Beautiful Typography is the Basis for Beautiful Books.

Beautiful typography really begins with type structure. Use classic typefaces, and limit to one or two families. A third font can be used if you have a particularly stylized use. For instance, the name of a recipe in script.

It's not just the typeface, or the fonts. Beautiful typography or the lack thereof, can make or break a book.

First, let's use our terms correctly, from Dictionary.com. Under each definition, I added examples.

Typeface – The style or design of a font. Examples are the general name of a typeface family like Helvetica, Garamond, Baskerville.

Font – A set of glyphs (images) representing the characters from some particular character set in a particular size and typeface. For example, Baskerville is the typeface used in this post, and it has many fonts as it an old, classic typeface. The most common fonts are Regular, *Italic*, **Bold**, and *Bold Italic*.

Family – There are a number of Baskerville families too, like Libre Baskerville. Helvetica Neue is a modern version of the old standard, Helvetica.

Typography – As applied to book production, typography is defined as the general character or appearance of printed matter.

Beautiful Typography Tips

Pair san serif with serif

If you really want your book to be known for its beautiful typography, then pair typefaces correctly. One tip is to pair a **san serif** typeface with a **serif** typeface. For instance, the headlines in this post are sans serif, that is without the serifs.

The serifs are the little feet that you see in the text in this post. The sans serif headlines are in Monserrat and the text is in Baskerville, which is a serif typeface.

Watch the x-height

The other tip is to have a similar **x-height** in paired typefaces. The x-height is the height of the lowercase letters without ascenders and descenders. For instance, you can see some examples in the image at the top of this post. Capital letters are the same height. As you see, the x-height can vary quite a bit.

Notice that the word "Typeface" is set in the same size type. While the cap height is the same, the shape of the lowercase letters and their x-height are different.

In conclusion, please use these two tips for beautiful books and beautiful typography in everything you create.