Type Contrasts

Contrast provides interest within a piece and helps keep the user motivated. Effective layouts provide contrast in several ways. (http://coe.sdsu.edu/eet/Articles/typecontrasts/index.htm)
Size

- big type vs. little type
- make the size difference obvious

Weight

- refers to the thickness of the strokes - regular, bold, semi-bold, extra bold, or light
- emphasize difference in weight

Tips:
1. If you're using body copy in a regular typeface, set the headline in bold or extra bold.
2. If you have a page without much contrast and no room to add graphics or to pull out quotes and set them apart, try setting key phrases in a bold face.

Structure

- refers to how the typeface is built. Some faces are build very mono-weight, with almost not weight shift in the strokes, others are built with great emphasis on the thick/thin transitions, and others are built in-between
- avoid combining typefaces that are similar in structure
Form

• refers to the shape of a letter.
• characters may have the same structure, but different “forms”.

Direction

• type on a slant
• avoid if only used to enhance the looks of a piece
• lines of type move horizontally across the page
• blocks of type move vertically down the page

Color

• Color can help provide type contrast by using hue, saturation, and value.
Type Contrast Exercises

Do or Don’t

1. **Do**  **Don’t**  Use two scripts on the same page.

2. **Do**  **Don’t**  Use two moderns, two sans serifs, two oldstyles, or two slab serifs on the same page.

3. **Do**  **Don’t**  Add importance to one typographic element by making it bolder, and to another on the same page by making it bigger.

4. **Do**  **Don’t**  Use a script and an italic on the same page.

5. **Do**  **Don’t**  If one face is tall and slender, choose another face that is short and thick.

6. **Do**  **Don’t**  If one face has strong thick/thin transitions, choose a sans serif or slab serif.

7. **Do**  **Don’t**  If you use a very fancy decorative face, find another fancy, eye-catching typeface to complement it.

8. **Do**  **Don’t**  Create a type arrangement that is extremely interesting, but unreadable.

9. **Do**  **Don’t**  Remember the four basic principles of design when using any type in any way.

10. **Do**  **Don’t**  Break the rules, once you can name them.