

# The Elements Of Typographic Style

## Key Phases

-Letterforms that honor and elucidate what humans see and say deserve to be honored in their turn.

-Typography is just that: idealized writing.

-The typographer's one essential task is to interpret and communicate the text.

-Typography is to literature as musical performance is to composition.

-The typographic must reveal, not replace their inner compositions.

-Letters are microscopic works of art as well as useful symbols.

-Letterforms change constantly yet differ very little, because they are alive.

-Typography is the craft of endowing human language with usable visual form, and thus with an independent existence.

-Typography at its best is a visual language linking timelessness and time.

-One of the principles of durable typography is always legibility; another is something more than legibility: some earned or unearned interest that gives its living energy to the page. It takes various forms and goes by various names, including serenity, liveliness, laughter, grace and joy.

-Typographic style is founded not on any one technology of typesetting or printing, but on the primitive yet subtle craft of writing.

-In a badly designed book, the letters mill and stand like starving horses in a field. In a book designed by rote, they sit like stale bread and mutton on the page. In a well-made book, where designer, compositor and printer have all done their jobs, no matter how many thousands of lines and pages, the letters are alive. They dance in their seats. Sometimes they rise and dance in the margins and aisles.

## Keywords

**Typography**-A visual form of language.

**Letterform**-A graphic form of an alphabet.

**Statuesque Transparency**- Attractively tall and dignified with being transparent.

**legibility**- Something that is clear to read.

**Structure**- The arrangement and relations of type.