

TYPESETTING TIPS

Design meeting

~~08:00 - 09:30~~

HYPHEN

Design meeting

08:00–09:30

EN DASH

Don't do it.
~~Don't do it.~~

The best
music is
from the
'80s—not
the ~~80's~~.

EM DASH

I began teaching
in the School of
Art and Design at
Texas State in
the fall of 2018.

OLDSTYLE FIGURES

12,375
9,065
783,890,654
87,765

TABULAR LINING

Class Schedule

ARTC 3303,251 08:00–10:50
ARTC 4315,251 11:00–13:50
ARTC 3304,251 14:00–16:50
ARTC 4315,253 17:00–19:50

DEFAULT FIGURE

ARTC 3303,251 08:00–10:50
ARTC 4315,251 11:00–13:50
ARTC 3304,251 14:00–16:50
ARTC 4315,253 17:00–19:50

TABULAR LINING

Smith & Wesson
is an American
gun manufacturer.

OK IN PROPER NAMES

HOW TYPOGRAPHY
& ILLUSTRATION
WORK TOGETHER.

OK IN HEADLINES

The CMYK color
system is composed
of Cyan, Magenta,
Yellow & Black.

NOT OK IN RUNNING COPY

APOSTROPHE DOUBLE PRIME

I'm 5'11"

SINGLE PRIME

It's 5:00 PM

CAPS—NO PERIODS

Let's meet at 5:00 p.m.

LOWERCASE—PERIODS

HANGING PUNCTUATION

“Teaching what I love
and loving what I teach.”

—Genaro S. Rivero

EM DASH

PROPER QUOTATION MARKS