

# Type Vocabulary

Adapted from <http://quizlet.com/10402598/typography-vocabulary-flash-cards/>

|             |   |
|-------------|---|
| Character   | Any letter or number or symbol or punctuation mark  |
| Type family | All the type styles and sizes of a typeface   |
| Type style  | A variation of the typeface/Bold, Italics, etc  |
| Typeface    | Another word for font. A character set with similar attributes for all members                        |
| Alignment   | Ways to arrange paragraphs: left, center, right, justified left, justified center, or justified right |
| Flush left  | All lines arranged to the left of the document  |
| Flush right | All lines arranged to the right   |
| Baseline    | The line on which the characters sit  |
| Em space    | Measurement of the width of an uppercase "M"  |
| X-height    | The line that defines the top of most lowercase letters   |
| Ascender    | A character that is taller than the x-height  |
| Descender   | A character that drops below the baseline   |
| Body size   | The distance from the baseline to the top of an uppercase letter                                      |
| Kerning     | The adjusted white space between letters  |
| Leading     | The distance from the baseline of one line to the baseline of the next                                |
| Tracking    | The adjusted white space between words  |
| Pica        | A unit of measurement equal to 1/6th of an inch   |
| Point       | A unit of measurement equal to 1/72 of an inch  |
| Sans-serif  | Characters without "feet"   |
| Serif       | The "feet" added to characters, making them easier to read  |

|   |   |   |   |
|---|---|---|---|
| <p>jumps<br/><i>jumps</i><br/>jumps<br/><b>jumps</b></p>        | <p>jumps<br/><b>jumps</b><br/><i>jumps</i><br/><b>jumps</b></p> | <p>The quick<br/>brown fox<br/>jumps over<br/>the lazy dog.</p> | <p><b>AABBCCDDEEFF</b><br/><b>GHHIIJJKKLL</b><br/><b>MMNNOOPPQQ</b><br/><b>RRSSTTUUVV</b><br/><b>WWXXYYZZ</b></p> |
| <p>The quick<br/>brown fox<br/>jumps over<br/>the lazy dog.</p> | <p><b>a</b></p>   | <p><u>jumps</u></p>   | <p>The quick<br/>brown fox<br/>jumps over<br/>the lazy dog.</p>   |
| <p><u>The</u></p>   | <p><u>The</u></p>   | <p><u>jumps</u></p>   | <p><b>M</b> ]</p>   |
| <p>The quick<br/>brown fox<br/>jumps over<br/>the lazy dog.</p> | <p><b>M</b></p>   | <p>jumps</p>  | <p>_____</p>  |
| <p>_____</p>  | <p><b>aa</b></p>  | <p><b>aa</b></p>  | <p>brown fox</p>  |