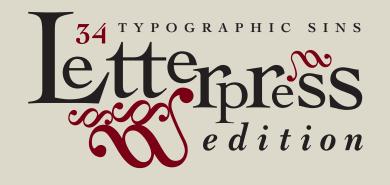
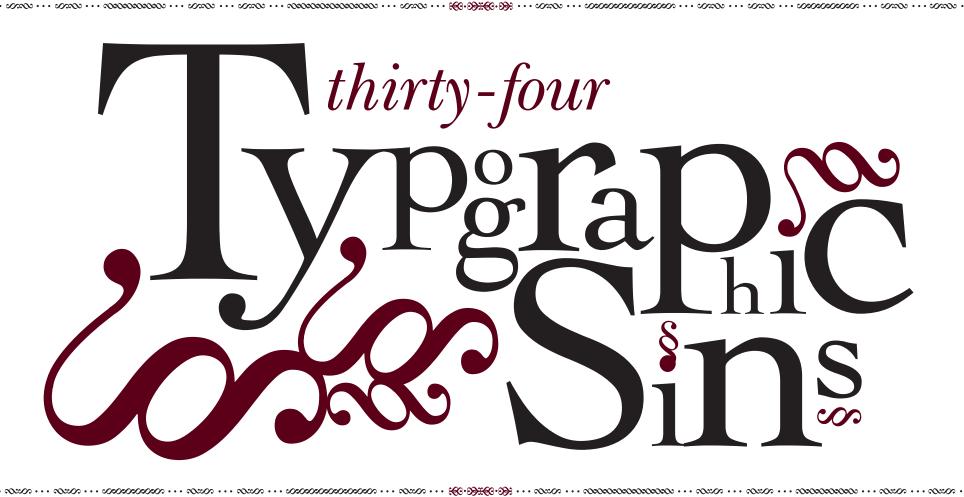
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A source and a concerned a con

A letterpressed, signed edition of the poster is available for purchase. Log on to **jimgodfreydesign.com**.





Two spaces between sentences.

Repent of this sin by using only one space. S

- Dumb quotes instead of smart quotes. 2
  - Evil: "Thou shalt not misuse type" § Good: "Thou shalt not misuse type"
- 3 Dumb apostrophe instead of a smart apostrophe. Profane: Don't use prime marks § Sacred: Don't use prime marks
- $\infty$ By the way, apostrophes always face this way: Pot o' gold. They never face this way: Pot 'o gold.
  - Failing to tuck periods/commas inside quotes marks. Immoral: "I love type so much", she confessed. Chaste: "I love type so much," she testified.
  - Failing to kern display type. Unseemly gaps can impede readability and be distracting to the reader. Adjusting the spacing between letters will assuage your guilt.
  - Using a hyphen instead of an en dash.
  - Use an en dash to indicate a duration of time instead of the word "to": the 8-10 commandments, not 8-10 commandments.
- Using two hyphens instead of an em dash. 7 An em dash signifies a change in thought—or a parenthetical phrase—within က a sentence.
  - Too many consecutive hyphens. It is sinful to have more than two hyphens on consecutive lines of type, and even that should be avoided.
  - Large amounts of bodytext in uppercase letters. IT BECOMES REALLY DIFFICULT TO READ.
  - Large amounts of reversed type
  - ARE HARDER TO READ. Type on a busy background is also unreadable.

- Indenting a paragraph too far.
- 18 The standard indent for a paragraph is 1 em, not 1/2 inch. Most software has default tabs set for  $\frac{1}{2}$  inch, so adjust the tabs.

00000 ··· \$60.99#60.99#60.99#60.99#60.99#60.99

\*

99#6C-99#6C-99#6C-99#6C-99#6C-99#6C-99#

S:S

2000 ·· 2000 ·· 2000

3.99#66.99#66.99#66.99#66.99#66.99# · · · · · · · ·

- Failing to hang punctuation into the margin. Punctuation has less visual weight than letters or numbers. Compensate for this in display text by hanging the punctuation into the margin.
- 20  $\infty$

 $\infty$ 

19

S

Failing to use or create fractions. Wicked: 1/2 § Righteous: 1/2

- 21 Incorrectly abbreviating AM and PM. Unclean: am, AM, A.M. § Relatively Clean: A.M. § Clean: a.m. or AM  $\infty$
- 22 Failing to provide margins for type in a box.  $\infty$ ugly beautiful
- Faux italic/oblique, bold and small cap type. 23 Impure: Italic § Pure: Italic  $\infty$ Sinful: **Bold** § Virtuous: Bold Unkosher: SMALLCAPS § Kosher: SMALLCAPS
- Strokes that encroach upon letterforms. 24 Hellacious § Heavenly  $\infty$
- 25 Horizontally scaled type. Unrepentant: Scaled § Penitent: A condensed typeface
  - Vertically scaled type. Purgatory: Scaled § Heaven: An extended typeface
- Negative letterspacing. Not very readable. Ś
- 28 Bad line breaks in headlines and body text. If you don't break lines for

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### Using process colors for body text.

It is harder to read, but more importantly, it is hell to register on press.

#### Underlining titles instead of italicizing them. Thou Shalt Not: The Holy Bible Thou Shalt: The Korán

#### Failing to eliminate widows.

A widow is a word that sits on a line by itself at the end of a paragraph. Avoid this or risk being cast into a lake of fire and brimstone.

#### Failing to eliminate orphans.

14 An orphan is the last line of a paragraph that sits alone at the top of a column or page. Type does not like to be alone.

#### Rivers in justified text.

15 Unsightly large spaces between words occur if the line length is too short or the point size of the text too large.

## Inconsistent leading.

Paragraphs should have the same leading for each line.

# Indenting the first paragraph.

The first paragraph is never indented, subsequent paragraphs are.

|           | sense, they can be harder to read.   |
|-----------|--|
| 29<br>∞   | Stacking lowercase letters.         Vertical baselines are celestial.  |
| <u>30</u> | <ul> <li>Vertical baselines are celestial.</li> <li>Failing to indent bulleted lists.</li> <li>Bulleted lists look better when the second line aligns flush with the first letter of the line above it, instead of with the bullet.</li> </ul> |
| 31        | <b>Failing to use accent marks.</b>  |
| \$\$      | <i>Sinner:</i> No esta aqui § <i>Saint:</i> No está aquí.  |
| 32        | Failing to align baselines of type in adjacent columns of body text.   |
| "         | Baselines of all columns of text on a page should align. This creates a pleasing margin of pure white space.   |
| 33        | Failing to correct bad rags.   |
| ∞         | For centered or non-justified text, avoid obvious shapes (like pyramids, steps, wedges, angles and overly short or long lines).  |

Failing to use ligatures. unholy: Finish § holy: Finish ഹ

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