

DISEÑO TIPOGRAFICO 2024

Anatomía Tipográfica

Clasificaciones

1. Característica de remates

Sans Serif

Serif

Hág

Hág

Helvetica Neue

Adobe Caslon Pro

2. Usos

Fuente para texto

Conemolentist omnitas dessimu stiorio. Et voluptio beribus conestis adipienis ma nos quodigendi il ipid excearum sae. Secepre di sum, voloreratem hiciet volestias simagnis ma cullabo reperitae labore nost as de rehent, cum faceatem que conesenet quiducit lam, ut odigenis unt aperibus sequam, est eaquodigenit min cor maximag nimposs imaximo luptat labore et omnis aut di autest velest, aut latiore nimet acianda dit aspernatiat dolo essequi aut et officio quam sentia conet fuga. Neque laudaes atas expe corio experio. Ullab ipsam faccaectis quos eate volores eos prem sum sam volut lab ipsunt.

Agnist volorem nossi dolluptaecto desequo te sumquam, quo officit quis et id ute praturitatum quisquam, officiam sum voloren diasped quo di optatem si tecturiorene paria es ut quianim oluptas aut rero optatur? Ibus delestiorem. Nam, int qui tor most, explit volupie nihilluptate occum nonsentium ea ditius eume aut faccatem estibus re archilicabo. Et et eum quo esequi sam la nim facernate inctemo lupictibus iuriam, et ipit ut dolore doluptati offic te et vid mod et utem nusam entempos autae ped quistio nsequam iundae eiunt, sumqui simet voles ne corundae ea disit quiandes autesseritae conecus.

Totatis voloria dis nem quasper itatat qui id qui sumet ea que non pliqui dus dolupta temque cuptas adi omnientiae ne pro idi doluptaspe del in rehentis isquatet autatur samus ea sintetur, et, quis anto mi, ut am, et aut magnimpe none sunti tem sum re seque volupta voles denis sum sit, conseditem facepe soluptam, quunt.

Harchil moloratur? Quisquidunt aliqui ullab ipsae. Icillestem. Et volora dolest eaquam, vento exceptur moloria se prende

Amster

Fuente Display

CONEMOLENTIST
OMNITAS DESSIMU
STIORIO. ET VOLU
PTIO BERIBUS
CONESTIS ADI
PIENIS MA NOS
QUODIGENDI IL
IPID EXCEARUM
SAE. SECEPRE

Tomasa

**¿Cómo podemos reconocer
las diferencias?**

COHERENCIA

AHO

Futura

A

K M N V
W X Y Z

H

E F I L T

O

B C D G J O
P Q R S U

AHI O

Didot

A

K M N V
W X Y Z

H

E F I L T

O

B C D G J O
P Q R S U

**¿Cómo podemos reconocer
las diferencias?**

ilo ilo ilo ilo

ilo ilo ilo ilo

ilo ilo ilo ilo

agr agr agr agr

agr agr agr agr

agr agr agr agr

IO IO IO IO

IO IO IO IO

IO IO IO IO

RS RS RS RS

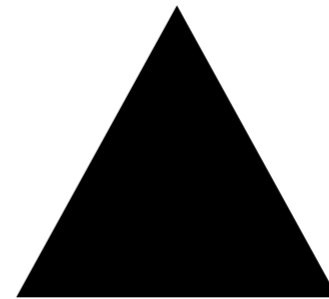
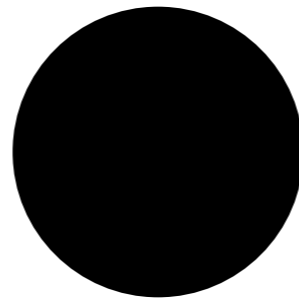
RS RS RS RS

RS RS RS RS

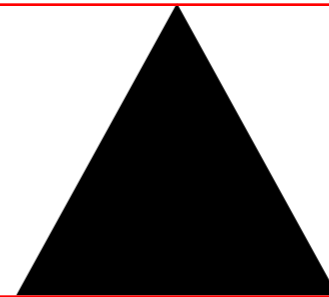
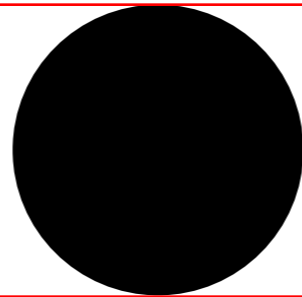
Tipometría:
las partes de las letras
(nombres del cuerpo)

Hágoht8

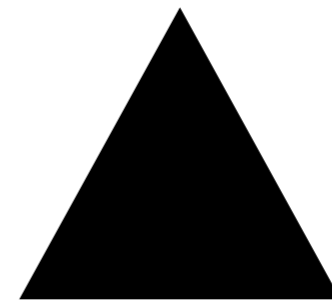
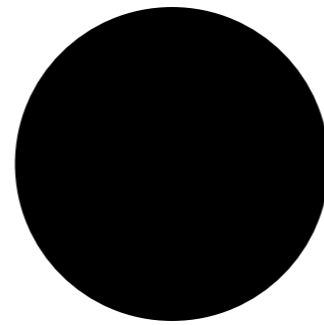
Anatomía tipográfica



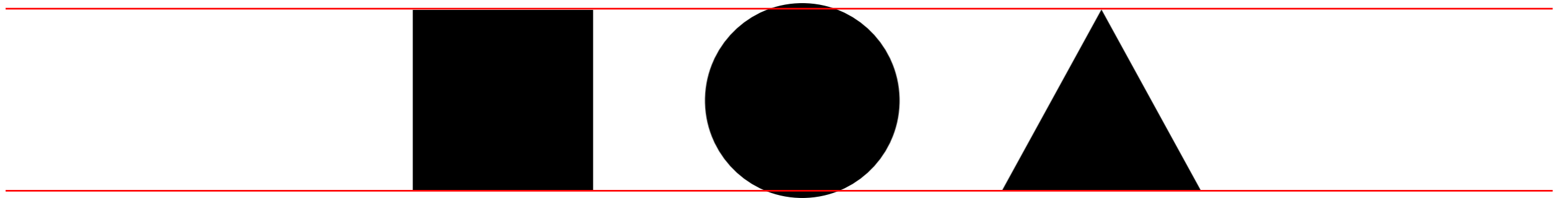
Anatomía tipográfica



Anatomía tipográfica



Anatomía tipográfica



Hágoht8

Hágoht8

Anatomía tipográfica



Helvetica Neue

Anatomía de la letra



Helvetica Neue

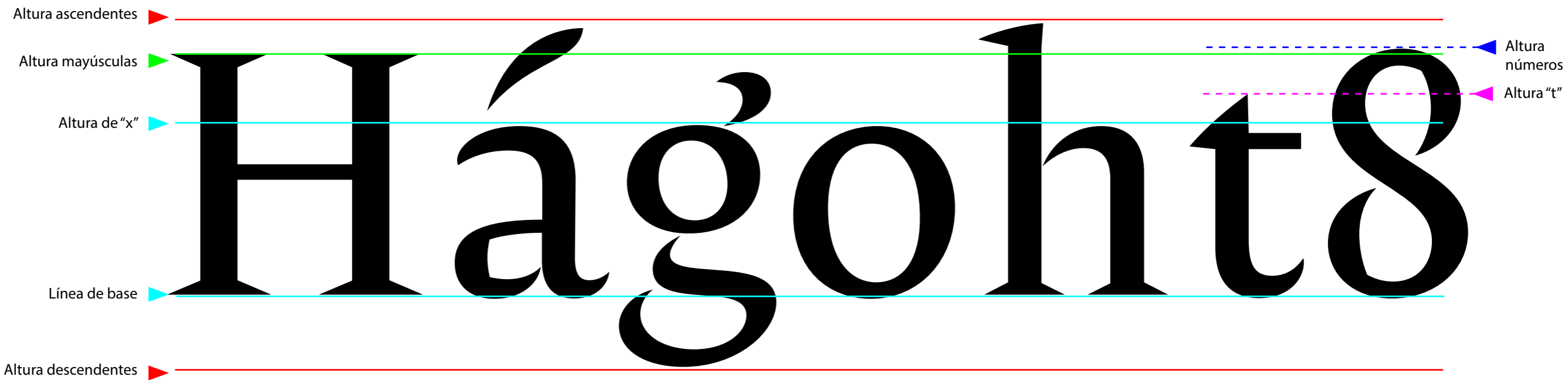
Anatomía de la letra



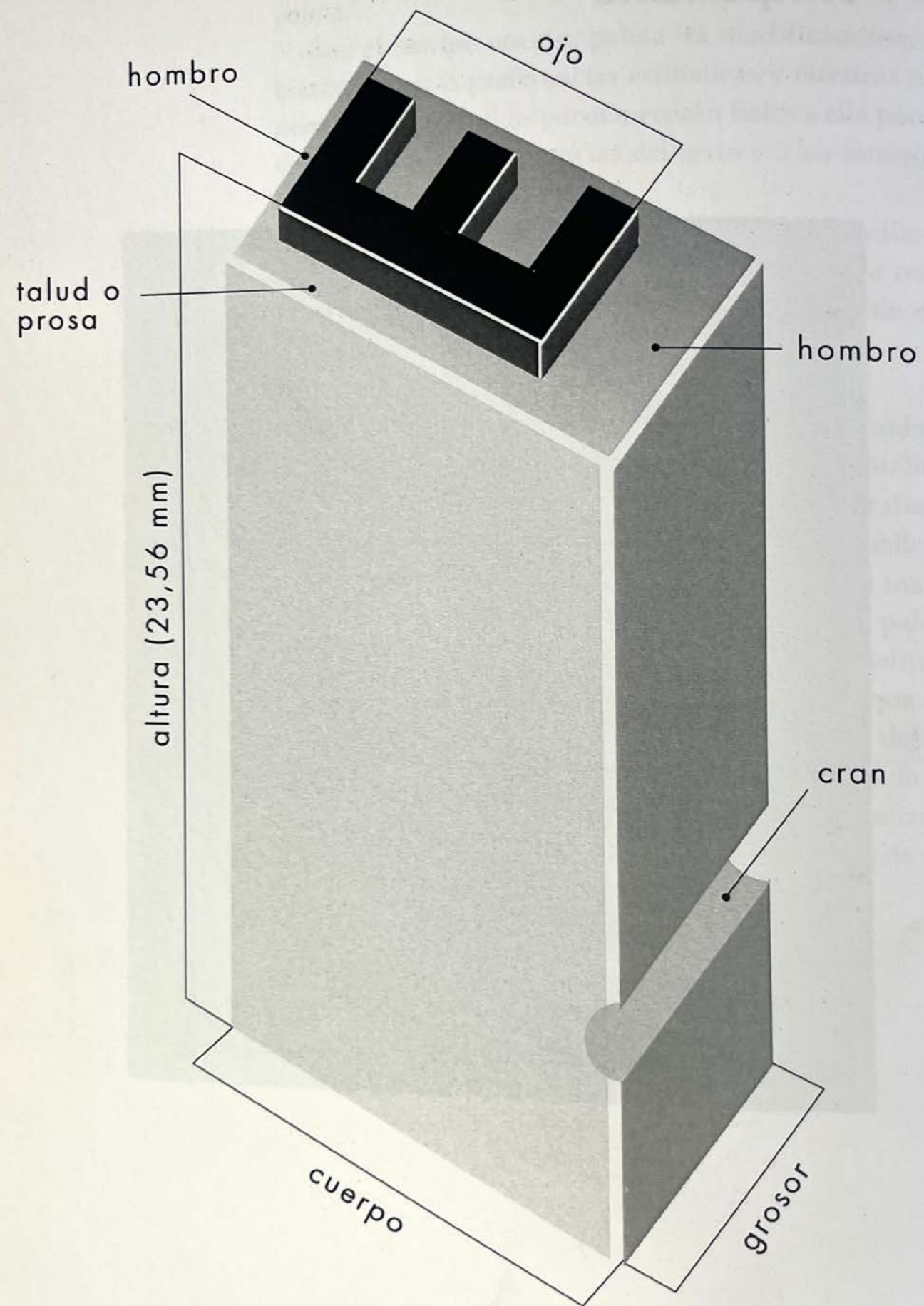
Anatomía de la letra



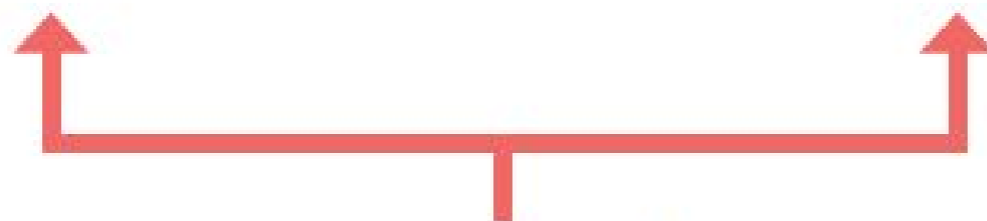
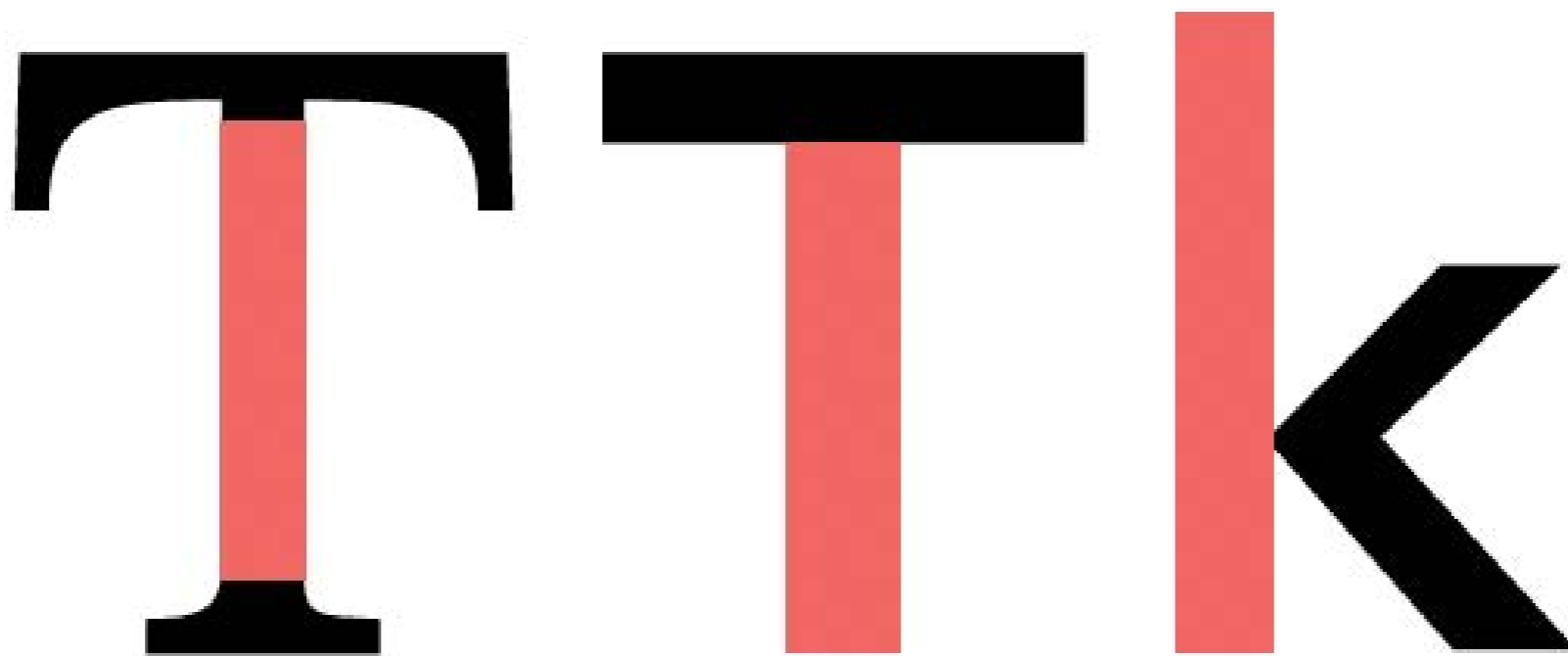
Anatomía de la letra



Tipometría:
partes de un tipo



Tipo Móvil
Manual de tipografía,
del plomo a la era digital

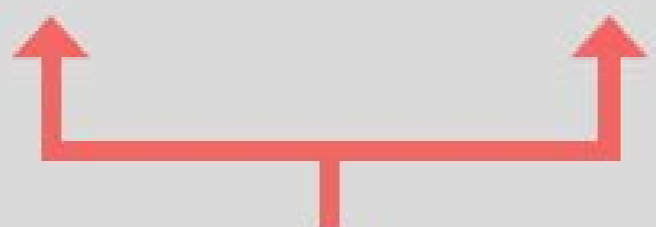


asta o fuste

brazos

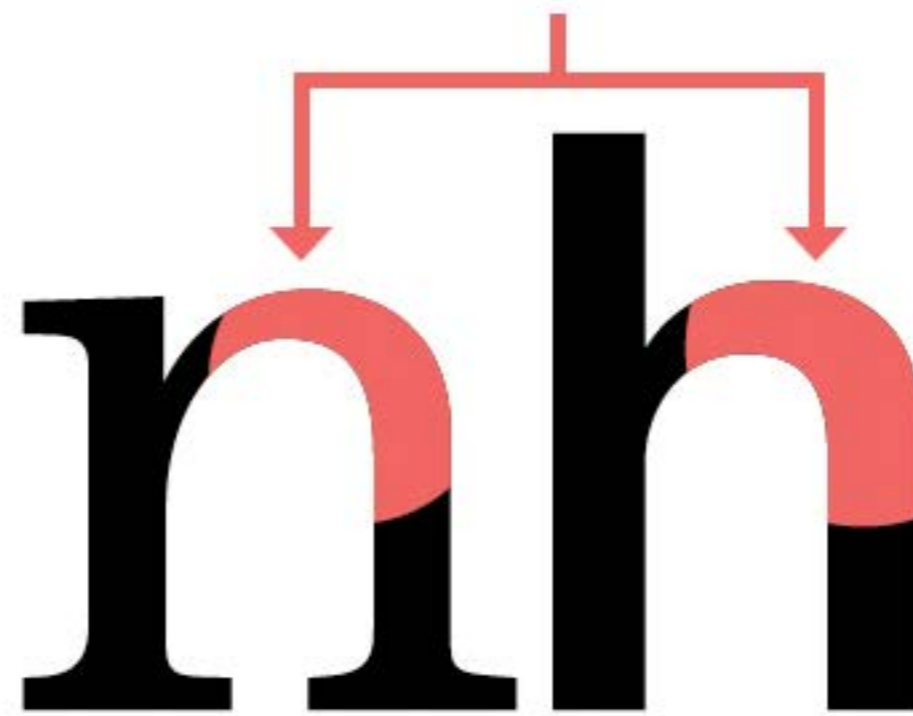


aa



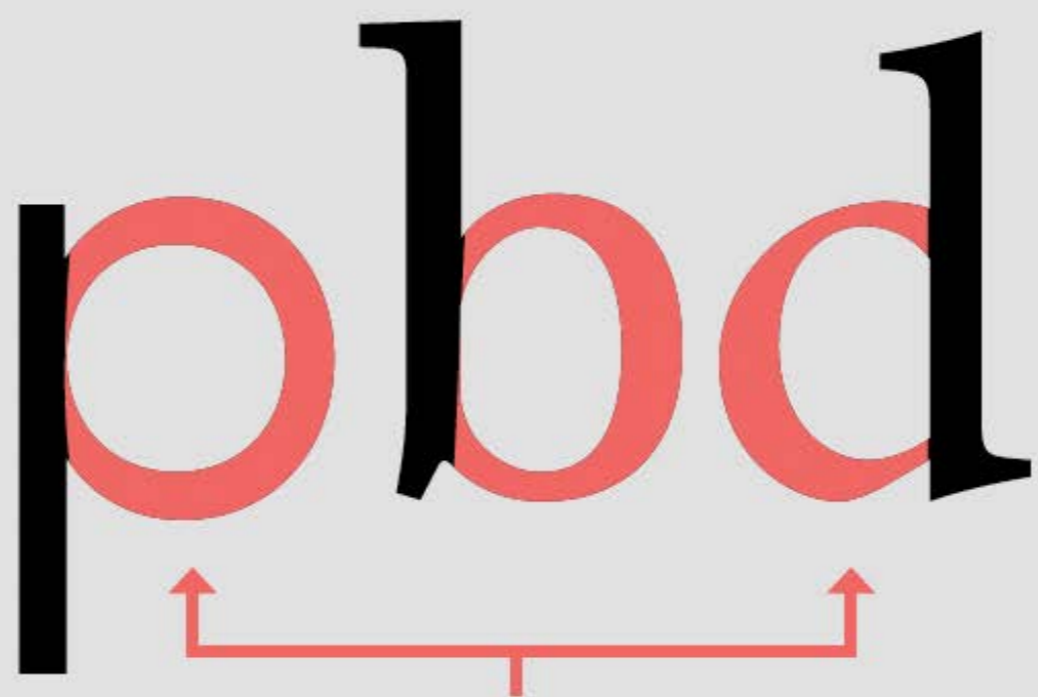
cola

hombros

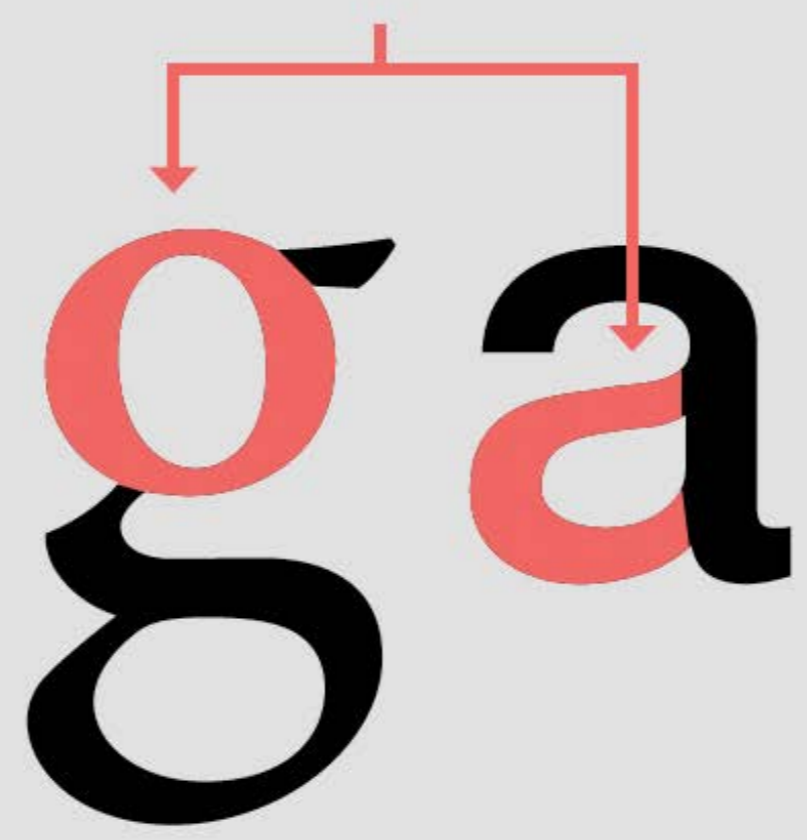




espina o columna

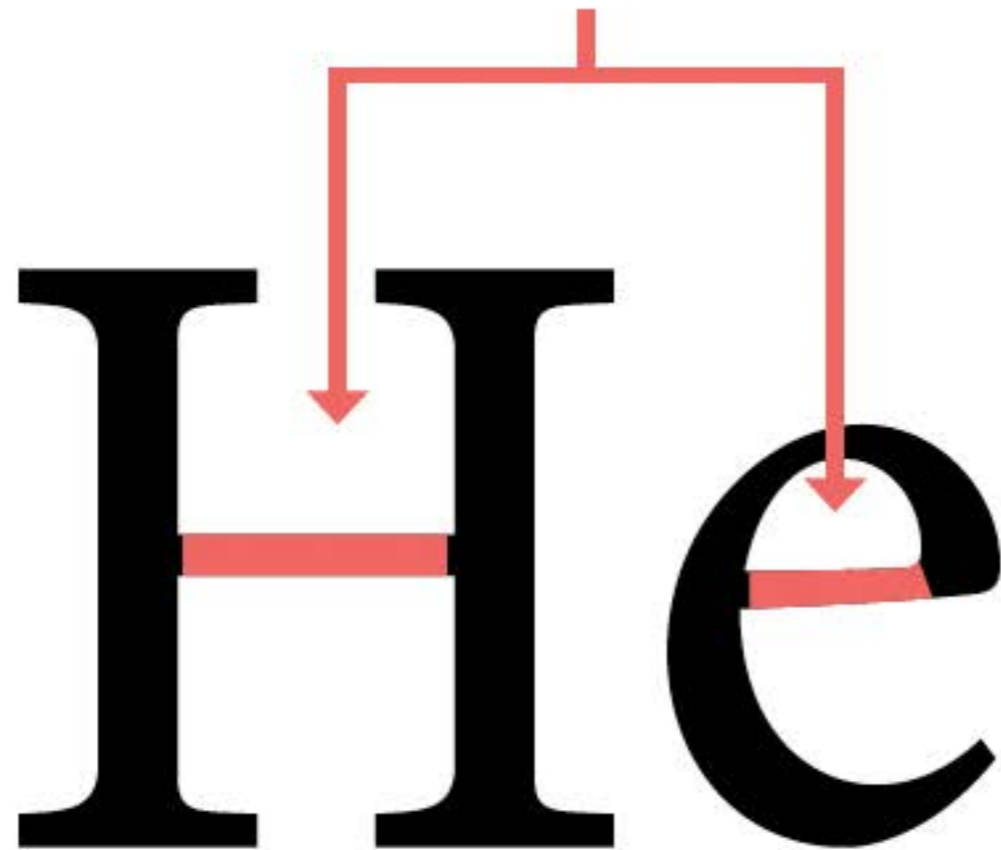


anillo o arco

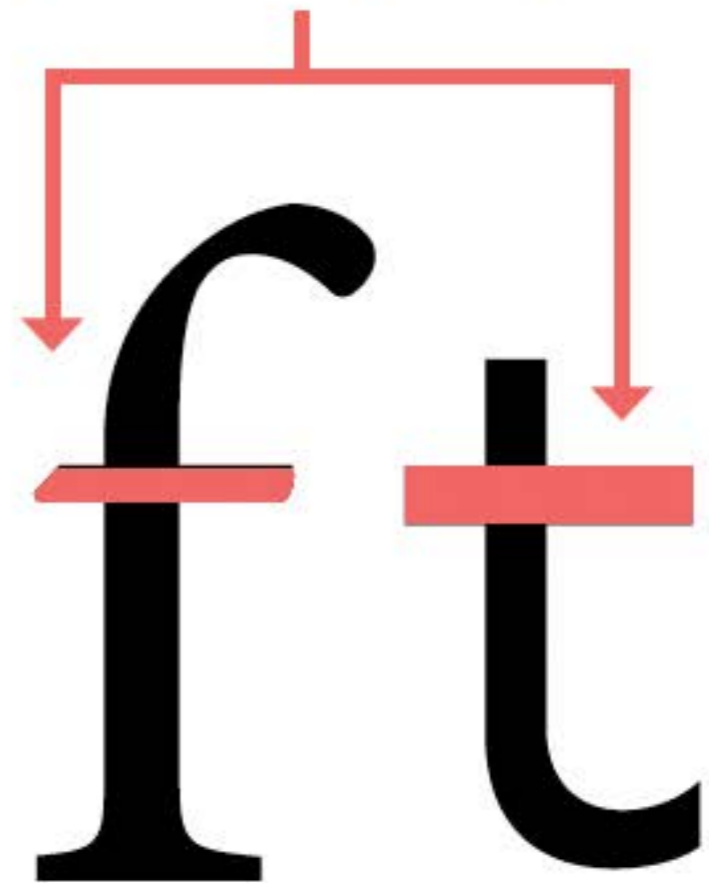




travesaño o barra



barra transversal



virgulilla



n

Tipometría: tipos de serifas (romanas)

1

1

1

1

1

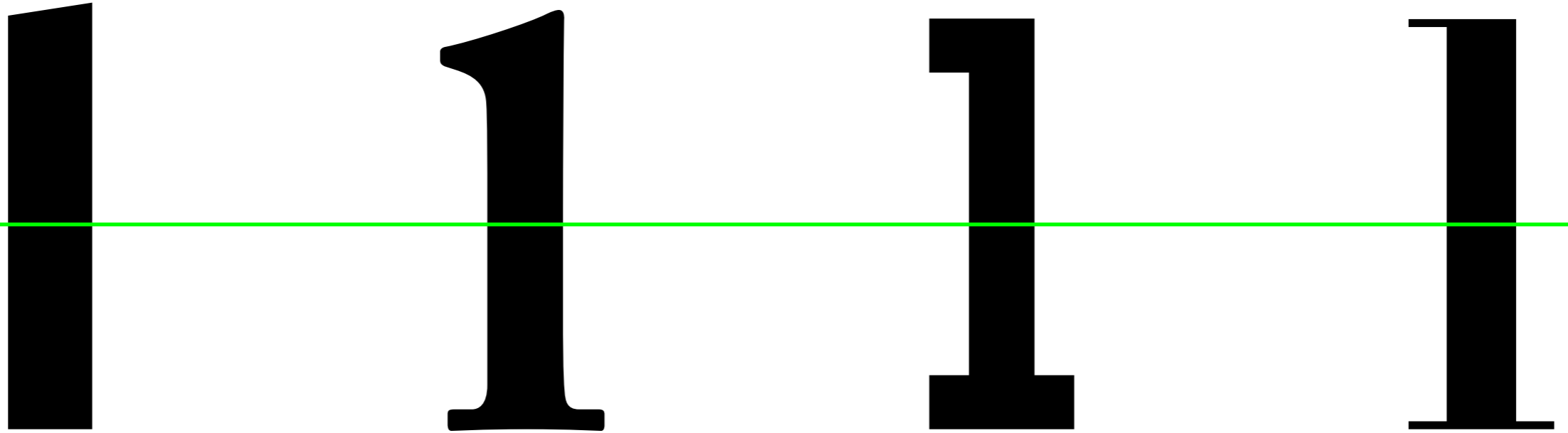
1

1

1

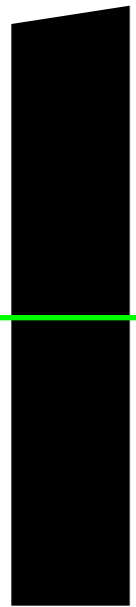


Arriba: serifa unilateral

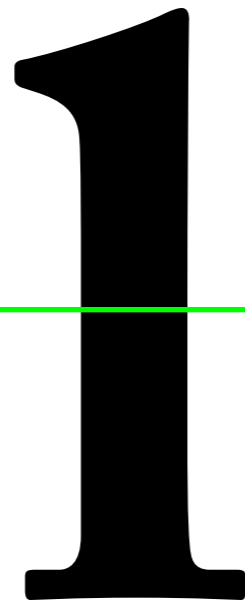


Abajo: serifa bilateral

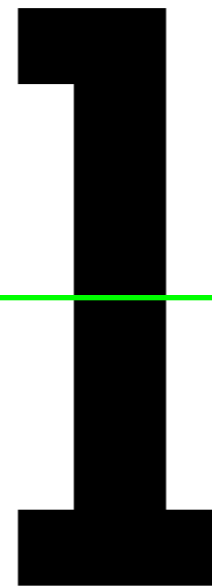
Arriba: serifa unilateral



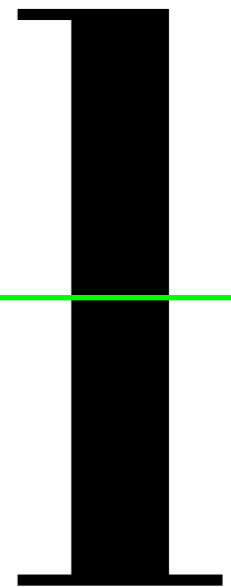
Amster



Adobe Caslon Pro



Memphis



Didot

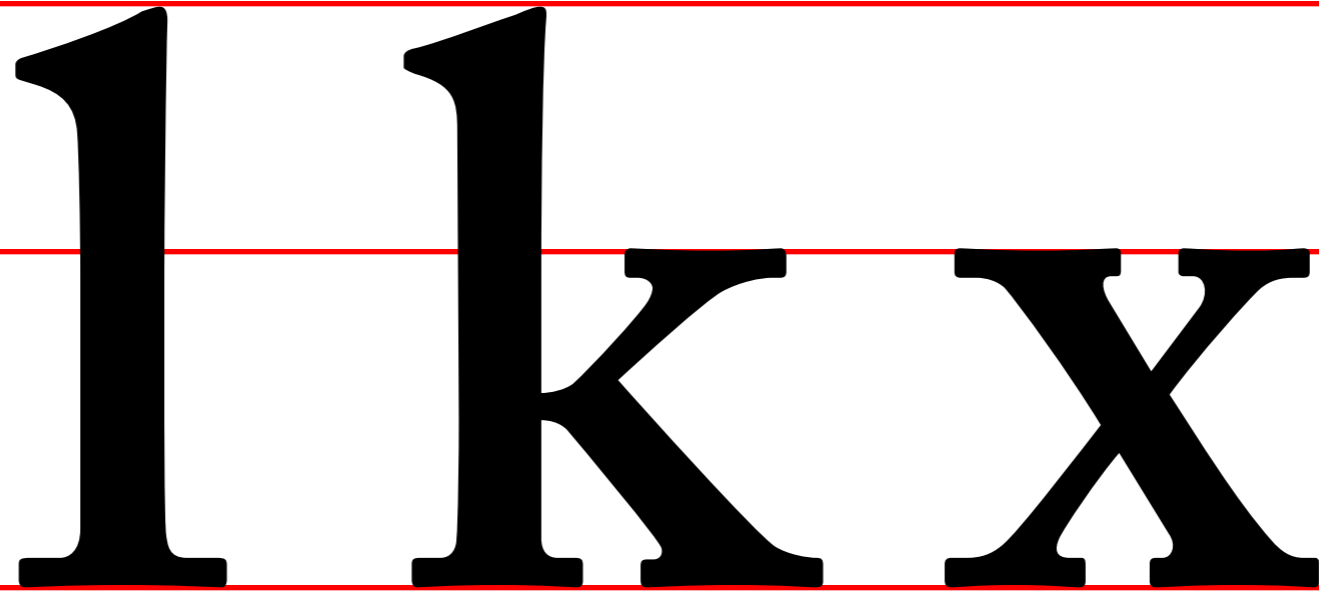
Abajo: serifa bilateral

Arriba: serifa unilateral

l p h n u i f

Abajo: serifa bilateral

Arriba: serifa unilateral

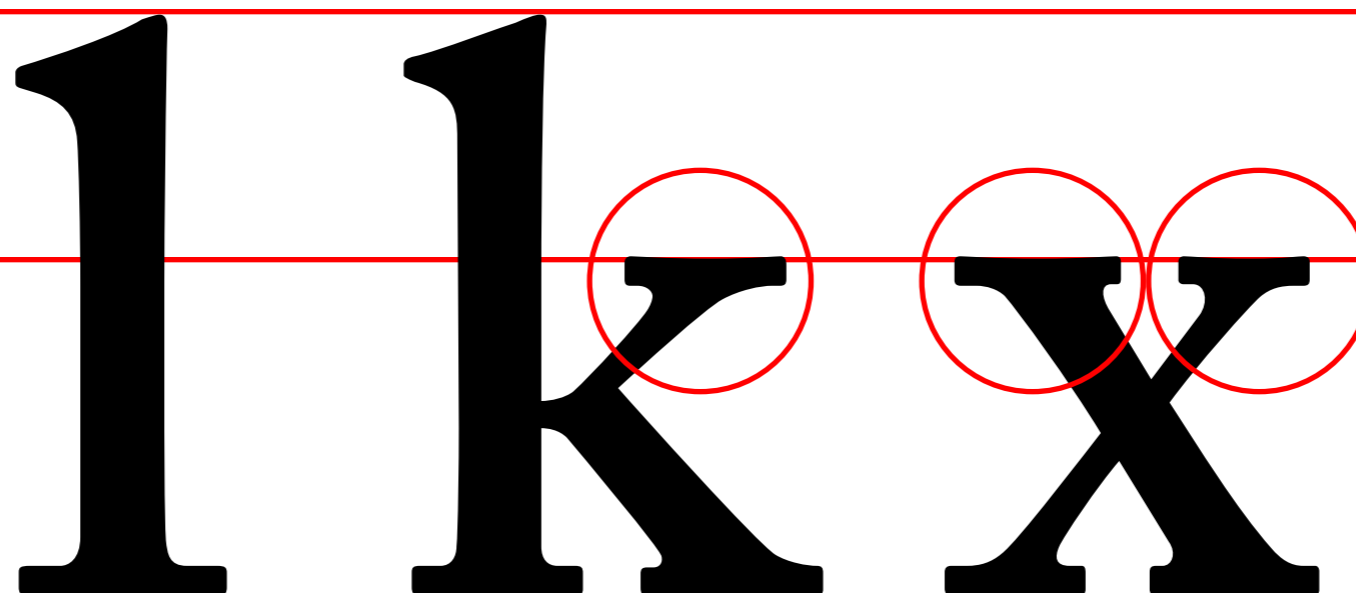


l k x

Abajo: serifa bilateral

Arriba: serifa unilateral

Arriba Serifa bilateral en diagonales



Abajo: serifa bilateral

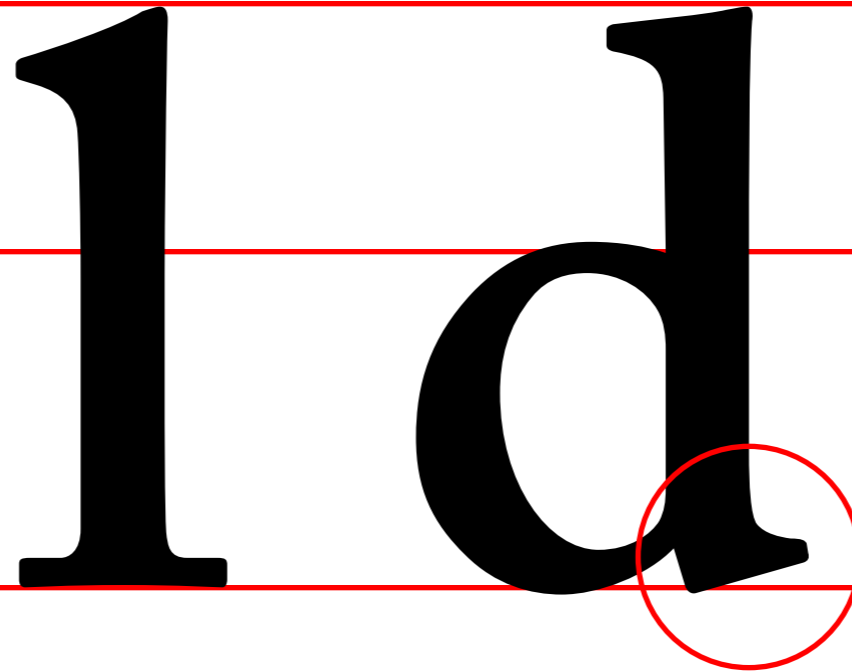
Arriba: serifa unilateral



l d

Abajo: serifa bilateral

Arriba: serifa unilateral

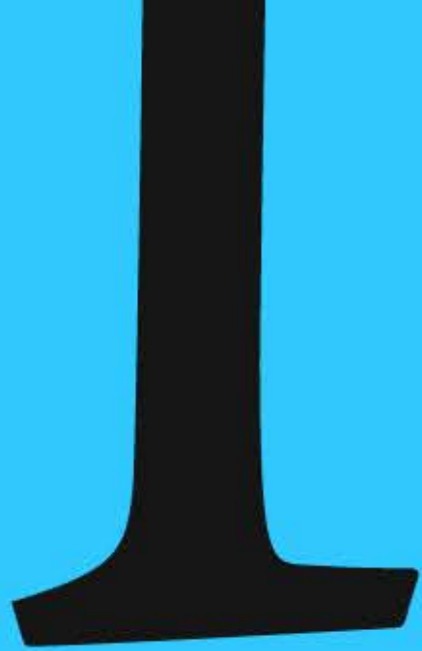


l d

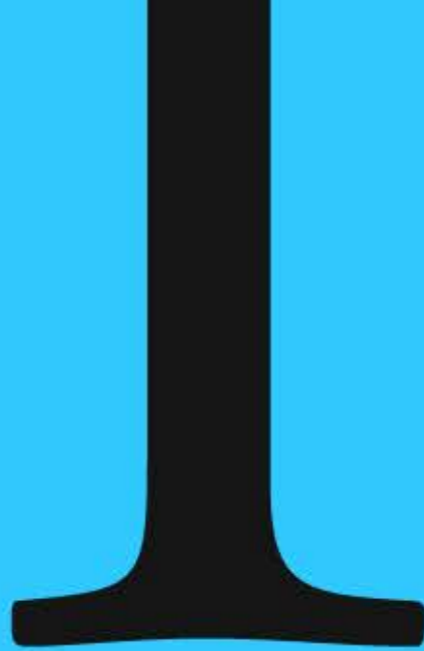
Excepciones: abajo serifa unilateral

Abajo: serifa bilateral

5 grandes tipos de serifas



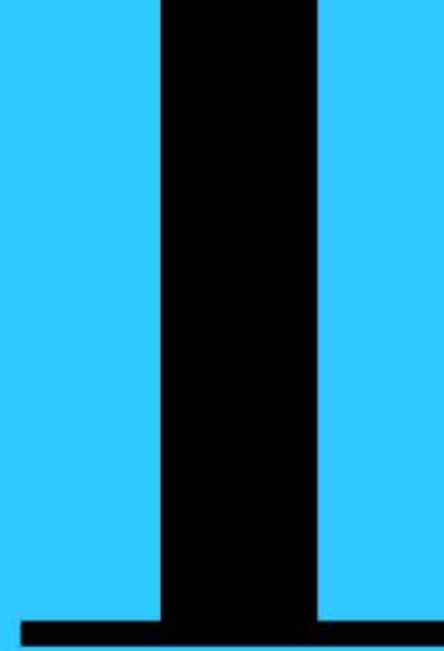
Irregular
asimétrica
(caligrafía)



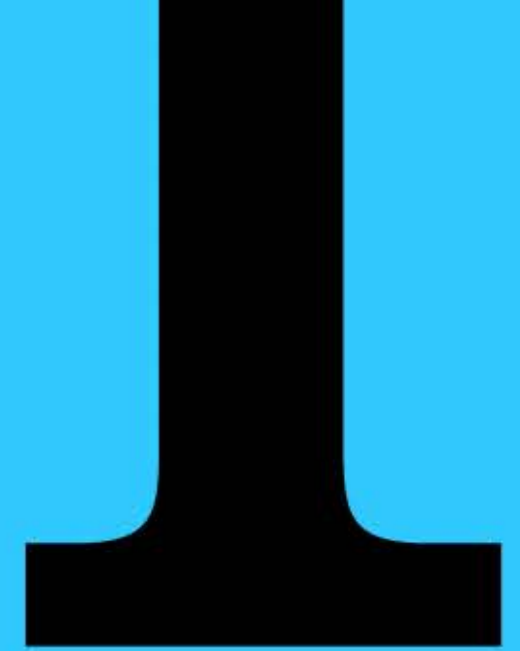
Cóncava
simétrica
(punzones)



Plana
simétrica
(geometría)

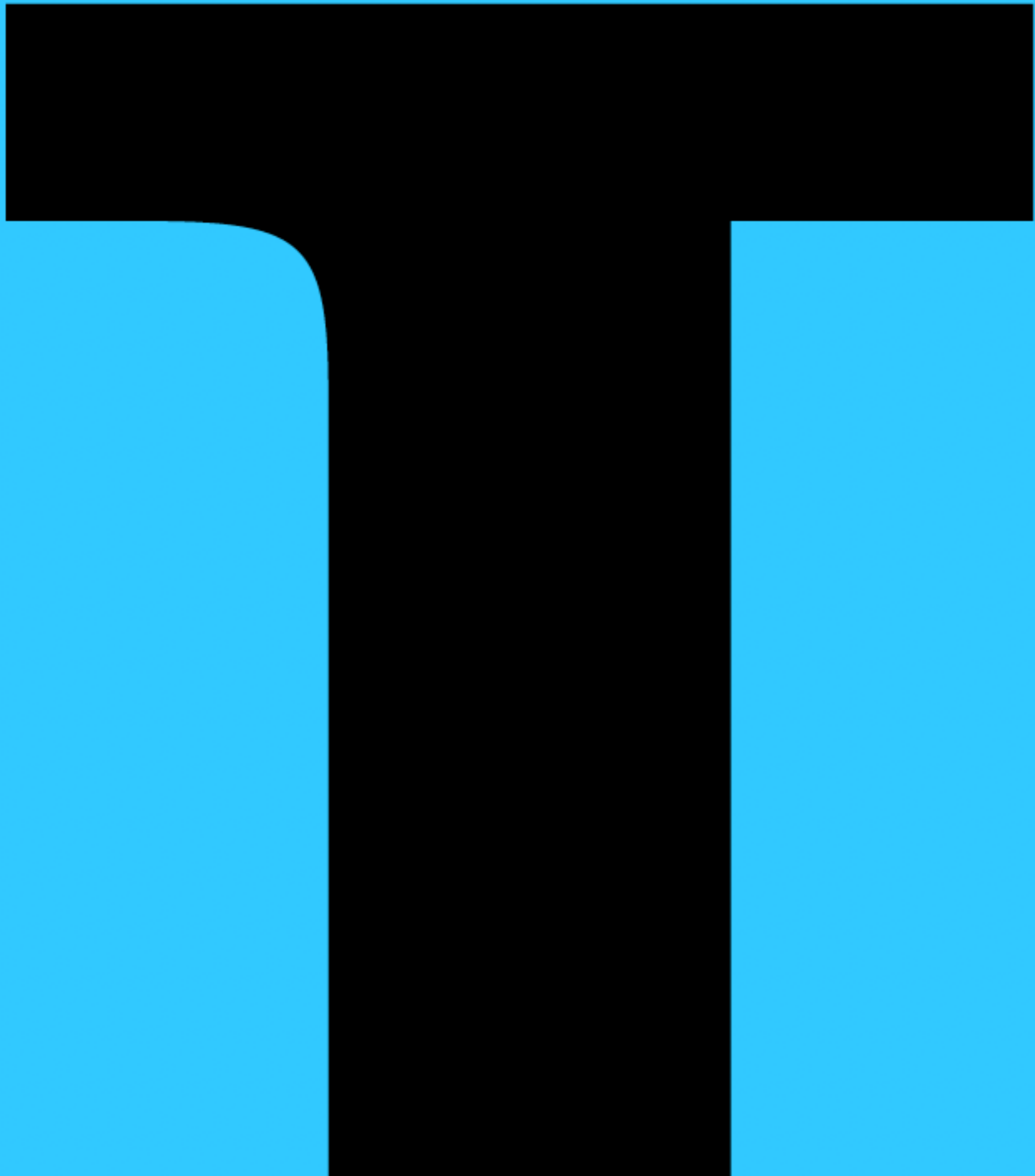


Simétrica
refinada
(técnica)



Simétrica
robusta
(Display)

5 grandes tipos de serifas





con transición

sin transición

dh dh

coherencia de las serifas

dh

Adobe Caslon Pro

dh

Didot

coherencia de las serifas

Tipometría:
tipos de remates
(sans serif

a c j r

a c j r

terminales y remates

abcd

efgh

ijklm

nopq

rstuv

wxyz

abcd

efgh

ijklm

nopq

rstuv

wxyz

abcd

efgh

ijklm

nopq

rstuv

wxyz

abcd

efgh

ijklm

nopq

rstuv

wxyz

Neue Haas Unica

abcd

efgh

ijklm

nopq

rstuv

wxyz

Gill Sans (humanista)

abcd

efgh

ijklm

nopq

rstuv

wxyz

Parisine (humanista)

a b c d e f g h

i j k l m n o p q

r s t u v w x y z

Remates Sans Serif

a b c d e f g h

i j k l m n o p q

r s t u v w x y z

a b c d e f g h

i j k l m n o p q

r s t u v w x y z

Remates horizontales

a b c d e f g h

i j k l m n o p q

r s t u v w x y z

a b c d e f g h

i j k l m n o p q

r s t u v w x y z

aces

aces

aces

a c e e s

a c e e s

a c e e s

Tipometría: tipos de contrastes

n

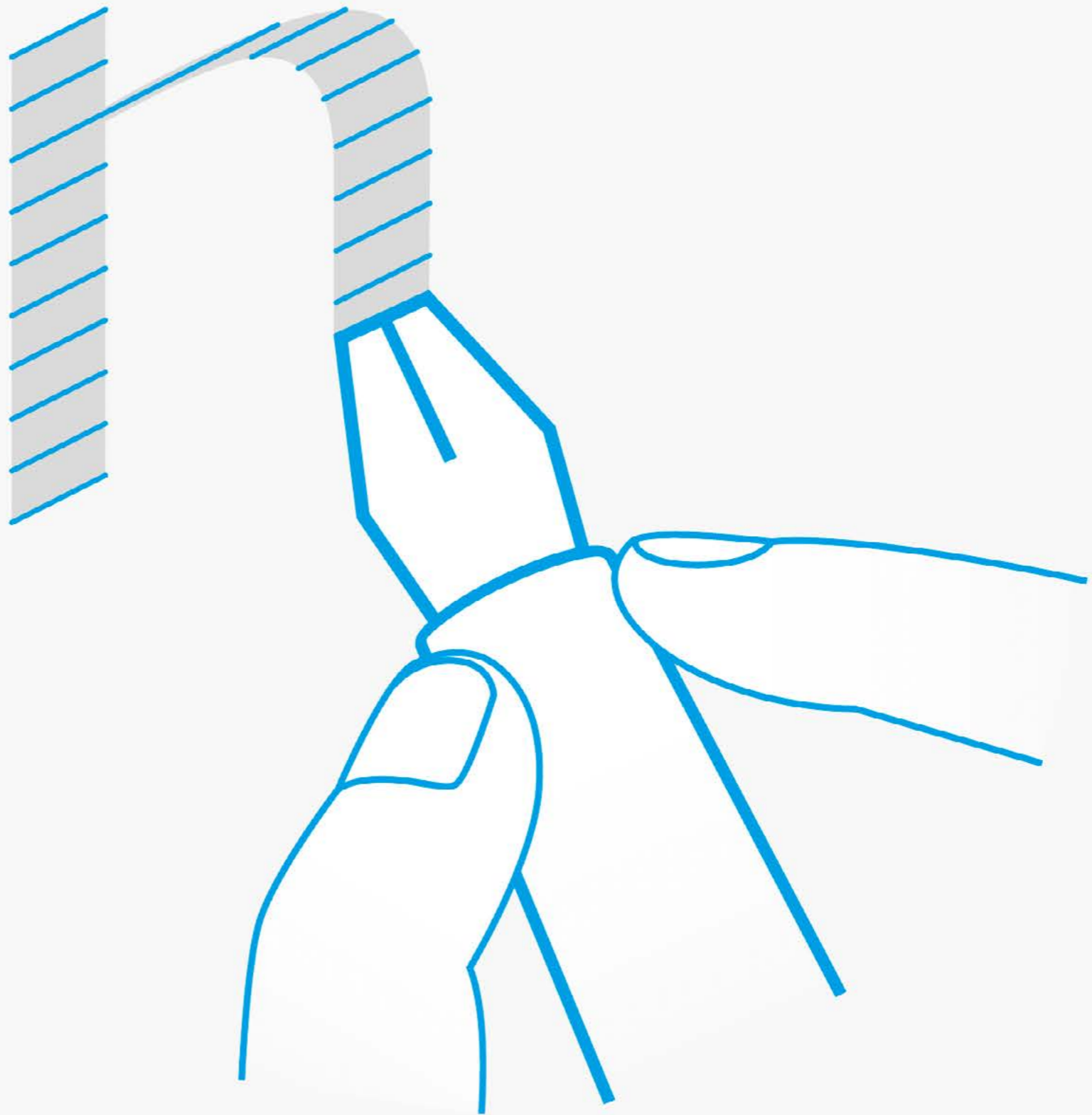
Helvetica

n

Baskerville

n

Bodoni



Kaiser

Karloff Negative | Peter Biľak

Kaiser

Graphik | Christian Schwarz

Helvetica Light

accessn

Baskerville

accessn

Bodoni

accessn

Gracias ;)