

## THINGS TO CHECK FOR MICROTYPE:

*This is for small amounts of text only.*

### *Body text:*

- Body text is between 8 – 12 points and has legible anatomical features, is quiet in tone, and has relatively even set widths.
- Line length is comfortable to read (roughly 1 ½ – 2 lowercase alphabets or around 2x the point size in picas).
- Leading which makes the copy accessible to read.
- First paragraph is left aligned.
- Subsequent paragraphs have a 1 – 1.5 em indent OR a space after each paragraph (for either long reads or sequential/structured information).
- Choose a paragraph alignment.

### *Left aligned/right ragged text:*

- Do not hyphenate proper names.
- Try to Balance Ragged Lines.
- To balance ragged lines, break lines with soft returns, if needed.
- Fix any widows, orphans, runts.
- Adjust line measure if needed.

### *Centered text:*

- Do not hyphenate proper names.
- Try Balance Ragged Lines.
- Read for content and break lines with soft returns.
- Fix any widows, orphans, runts.
- Adjust line measure if needed.

### *Force justified text:*

- Do not hyphenate proper names.
- Use Story to push punctuation the outside edge of the paragraph alignment.
- Use H&J violations, Hyphenation Panel, and/or Justification Panel to manage word spacing issues.
- Fix any widows, orphans, runts
- Adjust line measure if needed.

### *Pull Quotes:*

- Hang your punctuation (Command key + \)
- Align your attribution with the outermost letter in your pull quote.
- Avoid hyphenation.

### *Headlines/Subheads/Small text/Type on a curve/*

### *Condensed type/Type reversed out of a color field or image:*

- Display text (headlines) are usually over 14 points.
- Choose Metric or Optical setting.
- Avoid hyphenation.
- Adjust line measure.
- Adjust leading.
- Track, letterspace, kern as needed.