

II. Type Do's and Don't's

COMBINING FONTS

When using more than one typeface in a design, make them distinctly different from each other. A good rule of thumb is to combine a serif font with a sans serif font, rather than trying to mix within the same font "family." If you opt to use sans serif for body copy, extra leading (space between lines) can reduce doubling (reading of the same line twice) and improve its readability.

Same Font Family



Garamond Book Italic Headline
With Times New Roman
Too closely related to mix 

Contrasting Fonts


Garamond Bold Italic Headline
With Goudita Sans Light
Plenty of contrast and interest 


USING DASHES

In typewriter days the only "dash" we had was the hyphen. The hyphen (-) on your keyboard is meant for hyphenating words, creating line breaks, or separating phone numbers. Nowadays computers offer professional typesetting features such as *Special Characters* for correct punctuation.

The en dash (approximately the width of a capital "N") is appropriate between words indicating duration or range: Monday-Friday, 10-6 P.M. Aardvark-Arboretum 2-5 years of age		Monday–Friday, 10–6 P.M. Aardvark–Arboretum 2–5 years of age	
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An em dash (the width of a capital "M") can be used as you might use a colon or parentheses, to set off a clause, or to indicate an abrupt change in thought. In typewriter days we used a double hyphen.


"But I'm in Tucson, not thinking about Marjan anymore--until a package arrives." 

"But I'm in Tucson, not thinking about Marjan anymore—until a package arrives." 

In Microsoft Word you can select either character from the Insert > Symbol > Special Character options. Other useful symbols, that the typewriter never offered, include the true ellipsis (...) and the copyright symbol ©.

UNDERLINING TEXT

Underlining text is another holdover from typewriter days, when the only options we had for emphasis were underlining and all capital letters. Word processing programs offer us variations in size, caps and small caps, bold and italicized text, different fonts and different colors for emphasis. Underlining chops off descenders (the parts of a letter below the baseline), making text harder to read, and with the influence of the internet, underlined text has become associated with web links.

Underlining Text
for emphasis 

ALL CAPS

SMALL CAPS

Alternate Font

Bold, Italic

Alternate Color

Expanded 

III. Initial Caps as Design Elements

ONCE UPON A TIME, in the early days of printing, typesetters would leave a space for an initial cap so it could be added later by a scribe. Initial caps are an elegant and timeless lead-in to a story. They invoke memories of beautifully illustrated storybooks from childhood and add style and a focal point to a page of plain text. Historically “initials” were ornamental and often reflected themes from the text.

With a **drop cap**, as above, the initial sits within the margins and runs several lines deep into the paragraph. This keeps the top and left margins of the paragraph flush with the block of text.

Raised caps sit on the baseline of the first line of text and

Ln-margin caps stand outside the text block in the left margin. The initial can be raised or dropped or strategically wrapped around the first line of text.

When using these elements, attention to detail counts.

- Make sure that the initial cap flows into the rest of the word so it's cohesive and easy to read
- Ground a drop cap on the baseline of a line of text
- Traditionally, the word, phrase or line following a drop cap is set in upper case or small caps for transition
- Consider aligning rows of body text neatly along the right edge of the initial cap. A boxy initial letter is simple. More tricky are letters with irregular right edges such as A, F, L, P, T, V, and Y. Avoid trapping too much white space between the initial cap and the body text. Many typefaces have been developed especially for use as initial caps. In the examples below, ornamentation fills in the extra white space.



Elzevier Caps



Zallman Caps

In Microsoft Word you can follow these steps to add an initial cap to your page:

1. Select the first letter of a paragraph, then select Format > Drop Cap
2. Select either Dropped or In-Margin.
3. Choose a different font if you want the letter to stand out even more from the surrounding text.
4. For a drop cap, enter how many lines of text you want this letter to drop (i.e. 3 in the first paragraph above).
5. Control the distance from the text (this will vary but generally .1" is a good starting place), then click OK.

IV. Preserving Fonts in Shared Word Docs

When you create a document in Microsoft Word to share with readers on other computers, the fonts you select don't automatically transfer with the document. If the recipient does not have those same fonts installed, the text will display in the default font they have specified in their preferences.

To assure that your document appears to your readers as you intended, newer versions of Word allow you to:

- 1) save the document as a .pdf file (Make sure the PDFMaker toolbar is showing: View > Toolbars > PDFMaker. Then select the button on the far left: "Convert to Adobe PDF") or
- 2) in the Tools dropdown menu. Select Options > Save > Embed True Type Fonts (obviously available only when using True Type fonts). You can choose "Embed characters in use only" and/or "Do not embed common system fonts" to keep file size small.

V. Back Issues Online

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