

# Typography

## Kerning, tracking & line spacing

University logos - Following the instructions on the left, recreate the examples below using a Serif face (1st version) and a Sans Serif face (2nd version):

**1** "BROWN University"  
Using different point sizes & capitals for the title and caps & lowercase for the word "University."  
Set fairly tight.  
A ruled line under each word.  
Keep edges aligned.

BROWN  
University

**2** "Dickinson COLLEGE"  
"Dickinson" set to 72 pt, tight,  
"COLLEGE" set to 58 pt Caps.  
Keep edges aligned.  
Place inside a 30% tinted box with a 1-point stroke and sufficient margins on all four sides.

Dickinson  
COLLEGE

**3** "Columbia University"  
Same point size, upper & lowercase.  
Keep edges aligned.  
Tight spacing.

Columbia  
University

**4** "Columbia UNIVERSITY"  
Different point sizes,  
Columbia in lowercase  
University in all caps.  
Keep edges aligned.  
Tight spacing.  
A ruled line separator.

Columbia  
UNIVERSITY

5

**Same point size  
loose spacing**

Use 60 point type  
"Columbia" in all caps, a ruled line  
"University" in lowercase, set loose  
Keep edges aligned

C O L U M B I A  
U n i v e r s i t y

6

**One long name**

Use a point size to fit on the page  
Caps & lowercase  
Pay close attention to kerning pairs

Bloomsburg University of Pennsylvania

7

**One long name**

Use a point size to fit on the page  
All capital letters  
Pay close attention to kerning pairs

BLOOMSBURG UNIVERSITY OF PENNSYLVANIA

8

**"The Cooper Union..."**, centered  
36 point serif face  
with fairly tight leading and tight  
kerning/tracking

The Cooper Union  
for the  
Advancement  
of Science & Art