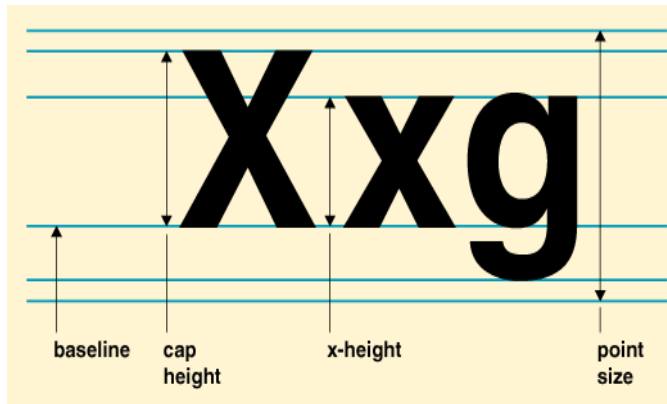


Name: \_\_\_\_\_ Period #: \_\_\_\_\_

# TYPOGRAPHY

**TYPOGRAPHY** - the art or process of printing with type.



**BASELINE**- The imaginary line on which a typographical character sits.

**CAP HEIGHT**- The height of the uppercase (or capital) X of a font.

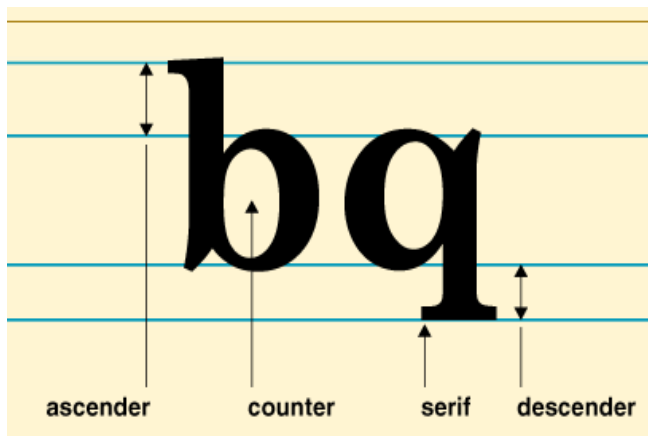
**X-HEIGHT**- In typography, the height of the lowercase x of a font, often considered in relation to the height of the capital letters (cap-height).

**POINT SIZE**- A measurement of type height, abbreviated as pt. There are 12 points to a pica (1/6th inch).

**SERIF**- The little “tab” details added to the end of the letter stroke on letterform.

**SANS-SERIF**-A typeface design that is of plain appearance with no serifs. (*French for ‘without’*)

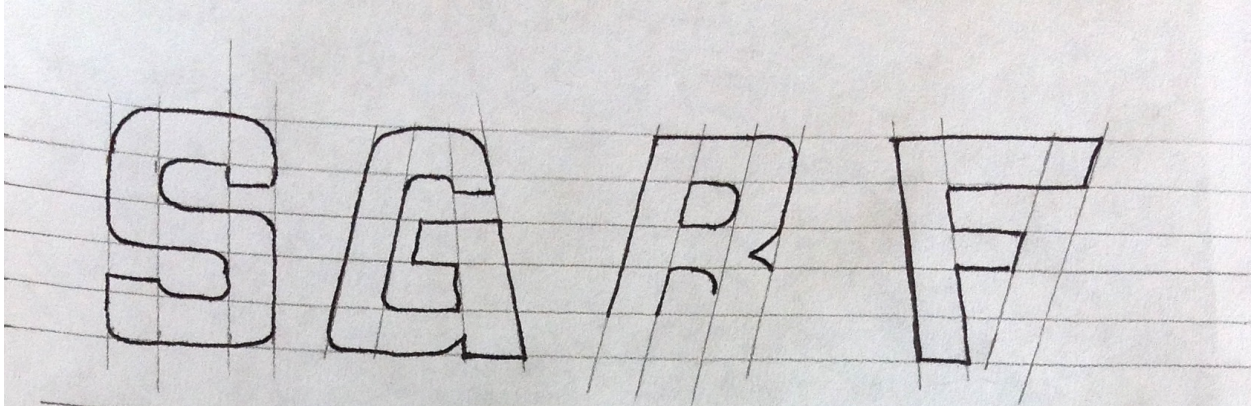
**SLAB SERIF**- A type of serif that is square or block-like; also known as Egyptian.



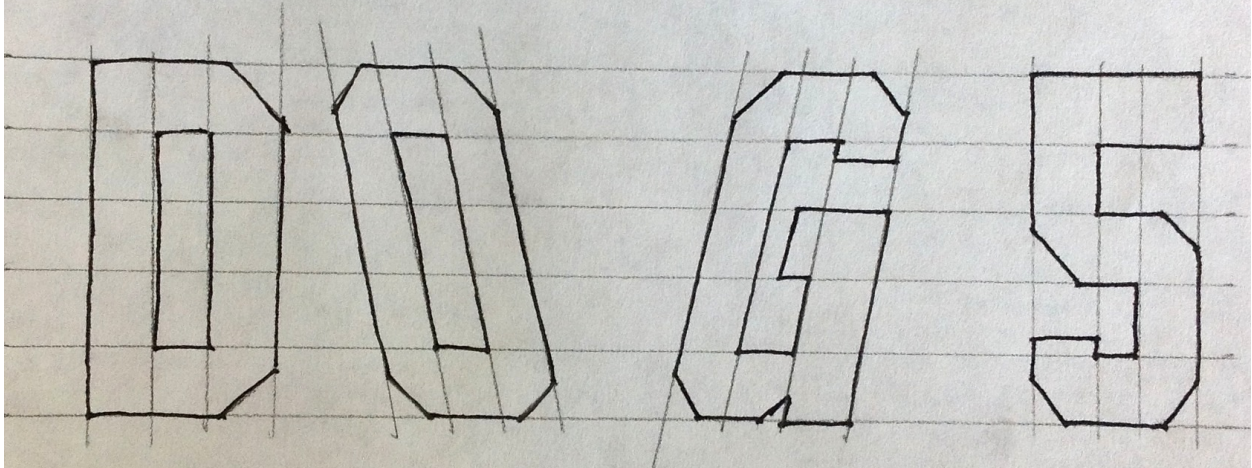
**ASCENDER HEIGHT**- The part of a lowercase letter that extends above the x-height.

**DESCENDER LINE**- The part of a lowercase letter that extends below the baseline. See also Ascender.

## 6 + 4 LETTERING GUIDE



### 6 + 4 LETTERING GUIDE – ROUNDED CORNERS



### 6 + 4 LETTERING GUIDE – COLLEGIATE STYLE

This guide work for UPPERCASE LETTERS of the alphabet with some adaptations necessary for “W” “M” “Y” “I” and “T.”