



This paragraph begins with the so-called paragraph indent and immediately after that the text is aligned to the left. In the next line there remains one hanging conjunction and this is the so-called orphan. Take some time to eliminate these shortcomings. The first paragraph here ends and on top of that with a typical widow.

Here is the cobbler, the lone line at the bottom of the page,

and here is the bastard, the lone line at the top of the page.

When the number of words in the last line of a paragraph is less than the paragraph indentation of the next paragraph is also bad. That is, the widow (two words already this time) occurs as you can see again and here.

#### **SERIF**

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#### **SANS-SERIF**

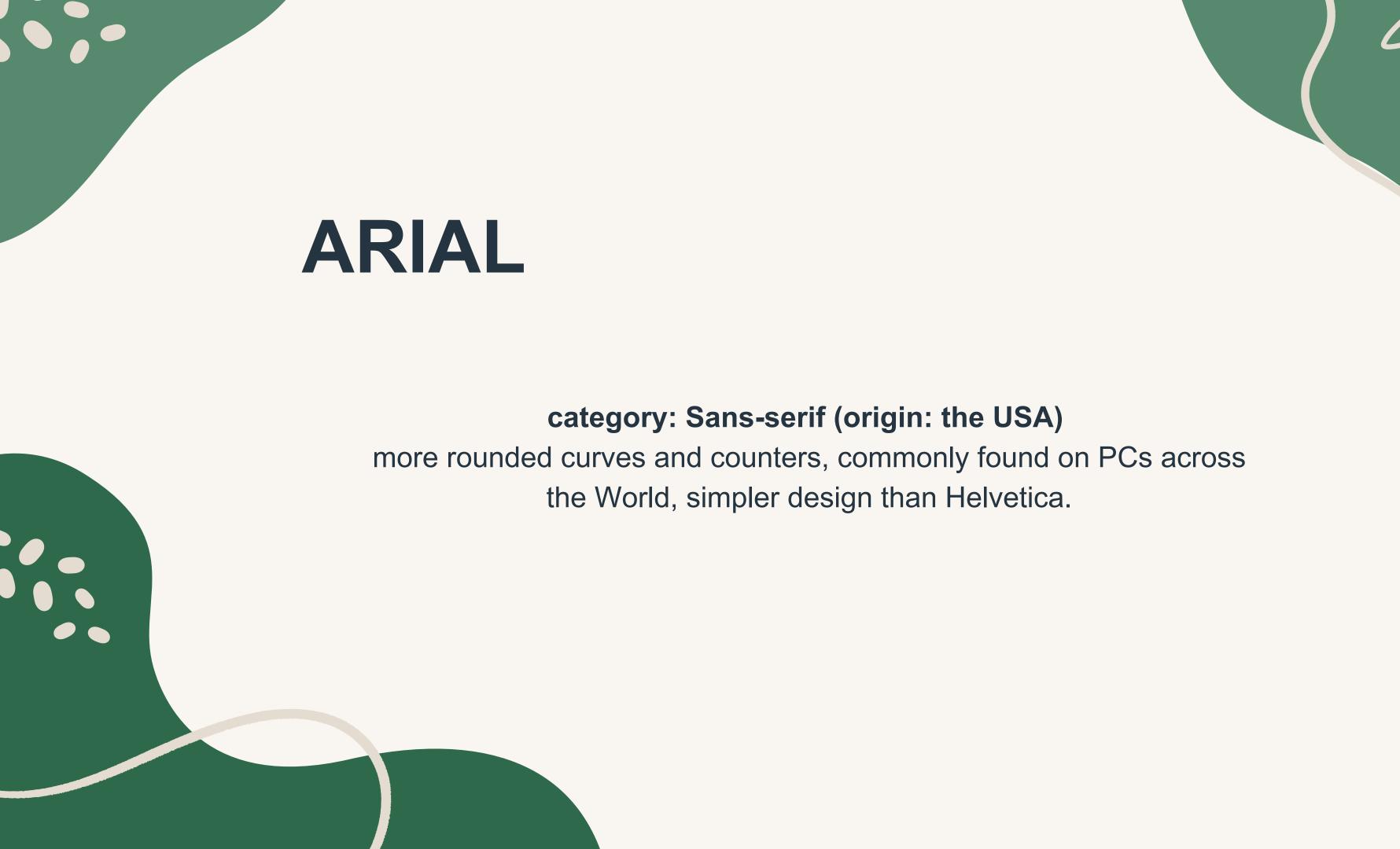
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## HELVETICA

category: Sans-serif (origin: Switzerland)

the most widely used, neutral appearance, clean lines, clear legibility, horizontal or vertical cut tips at 90 degrees angles, spotted in most environments - companies' names (BMW, Panasonic, Toyota)



### TIMES NEW ROMAN

category: Sans-serif (origin: England)

first used in '*The Times*' newspaper, narrowed character width than others serifs

### COMIC SANS

category: script, (origin: the USA)
primitive letter strokes handwritten casual
appearance, inspired by lettering from comics,
"fun font", used first in "The Sims" video game.

# Old English

tategory: blackletter (origin: the UK)
bold calligraphic appearance, rounded circular strokes, exaggerated
flourishness and ornamentation, finessed tips, used in English
Jubs, tattoo studios.

#### COURIER

category: slab serif (origin: the USA)
monospaced setting, it doesn't allow
kerning of characters, used for word
processing and technical documents,
typewriting appearance.

Type anatomy

