Legible Typefaces: Look for typefaces that are sturdy and legible. High x-heights need a bit more space between the letters.

Minimal Fonts: To reduce clutter, keep the number of different fonts on a website to a minimum. Two or three at the most. One typeface is usually enough and two is plenty.

Font Size: 16 pixels is standard, about 12 points. It's the size browsers display text by default. It looks big at first, but when sitting comfortably, we are about 28 inches from our computer screens to avoid eye strain. This is much further than the distance we read printed text.

A typographic hierarchy expresses the organization of content, emphasizing specific elements. A visual hierarchy helps readers scan a text, knowing where to enter and exit.

1989

SHOP

SS 21 ESSENTIALS
- Tops
- Bottoms
- Lounge
- Undergarment
- Outterwear

WOMEN
- Denim
- Tops
- Bottoms
- Lounge
- Sets

BODY
- Fragrance
- Skin
- Hair
- Intimate
- Curated Sets

MEN
- Denim
- Tops
- Bottoms
- Lounge
- Sets

EXPLORE

SUSTAINABILITY
- Buy-Back Program
- Pledge
- Our Makers

THE BRAND
- Partners
- Press
- Our Promise

MY 1989

Enter name and email below for 15% off first purchase

SUBMIT

Emphasizing a word or phrase within a body of text usually requires one signal. Italic is standard; however, bold, small caps, change in color, or a different font works well.
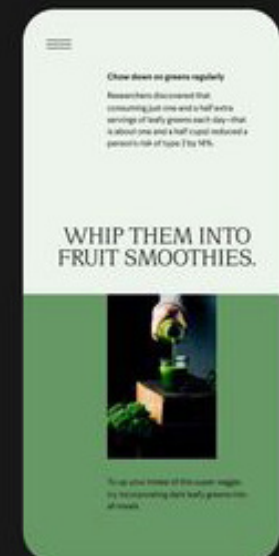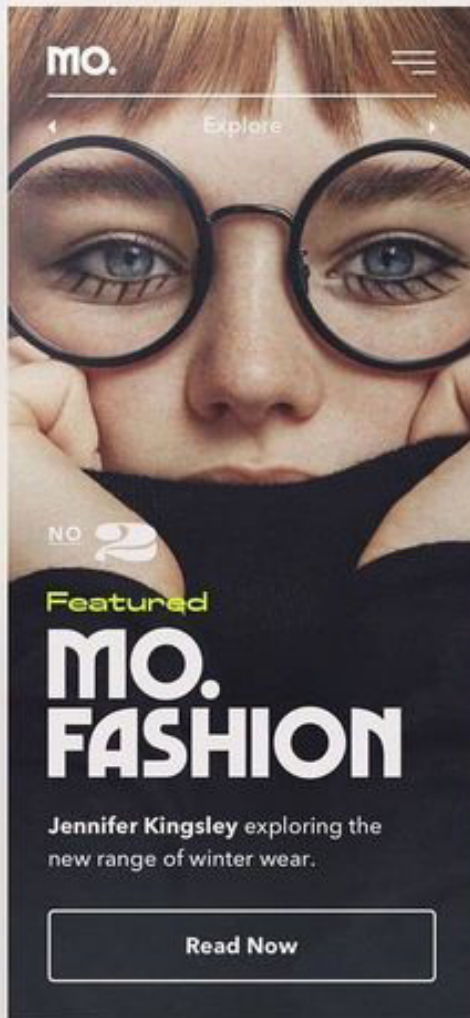
type

type

t y p e

Negative letter-spacing creates tightly spaced letters, loosely spaced letters look like individual letters. Space the letters for an easy read. Negative letter-spacing is rarely desirable.

Expanding letter-spacing creates a more airy look. When sans-serifs, caps, or small caps are used, more letter-spacing is preferred.

leading
height

leading
height

Line-height measures the space between lines of text. Tight line-height happens when the ascender and descender interfere with each other. Large x-heights need more line-height.

type

blackoak 54 pts.

large set width

louder, more aggressive, greater importance

type

universe 54 pts.

condensed set width

softer, quieter

The set width is the body of the letter plus the empty space around it.

Contrast in set width helps distinguish type. A letter has a horizontal measure called its set width. Look for typefaces that are condensed, compressed, wide, extended.

align center

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

Centered text is formal and classical. It can look static and mournful, like a tombstone.

align left

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

Flush left text respects the organic flow of language. A bad rag can ruin the relaxed appearance. Designers must strive to create the illusion of a random, natural edge without resorting to excessive hyphenation.

align right

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

Flush right text can be a welcome departure from the familiar. Because flush right text is unusual, it can annoy cautious readers. Bad rags threaten flush right text.

justify

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

Justified text makes a clean shape on the page. It has efficient use of space. Ugly gaps can occur as text is forced into lines of even measure. Avoid this by using a line length that is long enough in relation to the size of type.