

Bembo 1495

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

HIERARCHY

A typographic hierarchy expresses an organizational system for content, emphasizing some data and diminishing others. A hierarchy helps readers scan a text, knowing where to enter and exit and how to pick and choose among its offerings. Each level of the hierarchy should be signaled by one or more cues, applied consistently across a body of text. A cue can be spatial (indent, line spacing, placement on page) or graphic (size, style, color of typeface). Infinite variations are possible.

Garamond 1532

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Janson 1690

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Caslon 1725

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Baskerville 1757

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Bodoni 1795

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Clarendon 1845

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Centaur 1914

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Palatino 1951

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Sabon 1967

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Akzidenz Grotesk 1898

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Franklin Gothic 1904

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News Gothic 1908

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Gill Sans 1928

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Futura 1927

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Univers 1952

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Helvetica 1957

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Optima 1958

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Frutiger 1976

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Stone Sans 1987

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