

This is a sans serif typeface (Helvetica) **Type Basics** This is a serif typeface (Times)

24 point Futura — 24 point Helvetica

Headline Type

Text or Body Copy

Decorative Type

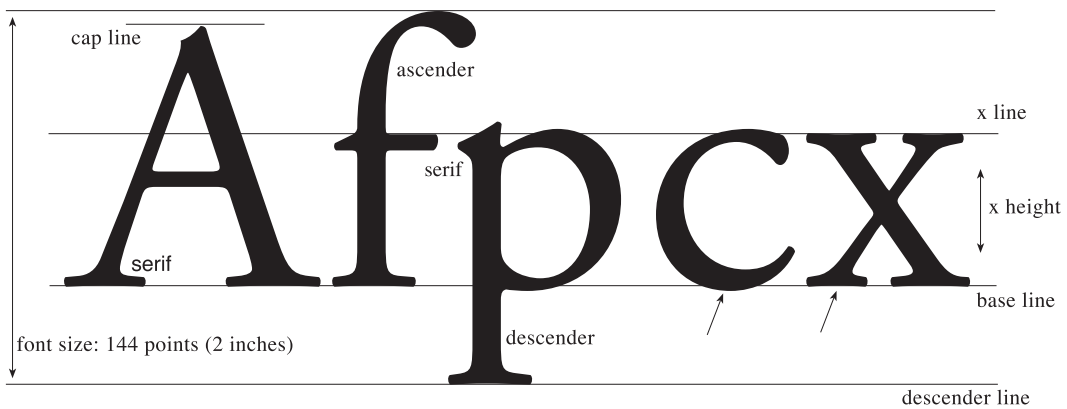
(*Script*) (✈️ ✨ ✨ ✨ ✨ ✨ ✨ ✨ ✨)

Leading is the space between lines. It was originally used to describe the lead spacers that separated the lines of type blocks. Serif type is generally easier to read in body text (as opposed to headline or display text). More leading, shorter lines and unjustified right (ragged right) type makes for easier reading also. Leading is the space between lines. It was originally used to describe the lead spacers that separated the lines of type blocks. Serif type is generally easier to read in body text (as opposed to headline or display text). More leading, shorter lines and unjustified right (ragged right) type makes for easier reading also. Leading is the space between lines. It was originally used to describe the lead spacers that separated the lines of type blocks. Serif type is generally easier to read in body text (as opposed to headline or display text). More leading, shorter lines and unjustified right (ragged right) type makes for easier reading also. Leading is the space between lines. It was originally used to describe the lead spacers that separated the lines of type blocks.

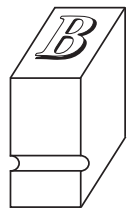
This is loose tracking

This is normal tracking

This is tight



Myriad condensed
 Myriad extended
 Myriad light
Myriad bold
Myriad italics



mono spaced font
 T a d p o f e

standard letter spacing
 T a d p o f e

kerned letter spacing
 T a d p o f e