

*The Wonderful*  
**WORLD**  
**OF TYPOGRAPHY**



Feat Vincent Connare

Règle n°1

**Know your  
enemyyy!**



**BONJOUR**

Bonjour

*Bonjour*

**BONJOUR**

SERIF



Tradition

TIMES NEW ROMAN

RESPECTABLE

TRASAN

Reliable *Comfort*

BASKERVILLE

GEORGIA ITALIC

SANS SERIF



Stability

HELVETICA BOLD

OBJECTIVE

FRANKLIN GOTHIC

Clean *Modern*

CALIBRI

MYRIAD ITALIC

SCRIPT



*Elegance*

BICKHAM SCRIPT

*Affectionate*

EDWARDIAN SCRIPT

*Creativity*

LAVANDERIA

MODERN



STRONG

FUTURA

Progressive

ITC AVANT GARDE EXTRA LIGHT

*Stylish* Chic

DIDOT ITALIC

CENTURY GOTHIC

DISPLAY



Friendly

COOPER

unique

SPACEAGE ROUND

EXPRESSIVE

VALENCIA

*Amusing*

GODDYP



6 points

10 points

12 points

14 points

16 points

28 points

44 points

72 point

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

**Helvetica Neue 75 Bold**

**Helvetica Neue 85 Heavy**

**Helvetica Neue 95 Black**

La graisse

La taille

The image shows the letters 'Aa' in a white, clean, sans-serif font against a purple background. The uppercase 'A' is simple and geometric. The lowercase 'a' is also simple and rounded. There are two white circles with double outlines: one around the bottom left of the 'A' and one around the top right of the 'a'.

Sans Serif

The image shows the letters 'Aa' in a black, classic serif font against a green background. The uppercase 'A' has a distinct horizontal bar and a small serif at the bottom. The lowercase 'a' is more ornate with a loop and a serif at the bottom. There are two white circles with double outlines: one around the bottom left of the 'A' and one around the top right of the 'a'.

Serif



### Plein et délié :

C'est, respectivement, les parties les plus épaisses et les plus fines du caractère.



### Empattement :

C'est un petit trait ou une forme rectangle ou triangle qui prolonge les extrémités des lettres.



### Crénage :

C'est l'ajustement de la distance (espace optique) entre les lettres pour une police de caractère donnée. Idéalement, elle doit être réglée à la main (ou plutôt à l'œil) et être homogène pour toutes les paires de lettres.



### Axe droit / Axe oblique :

C'est l'axe de construction de la lettre. Un axe droit indique un dessin symétrique de la lettre, sans contraste dans les épaisseurs. Un axe oblique a pour effet d'ajouter du plein et du délié dans l'aspect de la lettre.



### Contreforme :

C'est l'espace partiellement ou totalement clos à l'intérieur de la pansé d'une lettre.



### Chasse :

C'est la largeur d'un caractère augmentée de ses approches, c'est à dire les espaces qui le séparent du caractère précédent et suivant. On dit qu'un caractère chasse plus ou moins large en fonction de son dessin.



### Ligature :

C'est la fusion de deux graphèmes d'une écriture pour en former un nouveau. Le « œ » est une ligature bien connue en français, mais beaucoup d'autres existent comme st, ff, ae, etc.



### Variantes typographiques :

Ce sont les différents dessins de lettre que l'on peut trouver pour une police de caractère. On trouve des variantes de grasse (light, regular, bold, black, etc.), d'oblique (italique) et de chasse (condensé / régulier / étendu).

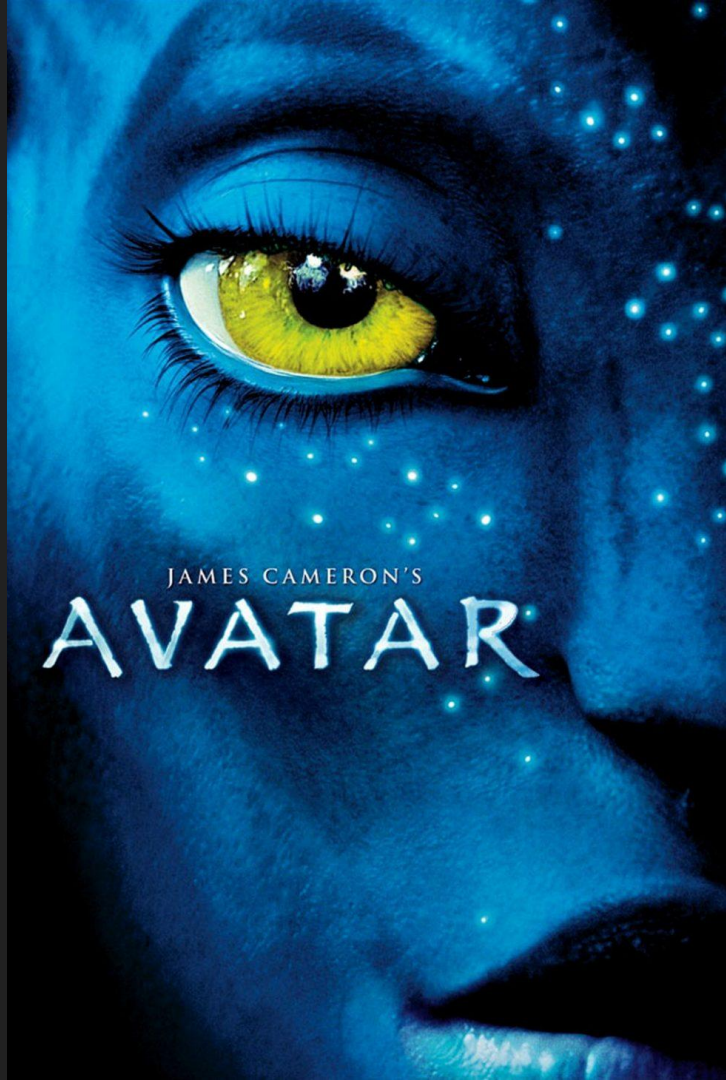
# TRAJAN





Papyrus

Papyrus



AVATAR

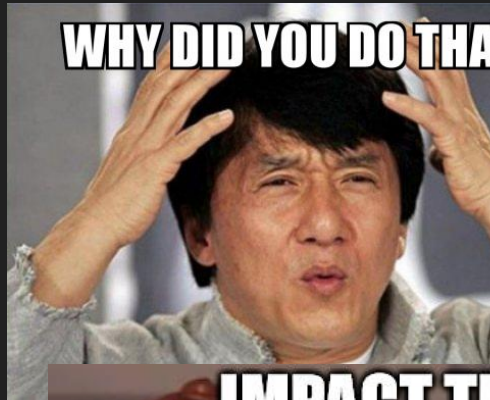
AVATAR

THE WAY OF WATER

**Impact**

**Impact**

**WHY DID YOU DO THAT**



**I CAN HAS  
CHEEZBURGER?**



**IMPACT TEXT**



**IMPACT TEXT EVERYWHERE**

imgflip.com

# Jokerman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 . , ! ? - \_ : ;

# Mistral

# Calibri

ABCDabcd - Regular

**ABCDabcd** - Bold

*ABCDabcd* - Italic

***ABCDabcd*** - Bold Italic





LA FOLLE  
HISTOIRE DU  
COMIC SANS MS



Cn

Comic  
Neue

MAKE YOUR

*Lemonade  
Stand*

LOOK LIKE A

FORTUNE

500



Règle n°2

**Jouer avec les couleurs**



# AMERICAN HEROS

— COFFEE COMPANY —

XXXX  
COUNTRY · COURAGE · COFFEE



**YVETTE'S IS OPEN TILL 6 P.M. !!!!!!!!**

wedding bridal formal

**PROM HOMECOMING !!**

**HAVE YOUR PORTRAIT PAINTED !!**

**PAGEANT BRIDAL**

**THERE IS NEW STRENGTH, REPOSE OF MIND, AND INSPIRATION IN APPAREL.....**

**YVETTE'S**  
GALLERY Established 1980  
BOUTIQUE

**YVETTE'S WILL PAINT YOUR PORTRAIT IN OIL ON CANVAS !! PLEASE CLICK HERE !! ~\*~\*~\***

**DRAWING FRIENDS CLICK HERE !!**

**SHOP  
ELLA WHEELER WILCOX**

**PROM**

**Veils \*TUXEDOS\***

**Glamorous Models, click here ~\***

**Bridal Fashions \*TUXEDO \*Pink Links**

**CLICK HERE TO SEE ANOTHER OF OTE !!**

**A MAP TO YVETTE'S LOCATION!!**

**Fashionable Literature**

**click here**

**Welcome to**

**PAGEANT**

**Yvette's habla poquito espanol !!**

**New Gowns, click here**

**\*Yvette's...**

**Mary Kay Cosmetics**

**CASUAL & CRUISE WEAR**

**Мы любим Россия.**

**Nous aimons la France.**

**\*\*\***

**FORMAL**

**located in Beautiful Panama City, Florida**

**Wedding Related Links**

**Yvette's has Plus**

**YVETTE'S**

**Kitty Chen Couture Prom Gowns, click here ~\***

**Sizes, click here ~\***

**HAS MANY PROM GOWNS TO CHOOSE FROM AND LOTS AND LOTS OF SHOES !! COME SEE**

**(850) 871-3000**

**Tuxedo rentals !!!!! starting @ \$65.00**

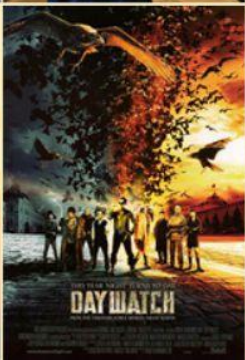
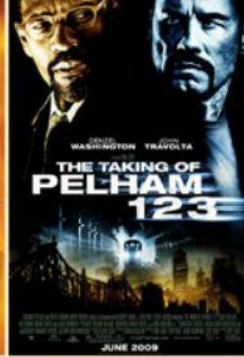
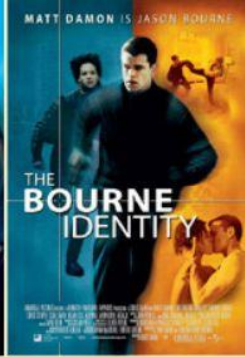


**Yvette's has Garters & GLOVES !!**



**WWW.FIRSTFITNESS.COM/CAROLP**

**Yvette's is here to serve you !!**



Règle n°3

**Police partout, justice  
nulle part**

# Typography made easy

Find a font combination for your design needs

Select a starter font



<https://www.canva.com/font-combinations/>



Generate



## Font pairing made simple

Generate font combinations with deep learning

<https://fontjoy.com/>

<https://www.fontpair.co/all>

Here are all the Google  
Font pairings on our site

Enjoy scrolling through!



Illustrations by Karthik Srinivas

Règle n°4

# Hold the line

Beyoncé, Nevermind (1982)





RECENT POST

APRIL

MARCH

FEBRUARY

JANUARY

# Elegance is elimination

Style is something each of us already has, all we need to do is find it

EXPLORE



It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. **MORE**



03/06



NEW YORK FASHION WEEK



02 APRIL 2019

# Trello helps teams move work forward.

Collaborate, manage projects, and reach new productivity peaks. From high rises to the home office, the way your team works is unique—accomplish it all with Trello.

[Sign up—it's free!](#)



# People-friendly forms and surveys

Turn a list of questions into a friendly conversation. And get better data.

[Sign up for free](#)



Règle n°5

**Plus c'est grand,  
plus c'est grand**



# THE WHOLE DIGITAL MIX IN YOUR POCKET

YOUR DIGITAL MARKETING GEEKS

CREATIVE STRATEGY

INFLUENCER MARKETING

AUTOFUNNELS

SMM & COMMUNITY MANAGEMENT

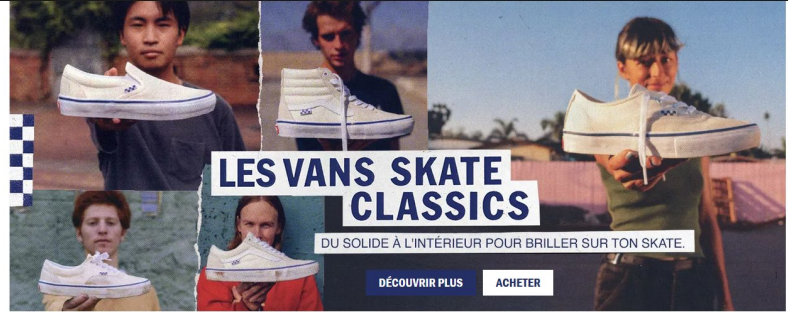
PERFORMANCE MARKETING

ASO

LIVRAISONS GRATUITES

RETOURS GRATUITES

INSCRIS-TOI À LA NEWSLETTER



## LES VANS SKATE CLASSICS

DU SOLIDE À L'INTÉRIEUR POUR BRILLER SUR TON SKATE.

DÉCOUVRIR PLUS

ACHETER

### MATÉRIAUX RECYCLÉS

Toutes les nouvelles toiles imprimées fabriquées à partir de bouteilles en plastique recyclées sont maintenant disponibles avec Custom.

PERSONNALISER



#### FLAGEY

CHICKEN  
8 Rue Lesbroussart  
1050 Brussels - Ixelles - BE  
+32 25 23 84 73

WE ARE OPEN!

#### JOURDAN

CHICKEN  
67 Place Jourdan  
1049 Brussels - Etterbeek - BE  
+32 2 729 30 55

WE ARE OPEN!

#### ZAVENTEM

PORK  
Heldenplein 7  
1930 Zaventem  
+32 2 486 63 83

WE ARE OPEN!

#### SAINTE-CATHERINE

CHICKEN AND VEGGIE

12 Rue de Flandre  
1000 Brussels - BE  
+32 2 428 17 65

WE ARE OPEN!

つまいもん  
RAMEN  
NOODLE  
SOUP



TAKE AWAY MENU

VIEW THE MENU

CONTACT

01

02

# DESIGN → I → PHOTO

DESIGN IN MOTION FESTIVAL

menu

# NO

soon

Check after movie



## I enjoy life as a Graphic Designer

I'm Janne, a Graphic Designer based in Helsinki, Finland. I possess over nine years of experience in the graphic design world, specializing in the creation of responsive websites and visual identities.

Check out my work

## Règle n°6



Ne pas avoir peur du vide.

HELLO.

HELLO

HELLO

We are a digital creative studio driven by curiosity, concepts, and craft.

Rotate°  
Brand, Design & Build

VAN HOLTZ CO.

Studio of Eric Van Holtz  
Web Developer

Portland Oregon  
hello@vanholtz.co

about  
journal

STUDIO  
MEGA  
THE  
BRIGADE  
PUSH  
ONX MARR

twitter  
instagram  
linkedin

design  
font



# AUTOMATE ON-BRAND CHARTS

▶ SHOW ME VISAGE

GIVE ME VISAGE



We're proud to design great products for life

We create beautiful and magnetic projects. We develop services to help people run their businesses and improve their management systems.

About us

What we do

Hi. We are  
Ordinary Folk. We  
love good work. ▶

Règle n°7

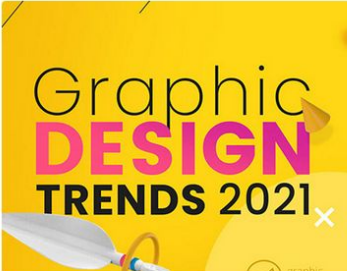
**S'inspirer**

trends X Projets Images Personnes Planches d'ambiance

Champs créati Outils Couleur Zone géographique Écoles

Trier  
Recommandations

fashion magazine style typography editorial ux web graphics print infographic inspiration layout color identity minimal artwork



Graphic Design Trends 2021 3,7k 69,2k Plusieurs propriétaires



2021 Design Trends 2,5k 36,6k Plusieurs propriétaires



Jeckra - website redesign 1,9k 23,0k Grigory Andrienko



Be.Shape Interior Identity&Web. 1,6k 11,1k Aleksei Iakovlev



EBRD - Website Development 124 666 Plusieurs propriétaires

Plus d'infos sur Adobe Stock

Poursuivez votre recherche et accédez à plus de 140 millions de fichiers sur Adobe Stock

SI Explorer plus d'images dans Stock



Voir aussi https://typeinspire.com/

Règle n°8

**Don't be a d\*\*\***

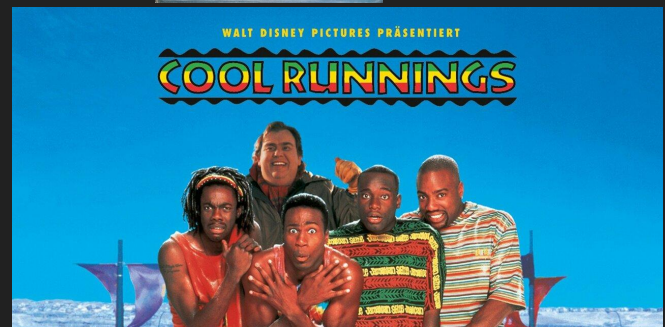
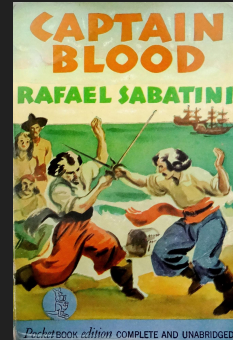
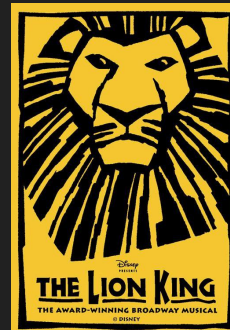


*“La plupart du temps, **les typographies deviennent des stéréotypes à cause de leur contexte de création**, plus que par leur intention d’origine. Leur connotation se construit au fur et à mesure, à force d’être utilisées et vues dans un contexte spécifique, construit sur des préjugés et répétés.”*

**N**

Neuland • 1923

**A B C D E F G H**  
**I J K L N O P Q**  
**R S T V W X Y Z**  
**? ! @ 1 2 3 4 5 6 7 8 9**



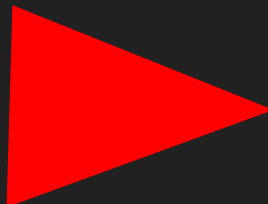






Ganz Deutschland  
hört den Führer





**ENTARTETE KUNST**

ausstellung von „kulturdokumenten“  
des bolschewismus und jüdischer  
zersetzungsbearbeit. vom 4. III. bis 31. III. 1936

was wir in dieser interessanten  
schau sehen, wurde einmal  
ernst genommen!!!

Ausstellung im Weißen Saal der Polizeidirektion, Neuhauserstraße, Eingang Augustinerstraße  
Geöffnet: Werktags von 10 bis 21 Uhr, Sonntags 10 bis 18 Uhr  
Eintritt: Für Einzelpersonen 20 Pfennig. Bei geschlossenen Führungen der Betriebe 10 Pfennig.  
Anmeldung der Führungen im Gauamt der N.S.-Gem. „Kraft durch Freude“ Abt. Propaganda

Vierthaler  
Druck: Max Schmidt & Söhne, München

# NEVER USE FUTURA

UNLESS YOU ARE

NIKE, WES ANDERSON, DAVID FINCHER,  
BARBARA KRUGER, THE MOON, PAUL  
RENNER, PAUL RAND, LOUIS VUITTON,  
STANLEY KUBRICK, SWISSAIR, FOX NEWS,  
UNION PACIFIC, PARTY CITY, ABSOLUT  
VODKA, AARON DRAPLIN, HEINRICH JOST,  
RICHARD NIXON, SHELL, VOLKSWAGEN,  
IKEA, MASSIMO VIGNELLI, THE UK  
CONSERVATIVE PARTY, ISOTYPE, DESIGN  
WITHIN REACH, VANITY FAIR, CHARLES S.  
ANDERSON, VAMPIRE WEEKEND, SHEPARD  
FAIREY, AMERICAN INTERNATIONAL  
GROUP, POLITICO, THE SOCIAL DEMOCRATIC  
PARTY OF GERMANY, VOGUE, ED RUSCHA,  
OR THE SEATTLE PUBLIC LIBRARY

DOUGLAS THOMAS

WITH A FOREWORD BY ELLEN LUPTON

Chinese • 1883



A B C D E F G H

I J K L N O P Q

R S T V W X Y Z

? 0 1 2 3 4 5 6 7 8 9

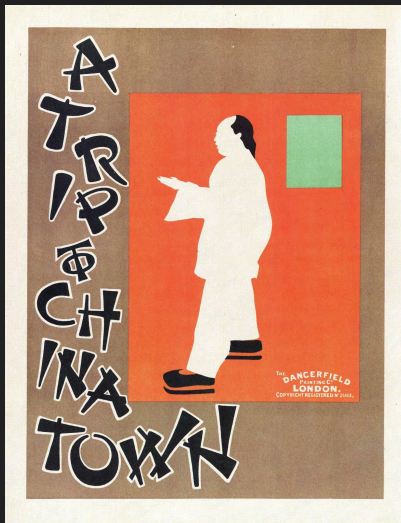
You think war end soon?...



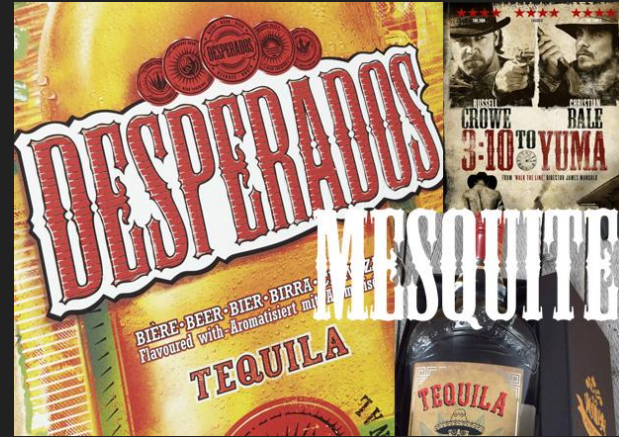
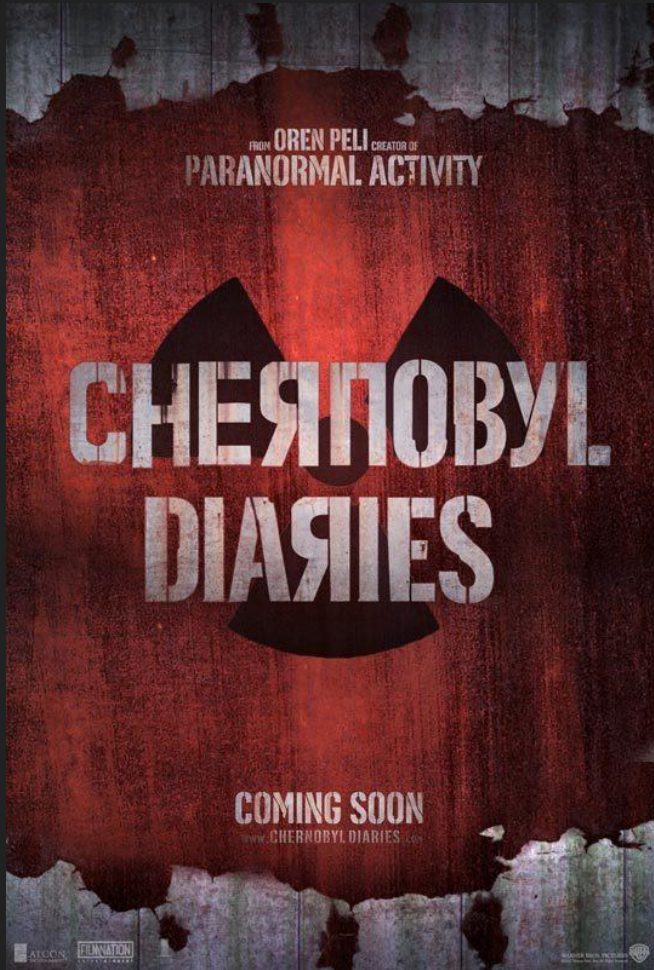
Go ahead,  
**TAKE DAY  
OFF!**











Règle n°9

**Respecter les règles**

## Treats Of The Place Where Oliver Twist Was Born And Of The Circumstances Attending His Birth

Among other public buildings in a certain town, which for many reasons it will be prudent to refrain from mentioning, and to which I will assign no fictitious name, there is one anciently common to most towns, great or small: to wit, a workhouse; and in this workhouse was born; on a day and date which I need not trouble myself to repeat, inasmuch as it can be of no possible consequence to the reader, in this stage of the business at all events; the item of mortality whose name is prefixed to the head of this

chapter.

For a long time after it was ushered into this world of sorrow and trouble, by the parish surgeon, it remained a matter of considerable doubt whether the child would survive to bear any name at all; in which case it is somewhat more than probable that these memoirs would never have appeared; or, if they had, that being comprised within a couple of pages, they would have possessed the inestimable merit of being the most concise and faithful specimen of biography, extant in the literature of any age or country.

Although I am not disposed to maintain that the being born in a workhouse, is in itself the most fortunate and enviable circumstance that can possibly befall a human being, I do mean to say that in this particular instance, it was the best thing for Oliver Twist that could by possibility have occurred. The fact is, that there was considerable difficulty in inducing Oliver to take upon himself the office of respiration,—a troublesome practice, but one which

Un mot orphelin est un mot seul sur la dernière ligne d'un paragraphe. Il faut éviter les mots orphelins. La dernière ligne d'un paragraphe devrait toujours avoir au moins deux mots.

Un mot orphelin est un mot seul sur la dernière ligne d'un paragraphe. Il faut éviter les mots orphelins. La dernière ligne d'un paragraphe devrait toujours avoir au moins deux mots.

Règle n°10

**Relisze vuos**



