

TYPOGRAPHIC STANDARDS

FOR DESIGNERS

*Design is the silent ambassador
of your brand.*

- PAUL RAND



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If you think good design is expensive, you should look at the cost of bad design.

- RALPH SPETH



DISPLAY TYPE

Display (or headline) type, is typically considered a font larger than 14 points and it is meant to attract attention. It can often set the tone of a piece. Large type behaves differently than small type. In display type, sometimes individual words and letters need special attention so as not to detract from readability and impact.

With our branding fonts and the following guidelines for usage of display type, we can create impactful visual communications.

01

Display Type: Font Options

Realist Family

Realist is our primary sans-serif font for print and digital. It is the best choice for headings because it is most recognizable for our brand, and many weights are available. It works well in all caps and upper and lower case.

Tip: The Realist Italic ampersand (&) may replace the roman Realist ampersand (&) in a non-italic heading.

Raleway Family

Use Raleway ONLY when Realist is unavailable.

Source Serif Pro Family

Use Source Serif Pro when a serif font is needed, or when a more formal or elegant look is desired.

Note: All weights may be used in each font family, but do not use any narrow or extended versions.

Realist

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

!@#\$%^&*"?

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

!@#\$%^&*"?

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

!@#\$%^&*"?

02

Display Type: Leading

Generally, 0-3 points of leading is needed for headings. Avoid excess leading in headlines, unless the leading is a design element.

Negative leading can also be effective for headings, especially for all caps. A tighter unit packs more punch.

Leading can often give clarity to the meaning of a headline (which lines belong together?).

Tip: Depending on your settings, InDesign may automatically add extra leading to your last line of text. Be sure to identify and correct this.

Too much leading (+12pt)

**Tutoring Sessions
Are Available**

Comfortable leading (+2pt)

**Tutoring Sessions
Are Available**

Negative leading (-1pt)

**TUTORING SESSIONS
ARE AVAILABLE**

03

Display Type: Overall Letterspacing

Avoid extra letterspacing to upper and lower case headings. However, when type is white on dark background, and/or when a shadow is added to it, *minimal* letterspacing may be added for legibility.

In general, do not use extra letterspacing just to fill space. To make a heading larger, keep the letterspacing “normal” and increase font size or boldness.

Extra letterspacing may occasionally be used as a design treatment for all caps. This treatment is most successful in small quantities—a word or two—and at smaller font sizes. *See footers at bottom of these pages as an example.*

Too much letterspacing

**Sign up now for free tutoring
and academic skills coaching
in-person or online!**

Normal letterspacing with larger font size

**Sign up now for free tutoring
and academic skills coaching
in-person or online!**

Too much letterspacing

**Get free tutoring and
academic skills coaching,
in-person or online!**

Normal letterspacing, with larger font size

**Get free tutoring and
academic skills coaching,
in-person or online!**

Extra letterspacing for all caps

TUTORING CENTER

**Get free tutoring and
academic skills coaching,
in-person or online!**



04

Display Type: Manual Alignment and Kerning

Manual Alignment

Visually align letters when necessary. *Trust your eyes.* Mechanical alignment may not provide the best results.

Characters curved on the left side (Q, O, G, C) might need to shift when aligning left with a straight character (R, U, P, D, etc.). For example, for a word that starts with “O” above a word that starts with “L” – you will likely pull the “O” to the left a little.

Manual Kerning

Adjust spacing between characters when necessary.

Tip: Squint to see where the dense areas are and open up spacing in just those areas.

Manual Alignment - Before

**Octopus
Lettuce**

**OCTOPUS
LETTUCE**

Manual Alignment - After

**Octopus
Lettuce**

**OCTOPUS
LETTUCE**

Manual Kerning - Before

TUTORING CENTER

Manual Kerning - After

TUTORING CENTER

05

Display Type: Adjusting Font Sizes

All Caps vs. Upper and Lower Case

Words in all caps appear larger than upper and lower case words at the same size in the same font. To have them appear similar, reduce the all cap words by a point or two (or more). It's a visual call, there is no rule.

Sizes of punctuation and special characters may also be adjusted for aesthetics, as needed.

Different Weights

In most font families, the lighter weights appear larger than the heavier weights at the same size. It is acceptable to adjust the point sizes so that they appear the same size.

Sizes of punctuation and special characters may also be adjusted for aesthetics, as needed.

Numerals

Realist has “lining” numbers: 0123456789

Raleway has “old-style” numbers: 0123456789

When Raleway's old-style numbers appear on the same baseline as its letters, it is sometimes necessary to cheat the sizes so that the letters and numbers work well together visually. This is especially true for all caps.

All characters at the same size

Octopus LETTUCE

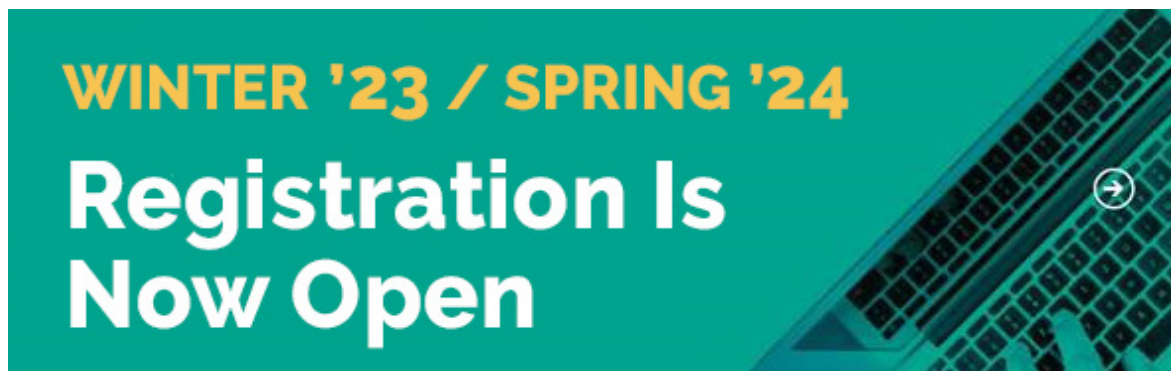
All caps at a smaller size (3pts. smaller)

Octopus LETTUCE

Raleway old style numerals at the same size as the all caps letters



Raleway old style numerals enlarged to the same cap height as the all caps letters



*Good typesetting usually means
the typesetting isn't noticeable, it feels
natural and confident, and it
helps deliver a great piece of work.*

- LUKE TONGE



TEXT

One of the most important elements of designing text is readability. While all of our branding fonts will work well for text, several aspects can add or detract from readability—leading, alignment, line length, paragraph format, subheads, and more.

Adherence to the standards provided here will help the success of the text in your publication.

01

Text: Font Options

Any of our brand fonts may be used for text.

Realist Family

Realist is very stylized and rounded, and doesn't work well very small. Great for headlines.

Raleway Family

Use Raleway only if Realist and Source Sans aren't available. It is very stylized and rounded, and doesn't work well very small. Raleway has a higher x-height than Realist and therefore appears larger than Realist at the same size. Because of this, it may be necessary to reduce the font size or increase the leading to have the same "feel" as Realist in text.

Source Sans

Source Sans is a clean, even weighted sans serif which works well at all sizes. It is more generic than Realist, so use *for text only*.

Source Serif

Source serif is a good choice for text and when a more formal or elegant look is desired.

Example of Realist 9/12

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sed elit elit. Nulla malesuada sem lorem, nec tincidunt diam ultricies sed. Aliquam nec purus a justo tristique consequat non vel dolor. Maecenas metus mi, sodales ac arcu nec, tincidunt auctor arcu. Pellentesque lorem tellus, eleiend sit amet luctus viverra, tincidunt non mi. Sed vestibulum lacus iaculis luctus. Donec at sodales leo. Aenean blandit laoreet congue. Vestibulum sed urna lacus. Vestibulum gravida velit sed auctor maximus. Nunc sollicitudin odio massa, sit amet aliquet metus facilisis vitae. Morbi dabitur turpis vitae sapien mattis eleifend. Donec eu nunc malesuada non justo.

Example of Raleway 8.5/12.5

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Example of Source Sans 9.25/12.25

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sed elit elit. Nulla malesuada sem lorem, nec tincidunt diam ultricies sed. Aliquam nec purus a justo tristique consequat non vel dolor. Maecenas metus mi, sodales ac arcu nec, tincidunt auctor arcu. Pellentesque lorem tellus, eleiend sit amet luctus viverra, tincidunt non mi. Sed vestibulum lacus iaculis luctus. Donec at sodales leo. Aenean blandit laoreet congue. Vestibulum sed urna lacus. Vestibulum gravida velit sed auctor maximus. Nunc sollicitudin odio massa, sit amet aliquet metus facilisis vitae. Morbi dabitur turpis vitae sapien mattis eleifend. Donec eu nunc malesuada non justo.

Example of Source Serif 9/12

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02

Text: Paragraph Leading

In text, the leading should generally be 2-5 points more than the type size, unless a larger leading is used as a design feature.

Not all fonts need the same amount of leading. Make sure your text is readable and has the overall texture/density you desire.

Often a sans serif font needs a point or two more leading than a serif font in text. With serif text, the serifs keep the eye moving across the page.

Tip: If adding hard returns within a paragraph, turn off InDesign's automatic line spacing (set to zero).

Example of Source Serif 9/12

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Example of Realist 9/12

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Example of Source Sans 9/12

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sed elit elit. Nulla malesuada sem lorem, nec tincidunt diam ultricies sed. Aliquam nec purus a justo tristique consequat non vel dolor. Maecenas metus mi, sodales ac arcu nec, tincidunt auctor arcu. Pellentesque lorem tellus, eleind sit amet luctus viverra, tincidunt non mi. Sed vestibulum lacus iaculis luctus. Donec at sodales leo. Aenean blandit laoreet congue. Vestibulum sed urna lacus. Vestibulum gravida velit sed auctor maximus. Nunc sollicitudin odio massa, sit amet aluel metus facilisis vitae. Morbi dabitur turpis vitae.

Example of Source Serif 9/27

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consectetur adipiscing elit.
Maecenas sed elit elit. Nulla malesuada sem lorem, nec tincidunt diam ultricies sed. Nulla malesuada sem lorem, nec tincidunt diam ultricies sed.*

Example of Realist Bold 9/24

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Maecenas sed elit elit. Nulla malesuada sem lorem, nec tincidunt diam ultricies sed. Nulla malesuada sem lorem, nec tincidunt diam ultricies sed.**

03

Text: Separating Paragraphs

Paragraphs may be separated by either an indent or extra space between the paragraphs, *but not both*.

If indenting, never indent the first paragraph.

For space between paragraphs without indentations, use a half to a full extra line space. Usually 3/4 is comfortable.

The leading between a heading and a paragraph below it should either be the same or larger than the leading between the paragraphs. This is so that the heading doesn't link to just that paragraph below it.

Main Heading

Subheading

Praesent sodales risus mauris. Cras a fermentum ex, sed volutpat est. Nam iaculis tortor sed sagittis bibendum. Duis eu feugiat augue. Donec pretium urna neque, sed pellente que odio placerat sed. Etiam ac commodo odio, vitae placerat tellus. Vivamus ullamcorper, turpis sed finibus tempor, lectus elit rhoncus urna, quis efficitur quam dui id dolor. Etiam porta dapibus sodales. Aliquam sodales mauris atrius fringilla, at fermentum sapien mattis.

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Subheading

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Main Heading

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Subheading

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04

Text: Paragraph Alignment

Flush Left, Ragged Right

Preferred alignment of text is flush left, ragged right as it is easiest on the eyes. Try to achieve nice in-out ragged right edges whenever possible, using hard returns, hyphenations, or the slightest kerning of a line. Do not change the horizontal scale of the characters.

Justified

Justified alignment can be used, but it's important to avoid large word gaps that are unsightly and make the text hard to read. To minimize this, use hard returns, hyphenations, or the slightest kerning of a line. Do not change the horizontal scale of the characters. *The effort may or may not be worth using justified alignment.*

Centered or Flush Right

Do not use centered or right alignment for large blocks of text. It is difficult to read as the reader is constantly searching for the beginning of the next line. It should only be used for short amounts of copy such as image captions or quotes.

Note: In all alignment options, always try to avoid widows and orphans—use hard returns, hyphenations, or the slightest kerning of a line. Do not change the horizontal scale of the characters.

Flush left, ragged right text - nice in-out ragged right edge

Praesent sodales risus mauris. Cras a fermentum ex, sed volutpat est. Nam iaculis tortor sed sagittis bibendum. Duis eu feugiat augue. Donec pretium urna neque, sed pellente que odio placerat sed. Etiam ac commodo odio, vitae placerat tellus. Vivamus ullamcorper, turpis sed finibus tempor, lectus elit rhoncus urna, quis efficitur quam dui id dolor. Etiam porta dapibus sodales. Aliquam sodales mauris atrius fringilla, at fermentum sapien mattis. Nullam est mauris, volutpat a finibus ut, varius eu dolor.

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Justified text - nice minimal word gapping

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Flush left, ragged right text - right edge needs work

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Justified text - word gapping needs work

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05

Text: Characters

Characters Per Line

Within a paragraph, the ideal number of characters per line is between 60 and 70 (including spaces). Depending on other paragraph attributes, anywhere between 40 and 80 characters (including spaces) is a comfortable range for maximum readability.

Generally, serif fonts can sometimes stand a few more characters per line as the serifs keep the eye moving horizontally more than sans serifs fonts do.

Modifying Fonts

Avoid extra kerning/letterspacing of text. If readability or fit is an issue, do not go below -10 and over +5 (InDesign settings). Sometimes adding a half to a full point of leading can help readability.

Avoid stretching or condensing fonts—this should only be done if absolutely necessary, and should be as undetectable as possible.

Example of approximately 65 characters per line:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sed elit elit. Nulla malesuada sem lorem, nec tincidunt diam ultricies sed. Aliquam nec purus a justo tristique consequat non vel dolor. Maecenas metus mi, sodales ac arcu nec, tincidunt auctor arcu. Pellentesque lorem tellus, eleind sit amet luctus viverra, tincidunt non mi. Sed vestibulum lacus vitae iaculis luctus. Donec at sodales leo. Aenean blan adit laoreet congue. Vestibulum sed urna lacus.

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Example of approximately 65 characters per line:

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*The details are not the details.
They make the design.*

- CHARLES EAMES



STYLE GUIDELINES

Our design work represents a quality institution of higher education, and therefore, must meet the highest standards, be clear in meaning and be free of errors.

Stylistic consistency strengthens the messages we want to communicate without distracting the reader with either editorial or typographic variations. Adherence to these guidelines is key.

01

Typesetting Rules

Always use smart (curly) quotes in a heading or headline.

Add one space after periods, never two.

Do not hyphenate in headings.

Do not hyphenate at the end of consecutive lines in text. Always maintain at least three characters before or after a hyphen.

Use single quotes for a quote within a headline.

Use ligatures whenever possible.

Place quotation marks *outside* of commas and periods (Ex: **word.**” not **word”.**) but *inside* of semicolons and colons (Ex: **word**”: not **word:**”).

Do not use superscript with numbers. Ex. **125th** not **125th**.

When abbreviating years, orient the apostrophe correctly:
Ex. **’23** not **‘23**.

Tip: Type the apostrophe at the end of a word > type the number > add a space before the apostrophe.

Spell out numbers one through nine. Use numerals for 10 and above.

Unless a heading is written as a sentence, capitalize the first letter of all words, except for prepositions and articles that are less than four letters long.

Do not use serial commas (Oxford commas) in word lists.

“Smart
kerfuffle
three 125th
, 24¹⁸
word.”

Editorial Guidelines

The following guidelines are from CT State's Editorial Style Guide, and represent the most common issues we face in our design work. The complete Guide is available in Teams (search Files in the Marketing Team for “Editorial”).

Academic Degrees - Use an apostrophe in **bachelor’s degree** and **master’s degree**, but not in **associate degree**. Generic degree terms, such as **bachelor of arts** and **associate in science**, are not capitalized. Capitalize when the formal name of the degree is used, e.g., **Bachelor of Arts in English, Associate in Science in Communication**.

Academic Titles - Capitalize and spell out formal titles when they precede a name. Use lowercase when the title follows the name.

Ampersand (&) - Avoid using unless it is an official part of a name, e.g., **Adolf & Virginia Dehn Gallery**. If not, use the word “and” instead.

“College” - Capitalize when part of a proper name, e.g., **Connecticut State Community College**. Lowercase when used alone, e.g., **The college is open on Saturdays**.

Dates with Month - Do not use “rd,” “th,” “st” or “nd” after numerals, e.g., **April 23**, not **April 23rd**.

Hyphens - Do not hyphenate at the end of consecutive lines. Always have at least three characters before or after a hyphen.

Money - Always lowercase the words **dollar** and **cents**. Use figures and the dollar sign (\$) in all references except in casual references or amounts without a figure, e.g., **Coffee costs \$1.15 in the cafeteria, Thanks a million!** Do not use decimal in a whole dollar amount, e.g., **The book costs \$6**, not **\$6.00**.

Months - Capitalize and spell out month names. When the month and year are listed, do not separate with a comma, e.g., **July 2016 was an extremely hot month.**

Numerals - Spell out numerals **one** through **nine**; use numerals for **10** and greater. Spell out the numeral if it begins the sentence, except when the numeral identifies a calendar year. Spell out the numeral if used in a casual expression, e.g., **Thanks a million!** When referring to a decade, do not use an apostrophe, unless the decade is possessive, e.g., **The 1960s were revolutionary. The 1960's style is making a comeback.**

Quotation Marks - Place quotation marks outside of commas and periods, but inside of semicolons and colons.

Seasons - Lowercase **winter, spring, summer, fall** and derivatives such as **springtime**, unless in a formal name, e.g., **Summer Olympics**. Capitalize when a season is used to identify a semester, e.g., **Fall semester.**

Semester and Year - Capitalize the semester as in **Fall** and **Spring**, but only if followed immediately by the year, e.g., **Fall 2016** not **fall of 2016.**

Tip: Unsure of proper capitalization? Go to capitalizemytitle.com, type in the words in question, choose a style guide (select AP) and the correct capitalization will be provided.

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