

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
abcdefghijklmnopqrstuvwxyz 1234567890

Headline Text - Playfair Display Bold

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
abcdefghijklmnopqrstuvwxyz 1234567890

Subhead Text - Playfair Display Regular

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
abcdefghijklmnopqrstuvwxyz 1234567890

Intro Copy - Roboto Medium Italic

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
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Body Copy - Roboto Regular

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
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Pullquote Text - Playfair Display Black

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
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Footnote Text - Roboto Italic

Opinion

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Subhead goes here subhead goes here



By Alex Leo
October 3, 2020



Intro text goes here intro text goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Prae neque risus, aliquet ut dapibus sed, gravida pellentesque arcu. Suspendisse potenti. Nullam blandit arcu sed diam tincidunt, quis congue ante ultrices. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nam id arcu eros. Morbi pharetra condimentum quam, sit amet hendrerit dolor gravida eu. Proin ultricies sit amet velit a venenatis. Vivamus at gravida ligula. Etiam pellentesque orci ligula, sed lacinia risus fermentum eget. Fusce vitae neque sagittis, rutrum elit in, feugiat arcu.

Nunc ut bibendum dolor. Suspendisse quis lobortis urna. Phasellus neque velit, imperdiet id nibh eu, tincidunt dignissim purus. Sed interdum tortor vestibulum, lacinia ligula eu, laoreet lectus.

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The opinions expressed here do not represent the Very Serious News Organization but the columnist herself. You should yell at her and not at us.

Explanation Page

“Here you will explain the reasoning behind your proposed system: How, in application, this system would be used, why you chose the type you did, how the choices contrast/interact with each other, and how this effectively communicates the intended visual hierarchy.”

My attached type system is intended to be used for a news website so I made an example opinion entry for a Very Serious News Organization. The sum of our readings and viewings this week made clear a clean sans serif is easiest to read on web sites so for the bulk of the text (the body of the article) I chose Roboto Regular. According to our reading in creativebloq, “When pairing different typefaces, it’s generally wise to use those that share a similar x-height,” and according to our reading in Smashing Magazine there is an imperative to follow the “Principal of Decisive Contrast,” meaning any fonts you mix should not be too similar. With both of these learnings in mind, I chose a serif font, Playfair Display, to contrast with Roboto. It has the same x-height as my sans serif selection and is visually pleasing but distinct from the initial choice. As mentioned in “Helvetica,” it is often hard to describe a font without going outside the world of fonts for a description. In my mind these are both tight, no-nonsense fonts that display urgency.

Keeping in mind the guidance from creativebloq that the “lines should be 2-3 alphabets in length,” I made the article width roughly 60 characters at 11pt font and left justified as the presentation suggested. Mobile optimized headlines are generally under 120 characters so I made mine roughly 80 characters in bold at 18 pts to create a strong visual hierarchy. The subhead is also in Playfair Display but this time in regular, dark gray and 10 pt. (You did not ask for this but I also made a content label “opinion” that matches the subheads style but is in 11pt font.)

The intro text is a medium italic version of Roboto. It adds differentiation but is not jarring. The pullquote is Playfair Display Black -- the thickest option -- which calls attention to the key nugget of the story. The letters of the pullquote are 13 pts but the quotation marks are 36 pts to add emphasis to the nature of offset text. Lastly, the footnote text is an 8pt Roboto italic. I used the same exact styling for the byline and date.

To make this as legible as possible but also serious as the news is, I used a white background with black and gray font colors, save for hyperlinks which would likely appear in blue and breaking news labels which often appear in red.