

Typography Tips

Follow these best practices when working with Central Michigan University's typefaces.



LEADING

Line spacing, called leading, should be set tight, but not too tight. For body copy, try leading that's two or three points higher than the type size.

Leading that's too tight leaves too little pause between the lines.

✘ **TOO TIGHT** 15 pt. type / 14 pt. leading

Leading that's too loose leaves too much pause between the lines.

✘ **TOO LOOSE** 15 pt. type / 26 pt. leading

When leading is correct, the reader won't even notice.

✔ **JUST RIGHT** 15 pt. type / 19 pt. leading

TRACKING

The space between letters is referred to as tracking. As a rule, set tracking slightly looser for captions, and slightly tighter for headlines.

Tracking that is too tight leaves too little space between letters.

✘ **TOO TIGHT** 15 pt. type / -40 tracking

Tracking that is too loose leaves too much space between letters.

✘ **TOO LOOSE** 15 pt. type / 40 pt. tracking

When tracking is correct, the reader won't even notice.

✔ **JUST RIGHT** 15 pt. type / default tracking