



**TYPE**  
**oh**

**Play with alignment.** Vary the more formal justified copy treatment to establish tone or mood.

Centered promotes a less formal look, but still has a structured feel.

Align left gives your copy a less formal look.

Align right is effective for headlines and captions, but not for longer stretches of copy.

**Typography** can make a spread come alive! Use a variety of typefaces, styles and alignments for interesting, different looks. Start with a basic idea. Sketch it out, play with it. Use **sans serif** and mix it with a *serif* or *script* font. Then stir things up – slant the letters *here* and *there*. Or position them in squares, circles or triangles to make interesting shapes. Use **bold** or *italics* for emphasis. **Reverse** some of your ideas for even more impact.

Designers use more or less space between **l e t t e r s** and lines of text to make it more inviting and less intimidating. It allows more **b r e a t h i n g** room if the copy is **heavy** and opens or closes up the content. Experiment with spacing. Be adventuresome with the leading of text.

Less space between lines can create a

distinctive  
type  
weaving

while adding leading can give

a more spacious appearance.