



# Typography Guidelines

This is a module of guidelines for typography, complete guidelines are available at [JCCA.me](http://JCCA.me)

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## Typography “Do’s and No - No’s”

Please avoid the following examples. These create legibility issues and lower overall production quality.

### THE JEWISH CHAIR THE JEWISH CHAIR

- X** Avoid mixing weak fonts
- 1) Ubuntu and Interstate (new brand + old brand fonts)
  - 2) Ubuntu and Fira Sans - The difference in the fonts is not strong enough to create noticeable visual impact.

Note: Interstate should be removed from computers, as there is not a JCC license for use.

### THE JEWISH CHAIR The Jewish Chair

- ✓** Strong font relationships
- 1) Ubuntu and Crimson - Mixing the sans serif and serif font
  - 2) Use different weights (from the same font) to create emphasis.

### THE *JEWISH* CHAIR The *Jewish* Chair

- X** Use italics only to refer to books, movies, foreign words, transliterations and famous names.  
Using italics does not create a strong word mark or logo.



## Typography “No - No’s”

Please avoid the following examples. These create legibility issues and lower overall production quality.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus risus ipsum, imperdiet ut accumsan eu, porttitor in ante. Pellentesque eu iaculis velit. Morbi quis iaculis eros, sit amet tempor leo. Sed finibus euismod iaculis. Morbi ac arcu ligula. Pellentesque nec risusnunc.

### X Avoid orphans

A hanging word at the end of an area of text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus risus ipsum, imperdiet ut accumsan eu, porttitor in ante. Pellentesque eu iaculis velit. Morbi quis iaculis eros, sit amet tempor leo. Sed euismod iaculis. Morbi ac arcu ligula. Pellentesque nec risusnunc.

### X Watch your rag

An irregular or uneven block of type. This makes large blocks of copy difficult to read, and creates distracting shapes in gutters and open areas of the layout. When laying out large blocks of text, consider justifying left aligned.

consectetur adipiscing ac arcu ligula. Pellentesque nec risusnunc. imperdiet ut accumsan eu, e eu iaculis velit. Morbi tempor leo. Sed finibus

### X Avoid widows

A short bit of text that continues over from another paragraph, and appears to begin elsewhere.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus risus ipsum, imperdiet ut accumsan eu, porttitor in ante. Pellentesque eu iaculis velit. Morbi quis iaculis eros, sit amet tempor leo. Sed finibus euismod iaculis. Morbi ac arcu ligula. Pellentesque nec risusnunc.

### X Don't just center it

Centered type is useful, in one-two lines at the most. A large block of copy does not read well when center justified, or right aligned.

### X Hyphenate cautiously

Hyphens are necessary for certain names and terminology, but avoid hyphens in large blocks of copy. This makes for difficult reading.

## Typography best practices

Some hints and tips to create the best possible type layouts.

**X** Wishing you a very...

**✓** Wishing you a very...

Do kern or track letters

One you notice awkward spacing between letters, tighten that up. Helps the overall legibility.

Ellipses (...)

Option/Alt + semi-colon key

**X** Wishing You  
A Very Good Year.

Title Casing

Please note that not everything requires title case, overuse of titles makes for difficult reading, and lack of proper emphasis.

Punctuation in headlines and statements are not always necessary, be judicious.

**X** Wishing you a very  
good year

**✓** Wishing you  
a very good year

Interline space

Automatic or default interline (space between lines of type), is not always best. Too tight makes it hard to read, too loose and the copy is hard to follow.

Line breaks

A line break should happen the same way it does in speaking, watch where they fall. They can be useful in eliminating extraneous punctuation in headlines.

**X** Wishing you  
a very good year

Outer glow

Using a softer, loose and large outer glow effect, can help text legibility. It also doesn't call attention to itself. Allows the focus to stay on the image and type.

# Thank you

More resources available at [JCCA.me](http://JCCA.me)  
Questions? Email Joanne Harmon, [jharmon@jcca.org](mailto:jharmon@jcca.org)