

Quick Reference: Type and Color

Communication Design
COMD1127 Type & Media

Typographical Color

Typographical color: *Within a block of text*

The lightness or the darkness of the paragraph is determined by typeface selection, type size, case, leading and tracking, rather than actual color or images. Notice that the examples only use black, still you can see a difference on the density created by type decisions on each of the rectangles.

This is a test, this station is conducting a test of the Emergency Broadcast System. This is only a test.

This is a test, this station is conducting a test of the Emergency Broadcast System. This is only a test.

This is a test, this station is conducting a test of the Emergency Broadcast System. This is only a test. Really only a test. Really really.

THIS IS A TEST, THIS STATION IS CONDUCTING A TEST OF THE EMERGENCY BROADCAST SYSTEM.

This is a test, this station is conducting a test of the Emergency

This is a test, this station is conducting a test of the Emergency Broadcast System. This is only a test. Really only a test. Really really. This is a test, this station is conducting a test of the Emergency Broadcast System. This is only a test. Really only a test. Really

Color: Background & Foreground

Always aim for **good contrast**)

- Tints

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- Texture

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- Application of actual color

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