**Type Categories**

Serif =  a Å

Sans Serif = a A

Decorative = Snow

**Type Nomenclature**

Uppercase = ABCD…

Lowercase = abcdef…

Small Capitals = ABCDE

Dingbats = ♫ ♬ ♭ ♯ ✽ ✾ ✿

**Typeface** = Garamond, Novarese, Helvetica...

**Typestyle** = Italic, Bold, Condensed etc.

**X-Height** = h p

**Reverse Type**

Kerning = spacing between letters

Leading = spacing between lines of type

Pica = 1 pica = 12 points

Points = 72 points = 1 inch

*note:*

Picas are traditionally used to measure the width of columns of type.

Points are traditionally used to measure the height of columns and letters.

**Classic Typefaces** (some examples):

- Garamond
- Caslon
- Baskerville
- Futura
- Helvetica

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*Typography Notes*

- **Body Type** is typically done in point sizes of: 9 point - 10 point - 11 point or 12 point

- **Subheads** are typically done in point sizes between 16 points and 24 points.

- **Headlines** are typically done in point sizes between 24 points and 72 points

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