

TPOGRAFIA

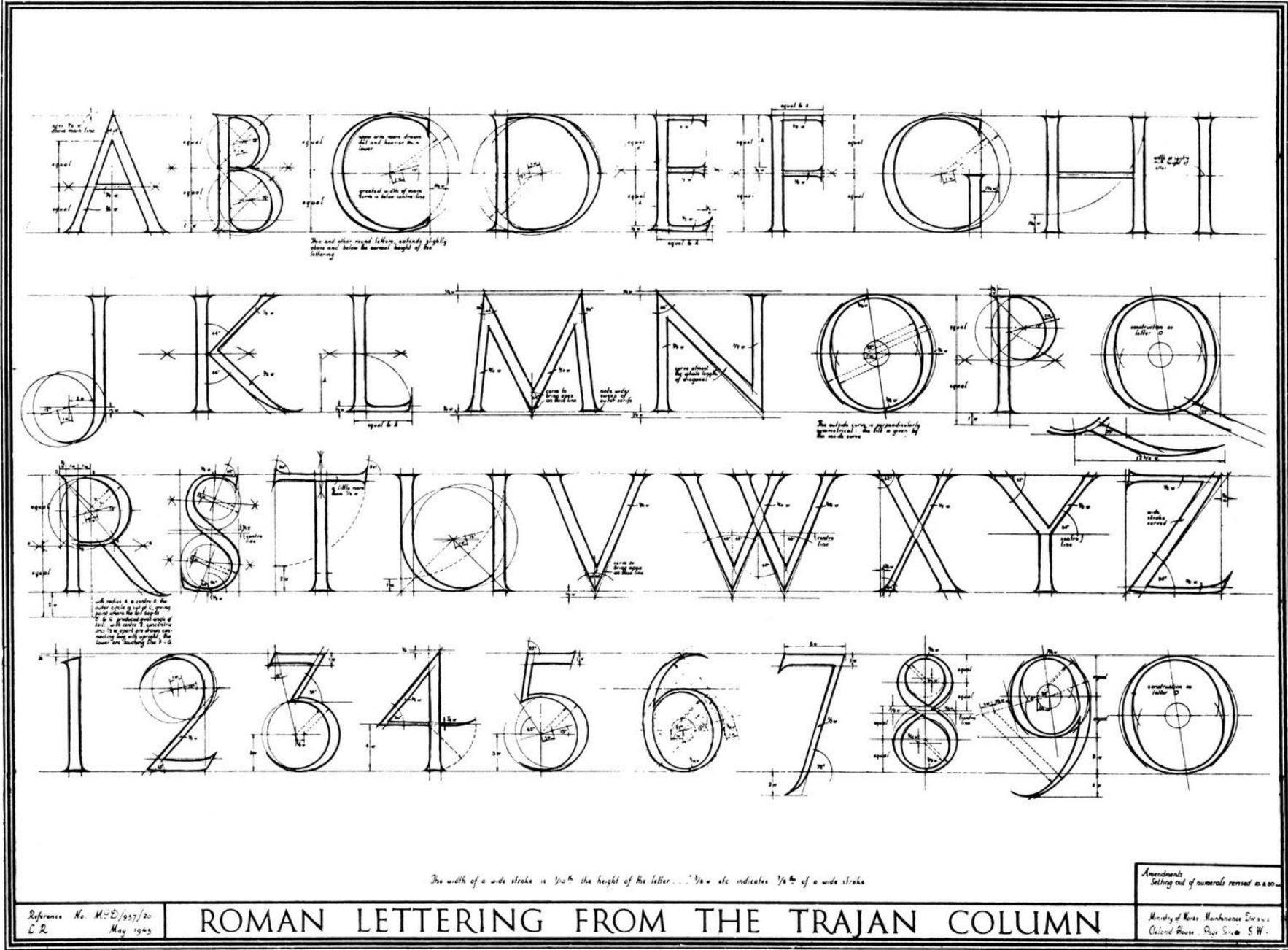
"É a representação visual
da linguagem... é um *link*
tangível entre quem
escreve e quem lê."

Karen Cheng, Designing Type





Coluna de Trajano



Características morfológicas

Serif

Sans-Serif

Mono
Spaced

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**Tipografias possuem
um poderoso
significado simbólico**

ELLE

ELLE VIEW - EDIÇÕES

Selecione abaixo a edição que gostaria de ver

Edição Digital 03

Setembro - 2020



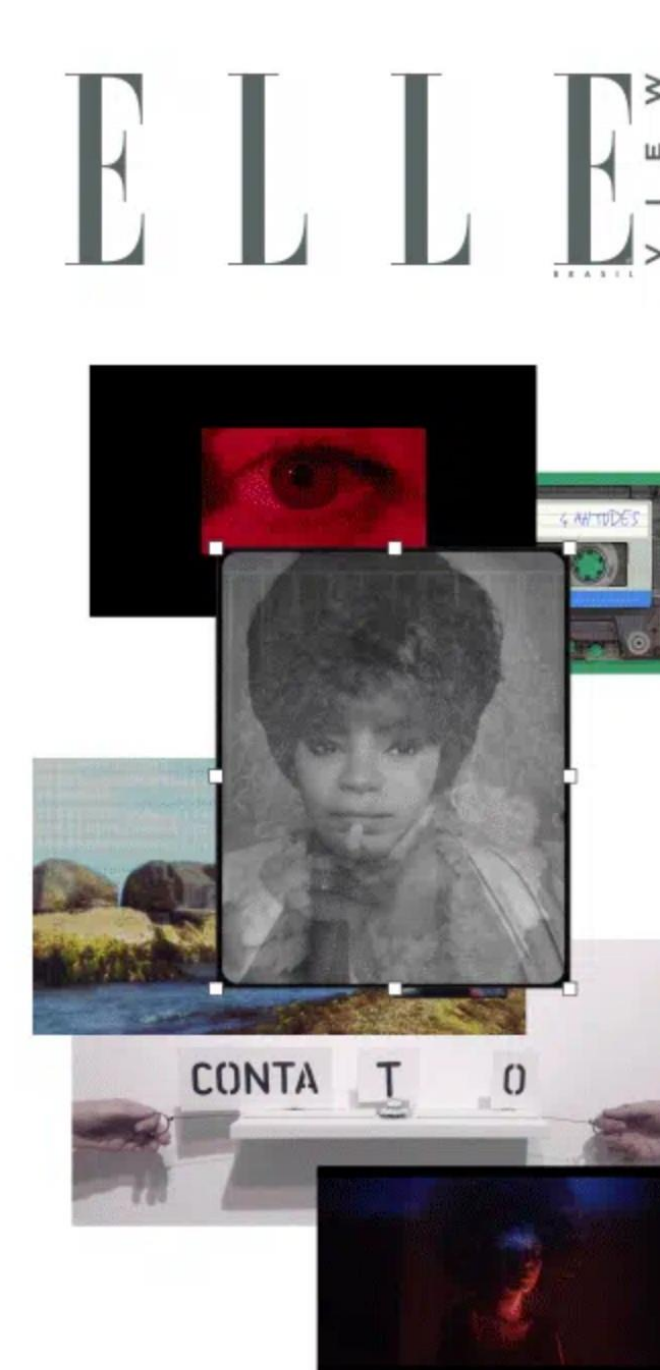
Edição Digital 02

Agosto - 2020



Edição Digital 01

Julho - 2020



Helvetica

Documentário:

<https://mubi.com/pt/br/films/helvetica>



Confira em breve a disponibilidade
iPhone 12 Pro

[Visão geral](#) [Especificações](#)

Sistema de câmera Pro

A noite é uma criança para o modo Noite.



IBM Plex

O ser humano
e a máquina

IBM

Sans

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ASPECTOS FUNCIONAIS E ERGONÔMICOS

ACESSIBILIDADE

DESIGN IS A CONSTANT EXPLORATION OF CREATION AND DESTRUCTION; OF CACOPHONY AND UTTER LONELINESS. WE NEED SPACE. WE NEED SPACES. WE NEED SPACES WHERE WE ARGUE, SPACES WHERE WE PLAY, SPACES WHERE WE REST, SPACES WHERE WE THINK. WELCOME TO OUR SPACE: THE IBM DESIGN STUDIOS. THERE ARE A MILLION GOOD IDEAS OUT THERE. OUR STUDIOS ARE MEANT TO HELP YOU DO A FEW OF THEM REALLY WELL. THEY'RE MESSY SOMETIMES. WE BUILD THEM UP, WE TEAR THEM DOWN, WE SHIFT THEM AROUND. IN THESE SPACES WE CRY, WE HEAL, BUT WE DON'T HIDE. THEY'RE WHERE RESTLESS IDEAS ARE PUT TO THE TEST AND, WHEN THEY'RE READY, ARE SHIPPED TO THE WORLD AS DELIGHTFUL USER EXPERIENCES.

Design is a constant exploration of creation and destruction; of cacophony and utter loneliness. We need space. We need spaces. We need spaces where we argue, spaces where we play, spaces where we rest, spaces where we think. Welcome to our space: the IBM Design Studios. There are a million good ideas out there. Our studios are meant to help you do a few of them really well. They're messy sometimes. We build them up, we tear them down, we shift them around. In these spaces we cry, we heal, but we don't hide. They're where restless ideas are put to the test and, when they're ready, are shipped to the world as delightful user experiences.

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LEGIBILIDADE

LEITURABILIDADE

DISTINGUIBILIDADE


CONTRASTE

**Tipografia em
projetos de UI**

Paleta tipográfica

4.209em (67.34px)	A Visual Type Scale
3.157em (50.52px)	A Visual Type Scale
2.369em (37.90px)	A Visual Type Scale
1.777em (28.43px)	A Visual Type Scale
1.333em (21.33px)	A Visual Type Scale
1em (16.00px)	A Visual Type Scale
0.75em (12.00px)	A Visual Type Scale
0.563em (9.00px)	A Visual Type Scale

Paleta tipográfica



```
<h1>Heading 1</h1>  
<h2>Heading 2</h2>  
<h3>Heading 3</h3>  
<h4>Heading 4</h4>  
<h5>Heading 5</h5>  
<h6>Heading 6</h6>
```

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Paleta tipográfica



Paleta tipográfica

Scale Category	Typeface	Weight	Size	Case	Letter spacing
H1	Roboto	Light	96	Sentence	-1.5
H2	Roboto	Light	60	Sentence	-0.5
H3	Roboto	Regular	48	Sentence	0
H4	Roboto	Regular	34	Sentence	0.25
H5	Roboto	Regular	24	Sentence	0
H6	Roboto	Medium	20	Sentence	0.15
Subtitle 1	Roboto	Regular	16	Sentence	0.15
Subtitle 2	Roboto	Medium	14	Sentence	0.1
Body 1	Roboto	Regular	16	Sentence	0.5
Body 2	Roboto	Regular	14	Sentence	0.25
BUTTON	Roboto	Medium	14	All caps	1.25
Caption	Roboto	Regular	12	Sentence	0.4
OVERLINE	Roboto	Regular	10	All caps	1.5

As fontes
desempenham
papéis importantes
na interface

Papéis

- Títulos
- Corpo de texto
- Descrições curtas e longas
- Rótulos
- *Hiperlinks*

Google Fonts

Google Fonts

Browse fonts

Featured

Articles

About

Q Search

Sentence ▾

Type something

40px ▾

Categories ▾

Language ▾

Font properties ▾

☐ Show only variable fonts ⓘ

1006 of 1006 families

Sort by: Trending ▾

Roboto

12 styles

Christian Robertson

Almost before we knew it, we had left the ground.

Commissioner

Variable

Kostas Bartsokas

Almost before we knew it, we had left the ground.

Piazzolla

Variable

Juan Pablo del Peral, Huerta Tipográfica

Almost before we knew it, we had left the ground.

Open Sans

10 styles

Steve Matteson

Almost before we knew it, we had left the ground.

Sansita Swashed

Variable

Omnibus-Type

Almost before we knew it, we had left the ground.

Noto Sans JP

6 styles

Google

Almost before we knew it, we had left the

Lato

10 styles

Łukasz Dziedzic

Almost before we knew it, we had left the ground.

Montserrat

18 styles

Julietta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly

Almost before we knew it, we had left the

Inteligência de marketing para grandes ideias

O Mailchimp ajuda pequenas empresas a fazerem grandes coisas, com as ferramentas e orientações certas em cada etapa do processo.

[Escolha um plano](#)