

# LEADING

**LEADING REFERS TO THE SPACE BETWEEN EACH LINE OF TYPE.**

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**21 PT.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse massa. In consectetur nunc a velit. Maecenas ante libero, ullamcorper porttitor, laoreet vel, semper a, turpis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Quisque neque nisi, sagittis sed, condimentum non, dapibus et, pede. Mauris rhoncus nunc a orci. Maecenas et mauris. Sed erat turpis, commodo eget, accumsan ac, dictum a, nisi. Maecenas tempor. Mauris dictum ullamcorper urna ullamcorper laoreet vel.

**30 PT.**

# KERNING

Refers to the space between individual letter. All headlines, sub-heads, pull quotes should be kerned.

WASHINGTON

Not Kerned

WASHINGTON

Kerned

# TRACKING

REFERS TO THE SPACE BETWEEN A SET OF LETTERS

WASHINGTON

0 pt. Tracking

W A S H I N G T O N

300 pt. Tracking

# SMART QUOTES

Use real quotation marks —never those grotesque generic marks that actually symbolize ditto marks.  
Typewriter quotes are the single most visible sign of unprofessional type.

“g”

Incorrect

“g”

Opening double quote: “ : **Option + [**  
Closing double quote: ” : **Option + Shift + [**  
Opening single quote: ‘ : **Option + ]**  
Closing single quote: ’ : **Option + Shift + ]**

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In InDesign, set Preferences to use Typographer’s quotes. In the top menu bar, go to InDesign → Preferences → Type and be sure that the box for “Typographer’s quotes”. But, it is your job as typographer to ensure that all ditto marks are changed to smart quotes.

# HYPHENS & DASHES

Use the proper hyphen or dash in the proper space.

**HYPHEN -** (between the zero and the plus sign on the keyboard)

**EN DASH –** (option + hyphen)

**EM DASH —** (shift + option + hyphen)

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A hyphen is for hyphenating words or line breaks.

An En Dash is used between words that indicate a duration, such as time or months or years. Use it where you might otherwise use the word “to”.

Do not use a full space before and after.

Ex: Monday–Thursday

5:30–9:30

An Em Dash is often used in place of a colon or parentheses, or it might indicate an abrupt change in thought, or it's used in a spot where a period is too strong and a comma is too weak.

Do not use a space before or after.

Ex: It often demarcates a parenthetical thought—like this one—or some similar interpolation.

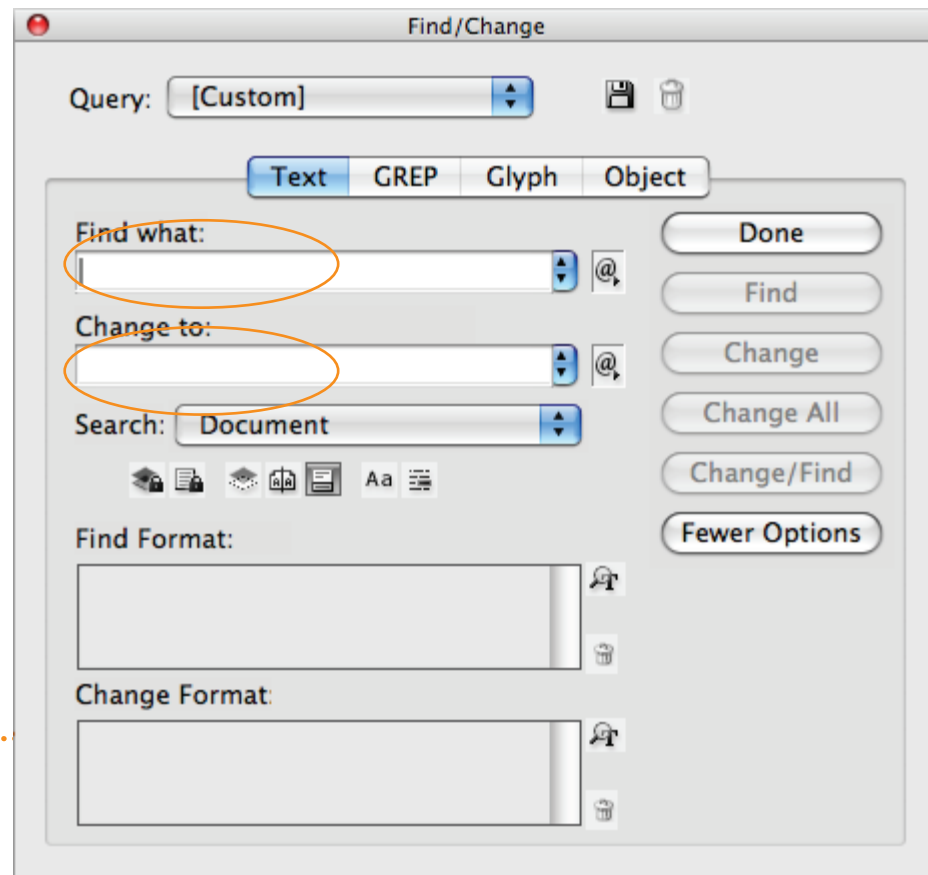
# ONE SPACE BETWEEN SENTENCES

**NEVER SHOULD THERE BE TWO SPACES BETWEEN EACH SENTENCE.  
DO A "FIND AND CHANGE" BEFORE SETTING ANY TYPE.**

**Insert 2 spaces into this field**

**Insert 1 spaces into this field**

InDesign will search your entire document and change each instance. This can be used for misspellings or word replacements as well.



# PARAGRAPH SPACING

**Adjust the space between paragraphs. Do not hit two Returns between paragraphs.**

## LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In laoreet, leo ac mattis pellentesque, nisl leo viverra mauris, eu sollicitudin lorem velit in augue. Aliquam tristique lectus laoreet est. Quisque sodales pretium mi. Mauris in enim. Lorem ipsum dolor sit amet, consectetur adipiscing elitae. Proin consectetur, tortor in faucibus pellentesque, dolor arcu rutrum elit, eu feugiat velit sem quis nunc.

Nulla lobortis placerat orci. Aenean pharetra nisi ac ante. Etiam elit. Morbi ut magna. Proin ornare, felis id tincidunt venenatis, tellus eros varius lacus, ut aliquam lectus diam id purus. Vivamus ligula. Nam vitae mauris. Etiam pharetra neque at nulla.

Vestibulum lacus. Aenean ut tellus. Aliquam pede nulla, euismod sit amet, commodo fringilla, imperdiet eget, turpis. Nam nec tortor in erat tincidunt tristique. Nullam nec tellus. Pellentesque tellus nisl, consequat non, tempor ut, euismod vitae, leo.

Incorrect

## LOREM IPSUM DOLOR

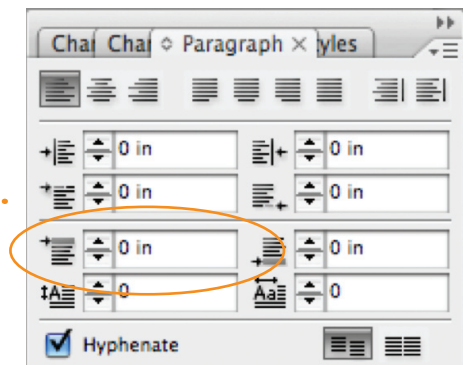
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In laoreet, leo ac mattis pellentesque, nisl leo viverra mauris, eu sollicitudin lorem velit in augue. Aliquam tristique lectus laoreet est. Quisque sodales pretium mi. Mauris in enim. Lorem ipsum dolor sit amet, consectetur adipiscing elitae. Proin consectetur, tortor in faucibus pellentesque, dolor arcu rutrum elit, eu feugiat velit sem quis nunc.

Nulla lobortis placerat orci. Aenean pharetra nisi ac ante. Etiam elit. Morbi ut magna. Proin ornare, felis id tincidunt venenatis, tellus eros varius lacus, ut aliquam lectus diam id purus. Vivamus ligula. Nam vitae mauris. Etiam pharetra neque at nulla.

Vestibulum lacus. Aenean ut tellus. Aliquam pede nulla, euismod sit amet, commodo fringilla, imperdiet eget, turpis. Nam nec tortor in erat tincidunt tristique. Nullam nec tellus. Pellentesque tellus nisl, consequat non, tempor ut, euismod vitae, leo.

Correct

**Adjust the “Space Before” in order to add points to each return.  
A good rule of thumb is to set the space before as half of the size of the leading.**



# PARAGRAPH SPACING-INDENT

**Paragraph indents are not five spaces. Use the Tabs Palette.**

**Don't indent the first paragraph. Use extra paragraph space or and indent, but never both.**

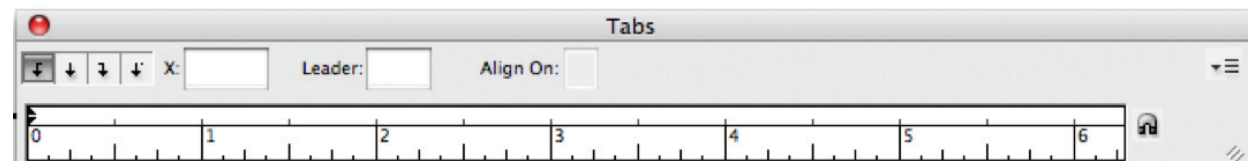
## LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In laoreet, leo ac mattis pellentesque, nisl leo viverra mauris, eu sollicitudin lorem velit in augue. Aliquam tristique lectus laoreet est. Quisque sodales pretium mi. Mauris in enim. Lorem ipsum dolor sit amet, consectetur adipiscing elitae. Proin consectetur, tortor in faucibus pellentesque, dolor arcu rutrum elit, eu feugiat velit sem quis nunc.

Nulla lobortis placerat orci. Aenean pharetra nisi ac ante. Etiam elit. Morbi ut magna. Proin ornare, felis id tincidunt venenatis, tellus eros varius lacus, ut aliquam lectus diam id purus. Vivamus ligula. Nam vitae mauris. Etiam pharetra neque at nulla.

Vestibulum lacus. Aenean ut tellus. Aliquam pede nulla, euismod sit amet, commodo fringilla, imperdiet eget, turpis. Nam nec tortor in erat tincidunt tristique. Nullam nec tellus. Pellentesque tellus nisl, consequat non, tempor ut, euismod vitae, leo.

Top Menu Bar → Type → Tabs





# TABS

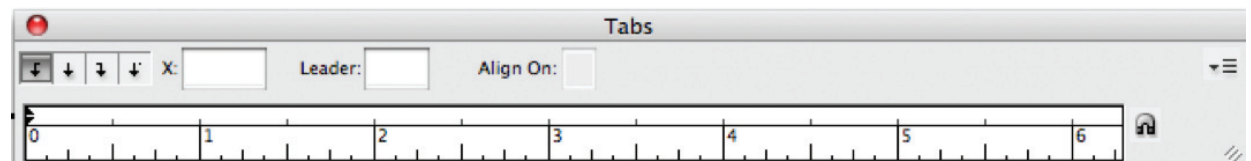
Use tabs to align complex text blocks. Do not use separate text boxes for this.

10	20	30	40	50	60	70	80	90	100
110	120	130	140	150	160	170	180	190	200
120	140	160	180	200	220	240	260	280	300

Additionally, you can select the alignment, including special characters such as decimal, colons or an equal sign.

<u>Left</u>	<u>Centre</u>	<u>Right</u>	<u>Decimal</u>	<u>Dimension</u>	<u>Equals</u>	<u>Colon</u>
1234	1234	1234	123.25	$2 \times 4$	$2 + 2 = 4$	2:3
4567	4567	4567	18.75	$3 \times 6$	$6 \times 6 = 36$	45:67
7890	7890	7890*	9.3	$24 \times 36$	$a = 2b$	890:123
123	123	123	7.5	$124 \times 236$	$2a = c$	23:456

Top Menu Bar → Type → Tabs



# HANGING PUNCTUATION

Hang punctuation off the aligned edge to eliminate any visual interruption of the text.

**“Lorem ipsum dolor sit amet, consectetur adipiscing elit. In laoreet, leo ac mattis pellentesque.”**

Mark Twain

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. In laoreet, leo ac mattis pellentesque.**

Mark Twain

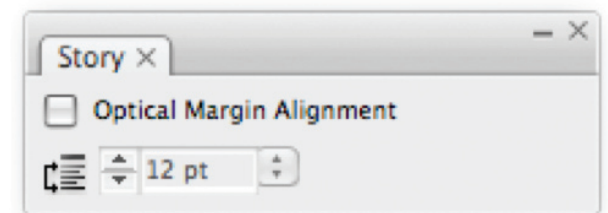
**“Lorem ipsum dolor sit amet, consectetur adipiscing elit. In laoreet, leo ac mattis pellentesque.**

Mark Twain

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. In laoreet, leo ac mattis pellentesque.**

Mark Twain

Top Menu Bar → Type → Story



# GLYPHS

Use the glyphs palette to search for and insert special characters.  
Some typefaces will have more glyph options than others.

2/3

2/3

Iguacu Falls

Iguaçu Falls

Incorrect

Correct

Ω

¥

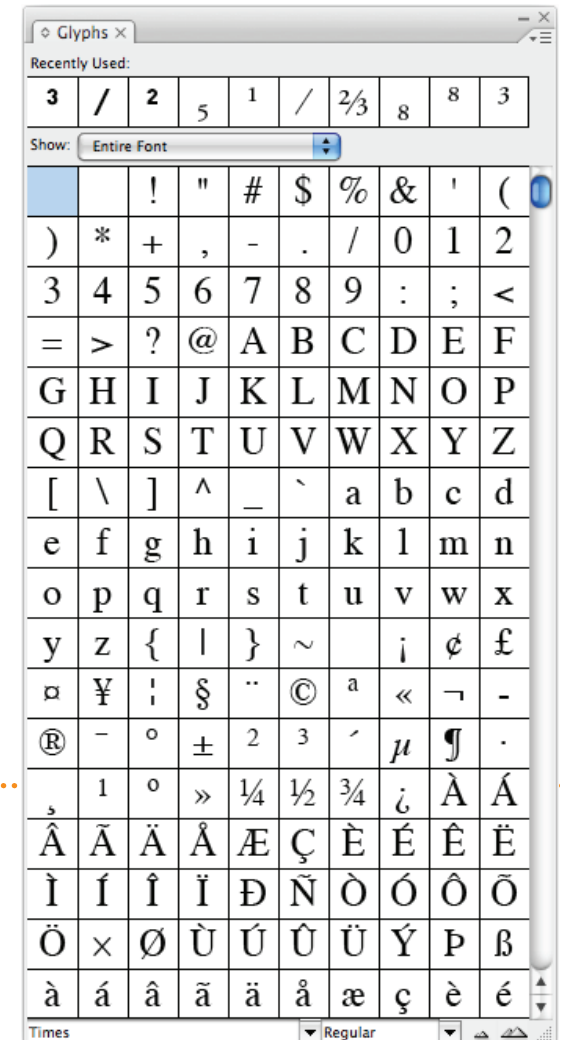
68°

5μ

Ö

♣

Top Menu Bar → Type → Glyphs



# BASELINE SHIFT

At times, you will need to adjust the baseline of a particular character.

HALO©

$\frac{2}{\beta}$

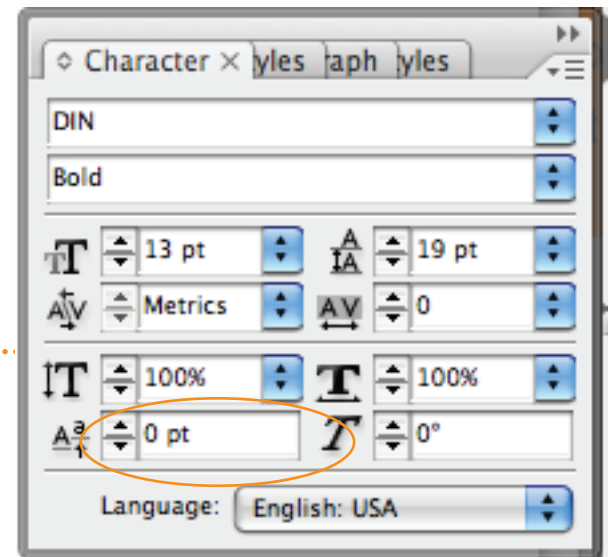
Incorrect

HALO©

$\frac{2}{3}$

Correct

Character Palette →



# BULLETS

**Adjustments are required when using standard bullets in a list.**

- ACE columns are manufactured using proprietary technology that virtually eliminates the negative effects of silanols on reversed phase separations.
- The ultra-inert characteristics of the ACE columns make them the ideal choice for separating basic compounds.
- ACE columns consistently produce excellent peak shape and high column efficiency, even when separating compounds that tail badly on other so called inert, base deactivated columns.

## Incorrect -

Bullets are too heavy and the tab has not been set to align the text.

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- ACE columns consistently produce excellent peak shape and high column efficiency, even when separating compounds that tail badly on other so called inert, base deactivated columns.

## Correct -

Bullets' point size, baseline shift and tabs have been adjusted

- ACE columns are manufactured using proprietary technology that virtually eliminates the negative effects of silanols on reversed phase separations.
- The ultra-inert characteristics of the ACE columns make them the ideal choice for separating basic compounds.
- ACE columns consistently produce excellent peak shape and high column efficiency, even when separating compounds that tail badly on other so called inert, base deactivated columns.

## Another Option -

Use hollow bullets (make a thin stroke around traditional bullet)

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**Option + 8 (for standard bullet)**

# ORNAMENTS

Ornaments can be used as a graphic element in typographic layouts. But practice restraint when using; they should support the design and not overpower it.

~ PANACHE ~



Select Font → Use Glyphs Palette to view all available ornaments.

