

# Kerning, Tracking and Leading

What is Kerning?



# KERNING

*the amount of spacing  
between two letters*



# Why do we use kerning?

It is important to create equal perceived spacing between letters.

PERCEIVED EQUAL SPACING

headline.



headline.



DON'T TRUST AUTO KERNING

AUTO KERNING:

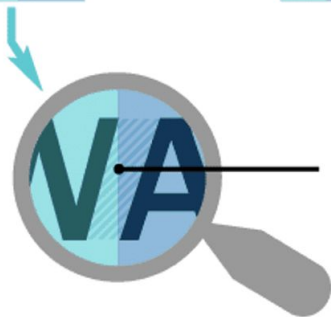
MANUAL KERNING:

WATERFALL

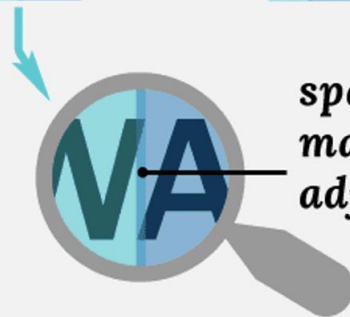
WATERFALL

WATERFALL

WATERFALL



too  
much  
space



spacing  
manually  
adjusted



# How do we use it?

You use your own judgement by eyeballing what looks correct spacing between letters. Simple.

kern me

kerning-12  
To get started drag or use your ← → keys

**Instructions**

Your mission is simple: achieve pleasant and readable text by distributing the space between letters. Typographers call this activity *kerning*. Your solution will be compared to a typographer's solution, and you will be given a score depending on how close you nailed it. Good luck!



Practice Time: [type.method.ac](http://type.method.ac)



**CAN BE IMPACTFUL**

**INADEQUATE  
■ USE OF ■  
WHITE SPACE**

<https://visme.co/blog/graphic-design-rules/>

# What is Tracking?

Adjusts the spacing equally between all letters

# Why do use tracking?

To create visual effects in design.

**POSITIVE TRACKING**  
(More space)

**SKYSCRAPERS**

ocean waves

**TRACKING = 0**

**SKYSCRAPERS**

ocean waves

**NEGATIVE TRACKING**  
(Less space)

**SKYSCRAPERS**

ocean waves

What is Leading?

# LEADING

GOOD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tristique libero nec lorem convallis, ut gravida nulla rutrum. Donec eget placerat diam. Cras in tortor placerat, gravida nibh nec, sodales urna. Suspendisse sit amet blandit lacus.

In most situations it will be easier on the eyes when it's not too close or far part to read long text.

BAD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tristique libero nec lorem convallis, ut gravida nulla rutrum. Donec eget placerat diam. Cras in tortor placerat, gravida nibh nec, sodales urna. Suspendisse sit amet blandit lacus.

Too close can be feel suffocating because of the lack of space.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tristique libero nec lorem convallis, ut gravida nulla rutrum. Donec eget placerat diam. Cras in tortor placerat, gravida nibh nec, sodales urna. Suspendisse sit amet blandit lacus.

Too far can feel exhausting with a large amount of space.

# Why do use leading?

To create successful white space and better readability in a chunk of text.

kerning



tracking

