

Ascent

Cap Height

Midline / Mean Line

Baseline

Descent

Typography

Ascenders

Tittle

Eye

Bowl

Ear

x-height

Descenders

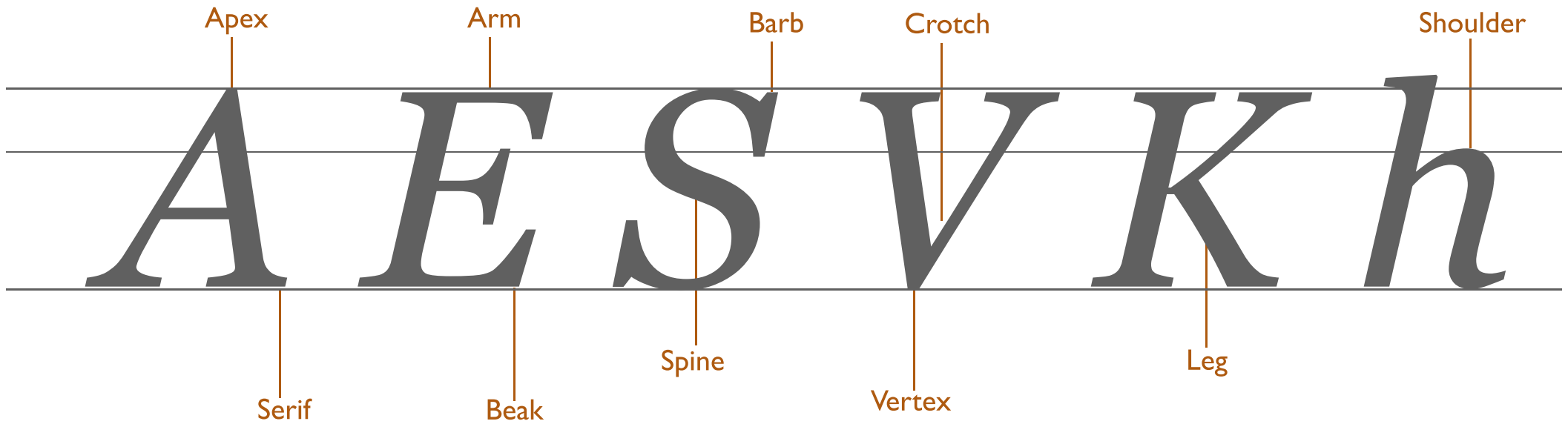
Stem

Crossbar

Tail

Aperture

x f H Q i e g



Typographic measurement & spacing

The unit of measurement used for typography is the 'point'

A point is equivalent to 1/72 of an inch.

The 'line spacing' in typography is known as leading (rhymes with heading). The word comes from lead strips that were put between vertical lines of type to add vertical space.

Tracking refers to the horizontal spacing between characters

Tracking should not be confused with Kerning which is the individual spacing between two characters or glyphs.



Uppercase and Lowercase

Uppercase and Lowercase originates from traditional typesetting. The individual type blocks used in typesetting were stored in 2 wooden cases. The top case contained the capital letters and the bottom one for small letters hence the term 'uppercase' and 'lowercase'.

Type styles

Type styles give further flexibility or emphasis. The most common styles are Roman, *Italic*, **Bold**, There are also further variations such as Thin & Light

