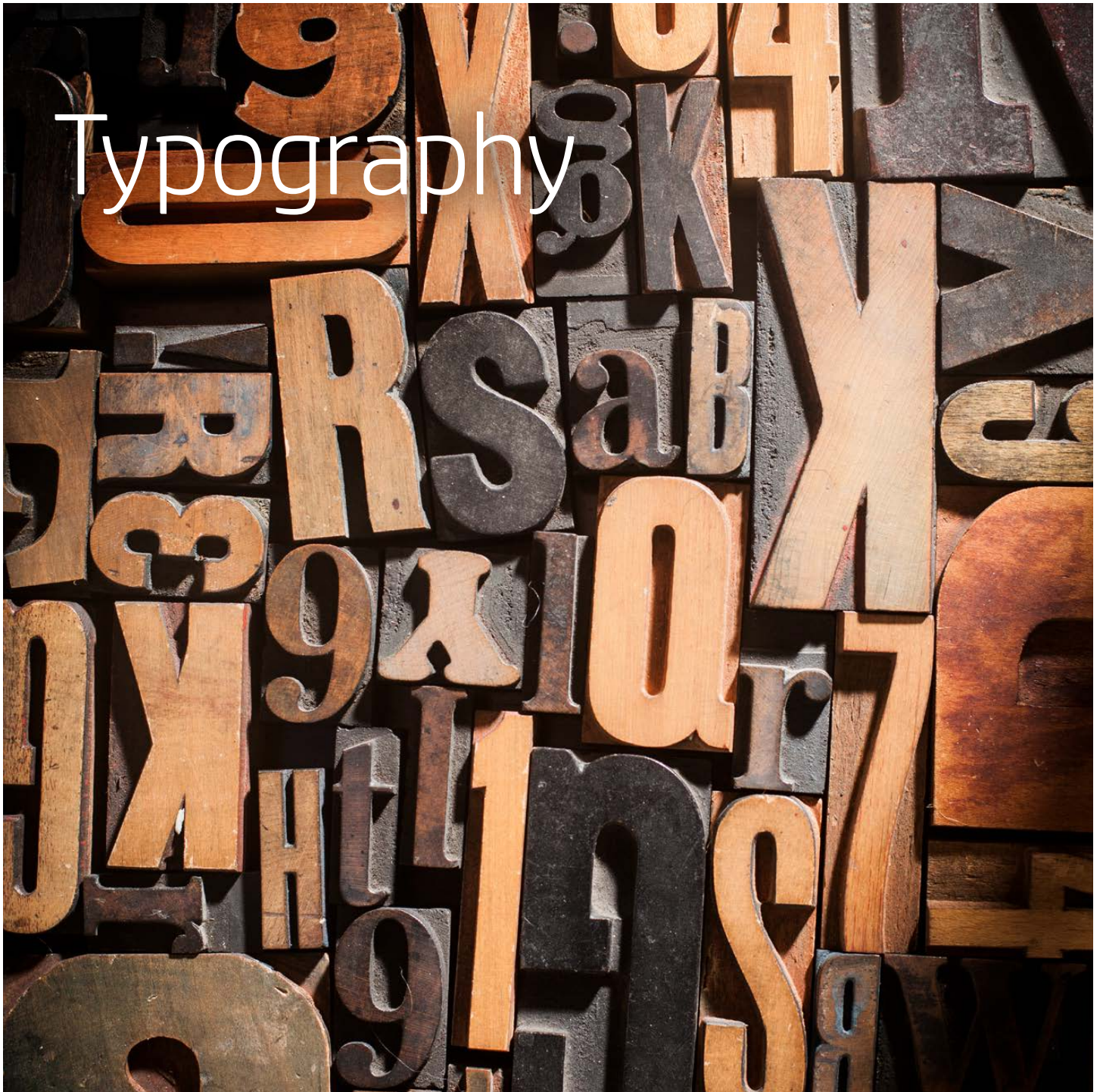# Typography

The written word does a half way decent job of mimicking the way we speak.

Italicized words add emphasis – *it's true*.

Parenthesis suggest an aside, (everyone knows this).

But a single typeface alone can't be expected to do everything. You wouldn't declare war and undying love in the same tone of voice, so why would you use the same typeface?

That's why we have elected to add two new fonts to complement HP Simplified.

This does not mean open season on typefaces. It does mean you now have greater flexibility to craft advertising and collateral.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

HP has its own proprietary font, HP Simplified.

We utilize it in two weights, shown on opposite page.

HP Simplified appears on our letterheads, our business cards, our email signatures and the vast majority of our corporate communications and publications.

It is our go-to font. We own it.

HP Simplified Light is a perfectly good font for body copy – this book is typeset in it.

But it can't be expected to do everything.

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz

The typefaces we have added are selected weights of Franklin Gothic and Gotham, each chosen to complement HP Simplified Light.

Let's be honest, "Go away!" looks and feels more emphatic set in Franklin Gothic than it ever will in HP Simplified Light.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Gotham Bold

Reserve the two new fonts for headlines and sub-heads, not body copy.

Both new fonts are extremely versatile and should cover every contingency.

The new fonts have to be purchased individually. Reference links are available at the back of the book.

WAR DECLARED
WAR DECLARED
WAR DECLARED
WAR DECLARED
WAR DECLARED
WAR DECLARED

Typography plays a vitally important role in design and communication.

It is an art that has been perfected over hundreds of years.

Typography is about how sentences and paragraphs look in order to invite readership and to make readers feel a certain way when they see them.

Typography is a complicated and highly specialized craft.

But the most important consideration always has been and always will be readability.

The company was founded in a one-car garage in Palo Alto by William "Bill" Redington Hewlett and David "Dave" Packard, and initially produced a line of electronic test equipment. Major product lines included personal computing devices, enterprise and industry standard servers, related storage devices, networking products, software and a diverse range of printers and other imaging products. HP also had services and consulting business around its products and partner products.

HP Simplified Light. 16/18. Tracking at 0. Justified.

The company was founded in a one-car garage in Palo Alto by William "Bill" Redington Hewlett and David "Dave" Packard, and initially produced a line of electronic test equipment. Major product lines included personal computing devices, enterprise and industry standard servers, related storage devices, networking products, software and a diverse range of printers and other imaging products. HP also had services and consulting business around its products and partner products.

HP Simplified Light. 16/20. Tracking at 20. Justified.

Readability is about legibility and just as importantly, accessibility.

Nobody wants to read long screeds of type anymore than they want to listen to a long monotonous speech.

HP Simplified Light is an easy typeface to read provided it is given 'room to breathe'.

Compare the difference in readability between the two identical paragraphs on the left.

There is no realistic way to undertake an exhaustive tutorial on typography, but on the next few pages you'll find a few pointers for the uninitiated.

If nothing else

this proves

how much easier

it is to read

upper and lower

case letters

Upper and lower case letters are easier to read because each letter is distinctly formed and thus easier to differentiate.

Avoid title case. It's the sole domain of newspaper headlines.

Avoid reversing type out of a background, especially if there is a lot of it.

Avoid it even more if the text is small.

Research has shown reverse type can impede readership by up to 80%.

TIP: Lead and track dense text.
Avoid crowding the space between letters and between lines.
Crowding is the typographical equivalent of a garbled rant.

Apply the Goldilocks theory: not too loose, not too tight –
just right.

TIP: Practice hierarchy.
In typography, hierarchy is just a fancy way of saying
differentiate components to highlight their order of importance.

Newspapers are expert at this.

Headlines are large and declarative – the story in a nutshell.

Subheadings are smaller and add information.

Body copy is smaller still and is the story in detail.

Hierarchy allows readers to gather and digest information
in a logical fashion.

TIP: Don't be cute.
Typographical trickery is the equivalent of talking in a
silly voice.

There may be the odd instance when type design is called
for but it should only be undertaken for a specific reason.

It should not be used for fun or in the belief that it will attract
more attention. It is more likely to have the opposite effect.

TIP: Count the number of characters in columns of body copy.

A measure containing between 45 -75 characters (including spaces between words) is considered to be what the average person can comfortably read without losing track.

TIP: Break up long paragraphs.

Readers look away.

The use of indents in long paragraphs allows them to pick up where they left off without losing a beat.

So does a line space between paragraphs.

Don't believe us? Open any book and you will see what we mean.

TIP: The eye is a creature of habit.

We were all trained from a very early age to read in a certain way, in a certain order.

Anything that flagrantly defies those expectations will, ninety nine times out a hundred, result in lower readership.

If you have something important or interesting to communicate why not make it as easy as possible for the reader?

That goes double if you are trying to actually sell something.

Please pay attention to typography.

It is what language looks like.

The techie bits

Franklin Gothic Condensed
Franklin Gothic Extra Condensed

Gotham Medium
Gotham Bold

HP Simplified Font is ours to do as we please. It was created specifically for us.

Franklin Gothic and Gotham are universal fonts available to anyone and everyone. Which means that before downloading and utilizing them, we need to carefully check the licenses and ensure we are in compliance with their commercial usage requirements.

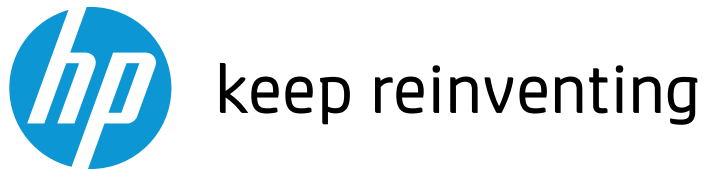To purchase the fonts please go to:

https://www.myfonts.com/fonts/bitstream/franklin-gothic/

https://www.typography.com/fonts/gotham/styles/

Character issues?

If you have questions or need a little typographical guidance we are here for you.

Email us at: BrandCentral@hp.com

hp keep reinventing