

TYPOGRAPHIC CHECKLIST

Type Crimes

- Eliminate double word spaces between sentences
- Replace dumb quotes (including apostrophes)
- Check inch and foot marks (primes)
- Use hyphens, en and em dashes properly
- Use all cap text sparingly
- Beware of all cap swash settings
- Avoid computer-generated (fake) small caps
- Avoid poor justification
- Size type appropriately (both text and display)
- Avoid tracked out lowercase
- Avoid fake scaling, embolding and slanting
- Avoid over-stylized type

Formatting your type

- Avoid too many hyphens in a row
- Align initial letters properly
- Use appropriate figure style and spacing
- Use diagonal fractions if possible, especially in OpenType

Finessing your type

- Adjust bad rags
- Avoid widows and orphans
- Check for proper vertical and horizontal alignment
- Apply hung punctuation / optical margin alignment
- Adjust glyph positioning as necessary
- Fine-tune size, position and spacing of bullets
- Fine-tune position and spacing of ®, ™ and © symbols
- Check for appropriate word spacing and adjust as necessary
- Use tracking appropriately, as necessary; check for accidental tracking
- Make sure kerning is even and tasteful