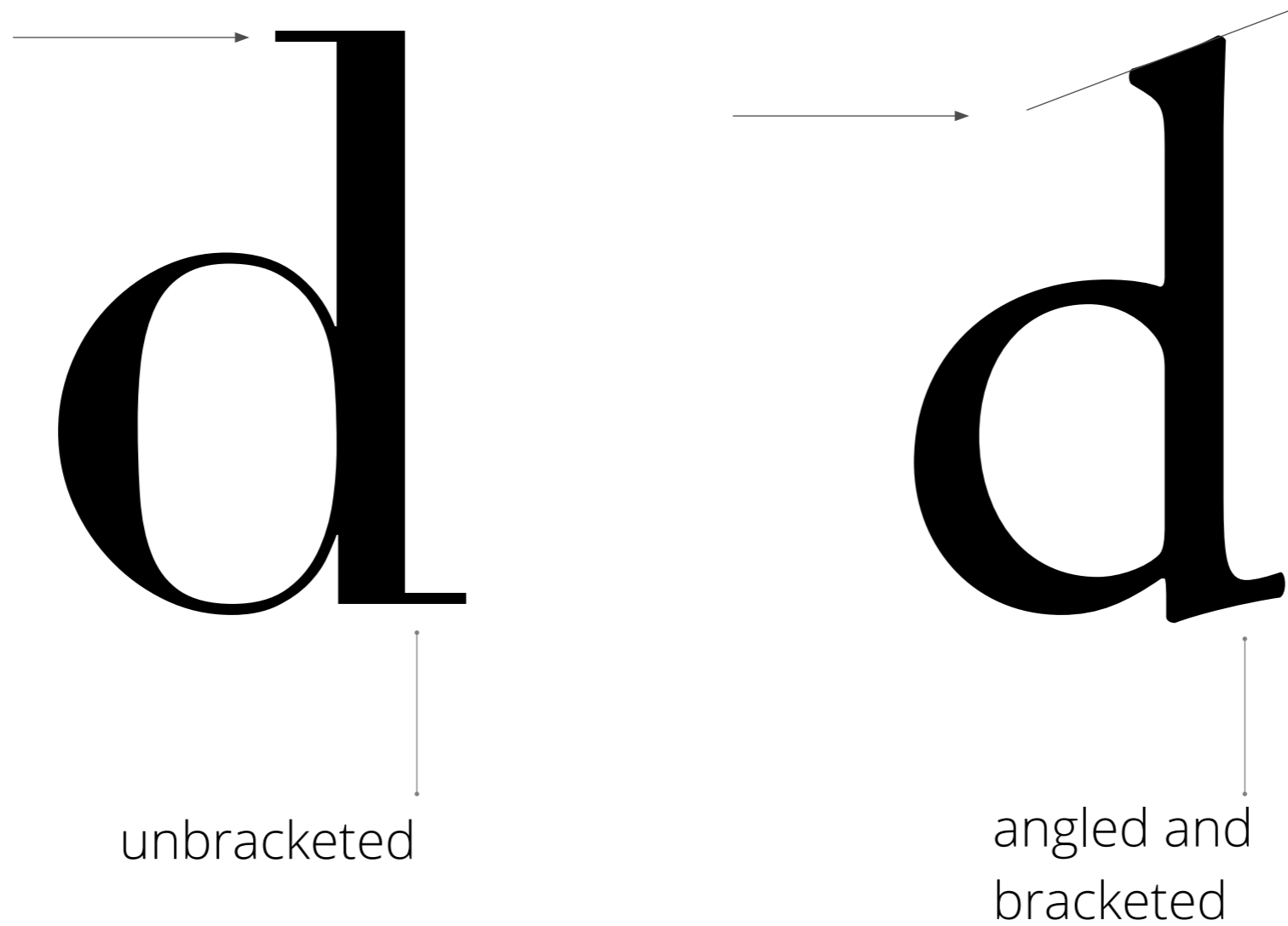


medium



low

Serif | decoration at the end of the letter stroke



typeface used: Didot, Adobe Garamond