

## **Kerning & Fonts**

Critical to Good Design

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## **Kerning**

- Kerning is the process of removing small units of space between letters in order to create visually consistent letterspacing.
- Poor letterspacing looks very unprofessional and can disrupt the communication of the words.

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## **Kerning**

- Kerning is completely dependent on your eye, not the machine.
- In non page layout programs the letterspacing will be equal on each side of the letters.
- In a page layout program such as InDesign or Quark there is an auto kern setting.
- DON'T rely on the machine.

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### Kerning



- Look at this square and circle — which appears larger.
- They actually are the same size from edge to edge.
- The circle only appears smaller because of the space around it.

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### Kerning



- This optical illusion is the reason why kerning and tracking is so important in Graphic Design.
- Check your negative space surrounding your letters very carefully.

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### Kerning Pairs

- HL** ■ Letters with vertical lines next to each other need the most space to enable smooth readability.
- HO** ■ A vertical next to a curve needs less space.

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### Kerning Pairs

**OC** ■ A curve next to a curve needs very little space.

**OT** ■ A curve can actually overlap into the space under or above the bar or stem of another letter and vice versa.

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### Kerning

- In Page Layout Programs each letter or character and surrounding space is broken down into points.
- Using the Kerning function allows you to take out or add these points one at a time between letters, to create visual balance and a smooth flow.

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**Bad design choices:**

- Font choice
- All caps
- Tight Kerning
- Bad word spacing

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