

TYPOGRAPHIC CHECKLIST

Typographic Typos

- Eliminate double word spaces between sentences
- Replace dumb quotes (including apostrophes)
- Check inch and foot marks (primes)
- Use hyphens, en- and em-dashes properly
- Avoid fake scaling, embolding and slanting
- Avoid computer-generated (fake) small caps
- Use all cap text sparingly
- Beware of all cap swash settings
- Size type appropriately (both text and display)

Spacing and alignment

- Avoid poor justification
- Avoid tracked out lowercase
- Make sure kerning is even and tasteful
- Apply hung punctuation / optical margin alignment
- Check for proper vertical and horizontal alignment
- Use tracking appropriately, as necessary
- Check for appropriate word spacing and adjust as necessary
- Align initial letters properly

Refinements

- Adjust bad rags
- Avoid too many hyphens in a row
- Avoid widows and orphans
- Use appropriate figure style and spacing
- Use diagonal fractions if possible, especially in OpenType
- Fine-tune size, position and spacing of bullets
- Fine-tune position and spacing of ®, ™ and © symbols
- Adjust glyph positioning as necessary

NOTE: Most points link to related articles from this PDF.