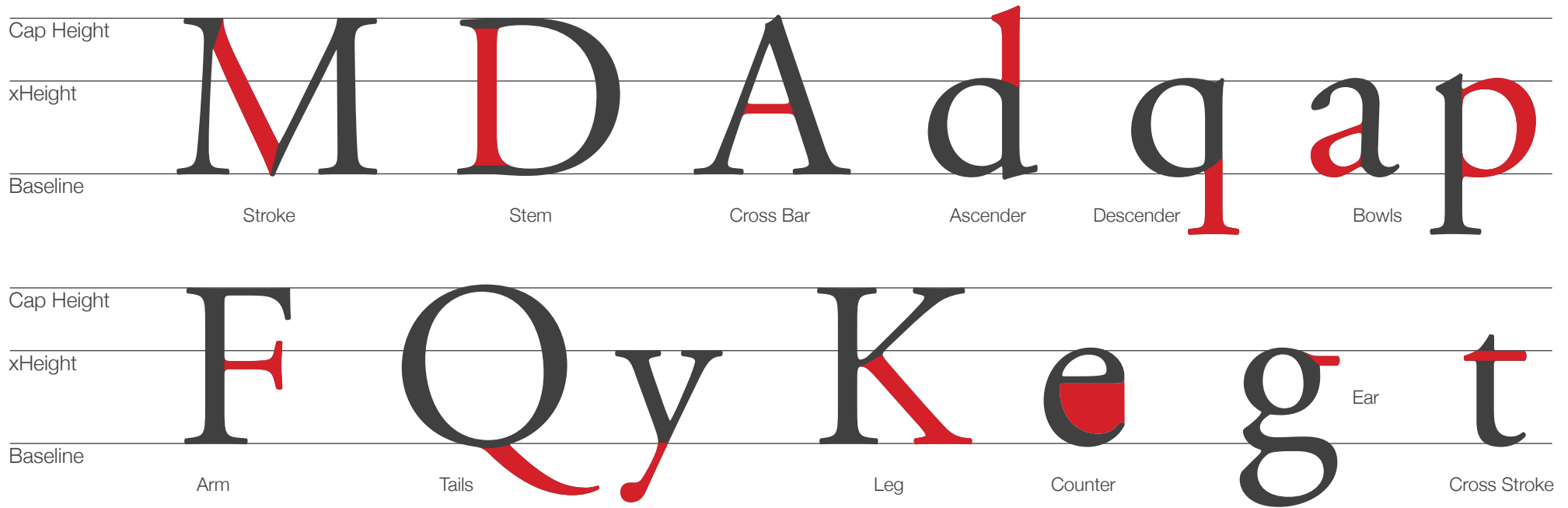


Anatomy and Terminology



lorem ipsum

Kerning is the spacing in between each individual letter.

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Incorrect Kerning - obviously a bit extreme

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sit amet arcu. Sed hendrerit, odio ac rutrum.

Tracking is the spacing between all of the characters on a line

Leading is the spacing between lines of text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sit amet arcu. Sed hendrerit, odio ac rutrum adipiscing, mauris wisi iaculis arcu, a dignissim ante massa at leo. Nam ut nisl. Nullam bibendum dui nec sapien. Suspendisse accumsan ligula at velit. Duis dapibus, tortor eget hendrerit ultricies, augue est porta mauris, id posuere lorem wisi vel sem. Integer ut felis. Suspendisse purus nisl, cursus non, volutpat vel, pulvinar eget, lacus. Donec vehicula elit.