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Just My Type

GARRY MOND

"Typography exists to honor content." — Robert Bringhurst, *The Elements of Typographic Style*.

Typography is a discipline utilized by designers. The application of this process is to communicate an idea visually whilst representing the arrangement and design elements of typefaces and letterforms on a page.

Typography is also an art form requiring skilled planning of the typeface, size, composition, and layout whilst encompassing the design elements to make a balance and attractive whole that is visually engaging whilst communicating through the presentation of the written word.

So, in conclusion, Typography plays a vital role in visual communication.

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