

Typography Terminology Worksheet

Typography:

Typeface:

Font:

Serif:

Sans Serif:

Display:

Kerning:

Tracking:

Leading:

Body Copy:

Headline:

Subhead:

Point

Pica

Hierarchy:

Concordant:

Contrasting:

Conflicting:



Identify these terms on the diagram above:

Baseline

x-height

Cap height

Serif

Ascender

Descender

Counter

Bowl

Stem

Additional terms:

Roman

roman

Italic

Oblique

Condensed

Expanded

Light

Regular

Semibold

Bold

Extrabold, Black