

LOOP: In certain typefaces, the bowl created in the descender of the lowercase g.

PICA: The depth of this type size as a unit of linear measurement for type.

POINT: The smallest unit of measure in type. There are 6 points per pica and 72 points in an inch.

LEADING: The vertical spacing (measured in points) between lines of text.

BASELINE: In typography, the imaginary line on which characters sit. The x-height of a font is measured from the baseline to the top of a lowercase x.

CAP HEIGHT: The height of capital letters from the baseline to the top of the caps.

DESCENDER: On characters that have one, the portion of the character that falls below the baseline.

MEDIAN: The imaginary lines defining the x-height of the letter forms.

X-HEIGHT: The height of a lowercase x in a specific font. This is also called the body height, as it represents the height of the lowercase character's body, excluding ascenders and descenders.

UPPERCASE: These are capital letters. The term is a vestige of the days when typesetters kept capital letters in a box above the lowercase letters.

LIGHT TYPE: Characterized by thin, light lines

LOWERCASE: Lowercase characters are small letters. For example, 'box' is in lowercase.

UPPERCASE NUMERALS: Stand as tall as capital letters, no descending, work above a baseline

SMALL CAPS: With small caps, the lower case letters look like smaller versions of the upper case letters, while the upper case letters are full size.

OLDSTYLE FIGURES: These are a modern style of numerals where all figures are of the same height and rest on the baseline

DINGBATS: A typographical ornament or symbol.

EXTENDED TYPE: An extended version of the Roman form. Wide letterforms.

ROMAN TYPE: The basic letterform style, so called because the uppercase forms are derived from inscriptions on Roman monuments.

LINING FIGURES: A modern style of numerals where all figures are of the same height and rest on the baseline.

ITALIC TYPE: This refers to cursive typefaces based on a stylized form of calligraphic handwriting

CONDENSED: A typeface that has characters that have been reduced in width but not height.

BOLDFACE TYPE: A style of type defined by its thick, heavy lines.

APPROPRIATE TEXT LEADING: Spacing that increases legibility between characters, letters, and lines.

APEX: Where strokes come together at the uppermost point of a character; examples of different types: rounded, pointed, hollow, flat, and extended.

COUNTER: The enclosed (or partially enclosed) space within letters such as 'c,' 'e,' 's,' 'h,' and 'g.' Often confused with "bowl."

ARM: The short, upward sloping stroke or horizontal projection of characters like the 'X' and 'L'.

ASCENDER: The part of a lowercase letter that rises above the main body of the letter (as in b, d, h). The part that extends above the x-height of a font.

BARB: The Half-Serif finish on some curved strokes.

BEAK: The Half-Serif finish on some horizontal arms.

VERTEX: Where the stems join at the lowest joint of a character.

BOWL: The enclosed oval or round curve of letters like 'D,' 'g,' 'b,' and 'o'. In an open bowl, the stroke does not meet with the stem completely; a closed-bowl stroke meets the stem.

EN SPACE: A nonbreaking space equal to the width of the letter N in the font being used (one-half the width of an em space).

STEM: The upright element of a letter or character.

EM SPACE: A non-breaking space equal to the width of a typeface's point size. Often used for paragraph indentions. Traditionally, the em space was created by non-printing blocks of metal used to add space between words.

SWASH: Uppercase letters that have flourishes added to them. Originally designed to go with Italic typefaces.

EAR: The projection on letters like the lowercase 'g' and 'p.'

SPUR: A finishing stroke like the ones on certain uppercase 'G's.

CROTCH: The pointed space where an arm or arc meets a stem: an acute crotch less than 90 degrees, and an obtuse crotch is more than 90 degrees.

TAIL: A character's downward projection such as on the letter 'Q'.

TERMINAL: Not serifs but ends of certain letter shapes such as the letters 'F,' 'j,' 'y,' 'r,' and 'a'.

STRESS: The vertical, horizontal, or diagonal emphasis on the stroke of a letter.

LOOP: In some typefaces, the bowl created in the descender of the lowercase g

LINK: The Stroke that connects the bowl and the loop of a lowercase G.

SHOULDER: The Curved stroke that is not part of a bowl

SPINE: The curved stem of the S.

typography

CROSS STROKE: The part of the letter that cuts horizontally across the stem, like in the letters 'l' and 'f.' Also known as the "cross bar."

BRACKET: The symbols used in algebraic formulas, ().

CROSS BAR: The horizontal bar connecting two strokes of a letterform, as in "H" and "A", the ends are not free.

LEG: The short stroke off the stem of the letterform, either at the bottom of the stroke (L) or inclined downward (K, R).

LIGATURE: A special double character in a font representing two letters as one. For example, ae and oe. One character that is made up of two or more letters.

FINIAL: The part of a letter known as a finial is usually a somewhat tapered curved end on letters such as the bottom of C or e or the top of a double-storey a.

SERIF: Small, finishing strokes on the arms, stems, and tails of characters. Serif typefaces are usually used for text since the serifs form a link between letters that leads the eye across a line of type.