Typographic checklist

- ☐ Kerning
- ☐ Tracking
- ☐ Line Length 45 to 75 characters or 7-12 words.
- ☐ Typesize select type size optically sub-heads, captions etc.
- ☐ Leading or line spacing
- ☐ Hyphens, en & em dash
- ☐ Smart quote v dumb quote & apostrophes
- ☐ Widows & orphans
- ☐ Hanging quotes
- ☐ Typographic legibility/readability use of colour.
- ☐ Lorem ipsum, setting copy
- ☐ Animating type
- ☐ Typographic terminology
- ☐ Useful links/further reading

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