

Font attributes

the icing upon the written language

font size

18 pts

24 pts

36 pts

kerning

AV

AV

AV

leading

line one	line one	line one
line two	line two	line two
line three	line three	line three

tracking

The quick fox jumped over the lazy dog.

The quick fox jumped over the lazy dog.

The quick fox jumped over the lazy dog.

baseline shift

jumble

proportional scale

Height to width relationship is maintained by holding down the shift key. This is how all text should be resized! Respect the font!

RESPECT TYPOGRAPHY

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**RESPECT
TYPOGRAPHY**

non-proportional scale

Height to width relationship is *not* maintained. This should in nearly every case be avoided! Font is twisted out of proportion or *skewed* . . . Respect the font!

DON'T DO THIS

DON'T DO THIS

DON'T DO THIS