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# VARIÁVEIS TIPOGRÁFICAS

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**NEGRITO, ITÁLICO, VERSALETES, MAIÚSCULAS**

## NEGRITO

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- **Utilizado para destacar**

Palavras importantes, frases e etc.

- **Um forte elemento de contraste**

Pode ser utilizado em títulos, durante textos e outros.

- **Existem diversas variações**

Bold, demi bold, black, heavy.



# ITÁLICO

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- Utilizado para dar ênfase

- **Pode ser elegante**

Pois é derivado da escrita cursiva.

- **Existem tipos itálicos e oblíquos**

No itálico existem variações de caracteres, no oblíquo as letras são inclinadas, mas sem variação de caracter.



# VERSALETES

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- **Quase não existe na web**

É possível utilizar a propriedade do css, `font-variant: small-caps;`  
Porem serão versaletes falsas, letras maiúsculas escaladas a altura-x.

- **São muito elegantes**

São caracteres maiúsculos com altura-x e o mesmo peso das maiúsculas.

- **Utilizadas em subtítulos e para dar ênfase**



# MAIÚSCULAS

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- Utilizadas para compor títulos, menus e botões
- Possuem grande impacto
- **Não utilizar no copo de texto**

Um texto todo em maiúsculas, parece como se alguém estivesse gritando. Além de passar uma experiência ruim, também dificulta a leitura.



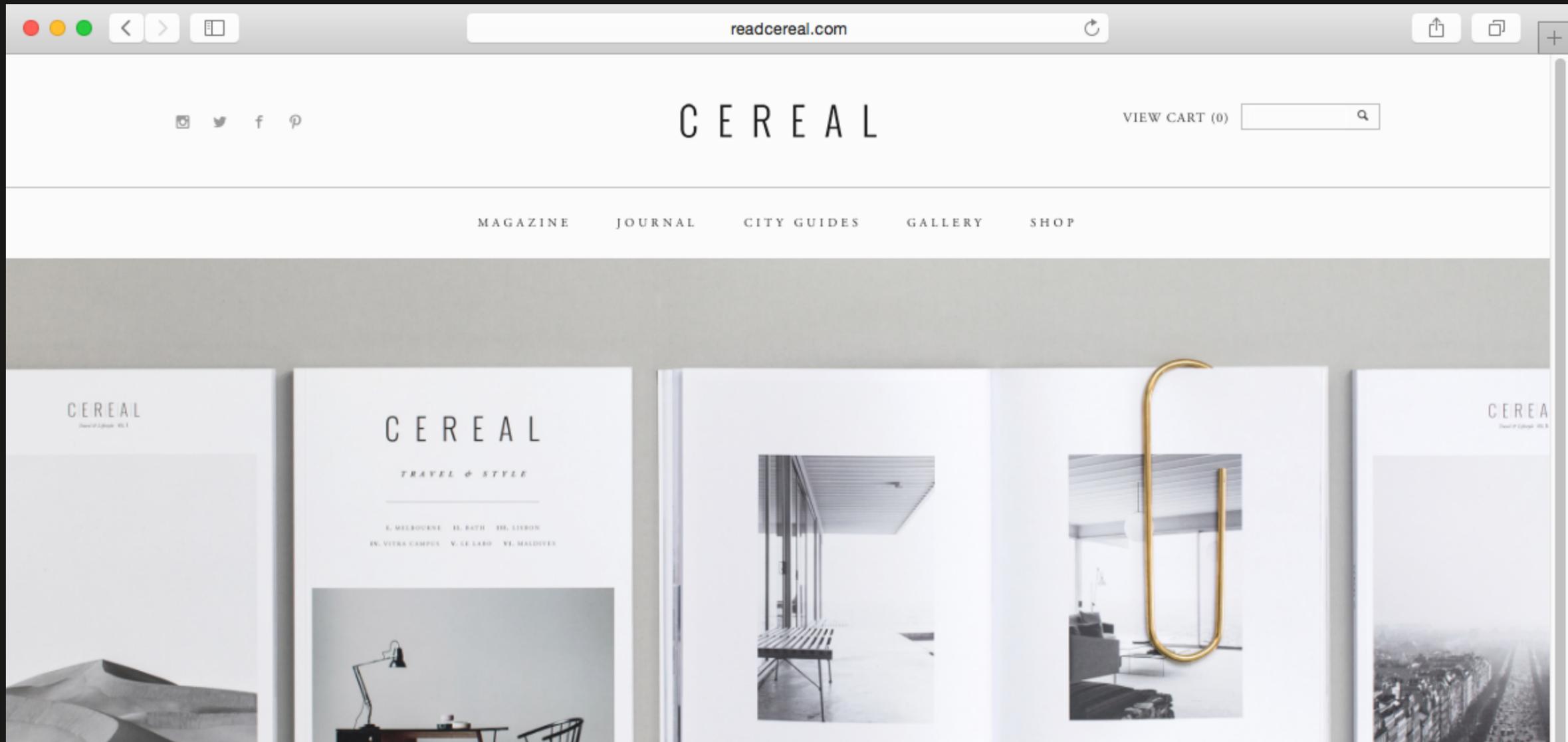
# ELEMENTOS DE CONTRASATE

- **Não é necessário utiliza mais de um**  
Itálico + Negrito quase nunca são boas combinações.
- **Destacar tudo ou nada é a mesma coisa**  
O destaque deve ser feito no que realmente importa.
- **Cuidado com as falsificações**  
Versaleta falsa, negrito falso e itálico falso contribuem para que o seu projeto fique ruim.
- **Hierarquia é tudo**  
Consistência e o uso com cuidado definirão uma excelente hierarquia no seu projeto.



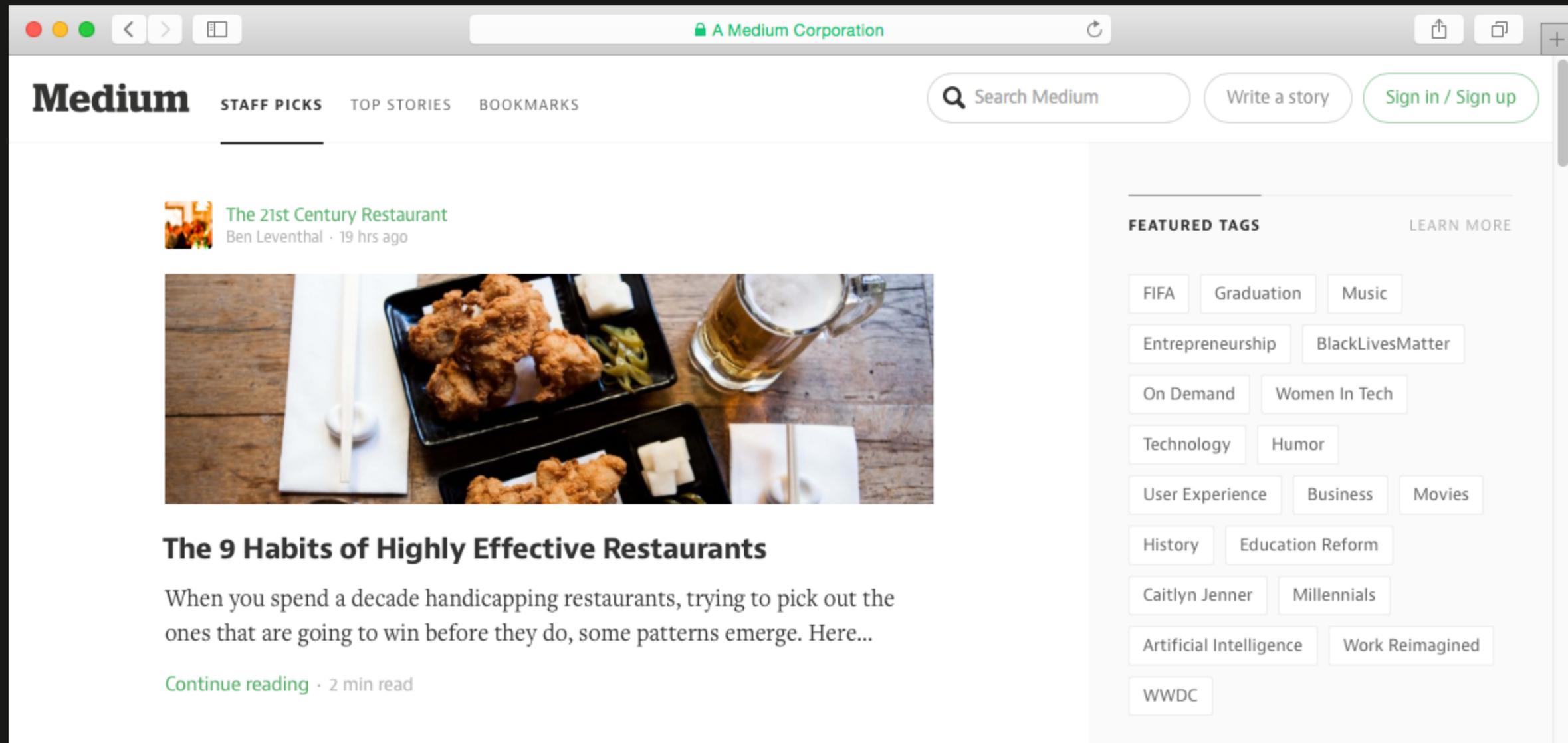
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# CEREAL



readcereal.com





The screenshot shows the Medium website interface. At the top, there's a navigation bar with the Medium logo, links for "STAFF PICKS", "TOP STORIES", and "BOOKMARKS", a search bar, and buttons for "Write a story" and "Sign in / Sign up". The main content area features a featured article by Ben Leventhal titled "The 21st Century Restaurant" from 19 hours ago. The article includes a photo of food and a glass of beer. The article title is "The 9 Habits of Highly Effective Restaurants" and the text begins with "When you spend a decade handicapping restaurants, trying to pick out the ones that are going to win before they do, some patterns emerge. Here...". A "Continue reading" link indicates a 2-minute read. On the right sidebar, there's a "FEATURED TAGS" section with a "LEARN MORE" link and a grid of tag buttons including FIFA, Graduation, Music, Entrepreneurship, BlackLivesMatter, On Demand, Women In Tech, Technology, Humor, User Experience, Business, Movies, History, Education Reform, Caitlyn Jenner, Millennials, Artificial Intelligence, Work Reimagined, and WWDC.

**Medium** STAFF PICKS TOP STORIES BOOKMARKS  Write a story Sign in / Sign up

 **The 21st Century Restaurant**  
Ben Leventhal · 19 hrs ago



**The 9 Habits of Highly Effective Restaurants**

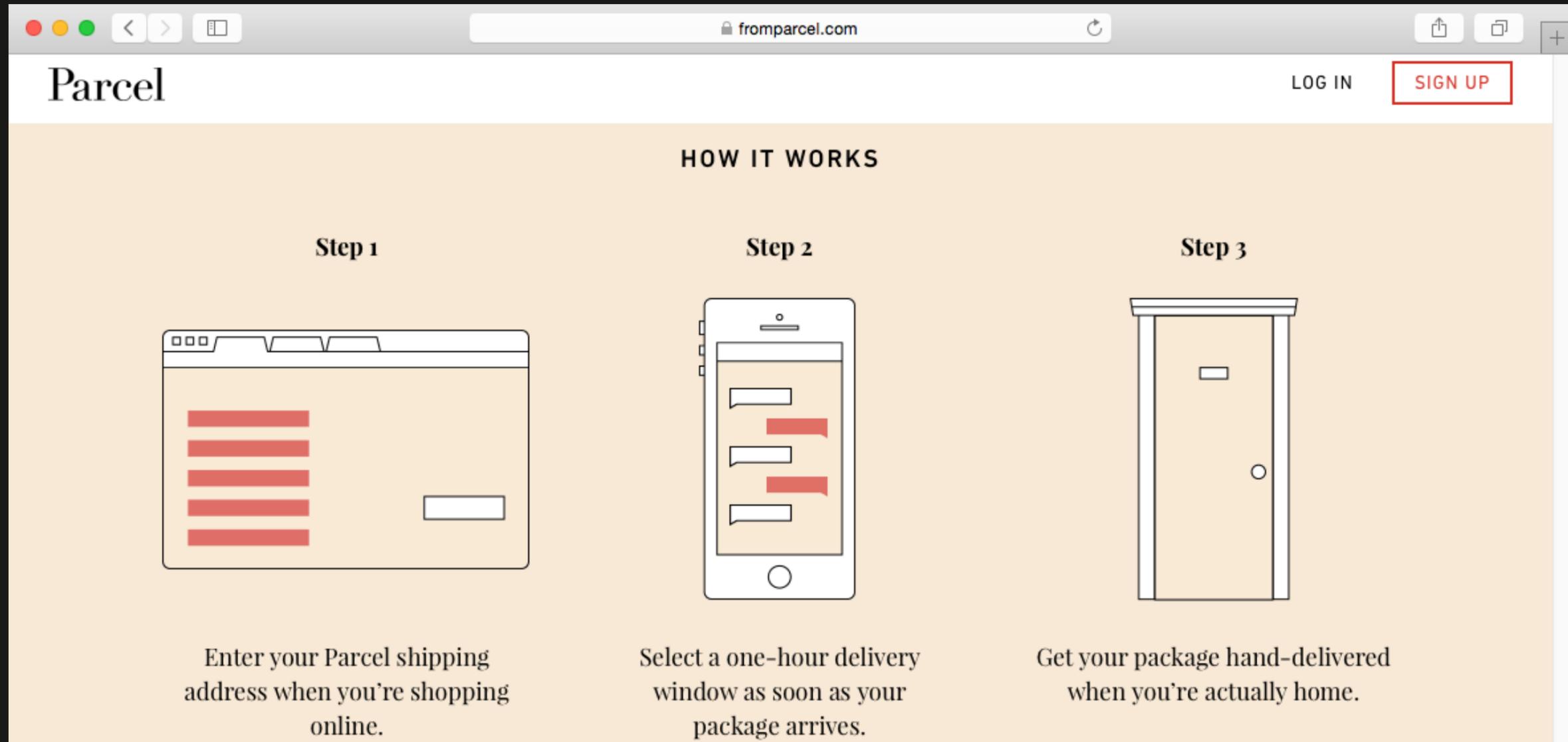
When you spend a decade handicapping restaurants, trying to pick out the ones that are going to win before they do, some patterns emerge. Here...

[Continue reading](#) · 2 min read

**FEATURED TAGS** [LEARN MORE](#)

FIFA Graduation Music  
Entrepreneurship BlackLivesMatter  
On Demand Women In Tech  
Technology Humor  
User Experience Business Movies  
History Education Reform  
Caitlyn Jenner Millennials  
Artificial Intelligence Work Reimagined  
WWDC



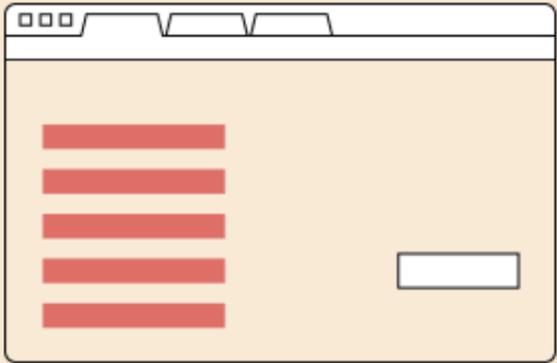


Parcel

LOG IN SIGN UP

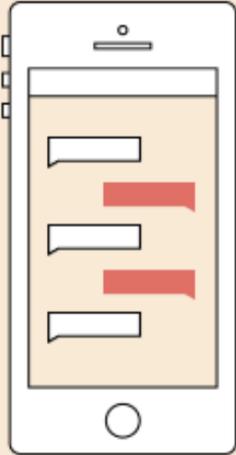
### HOW IT WORKS

**Step 1**



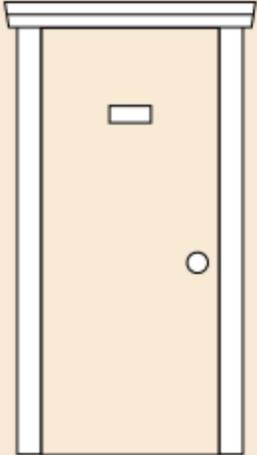
Enter your Parcel shipping address when you're shopping online.

**Step 2**



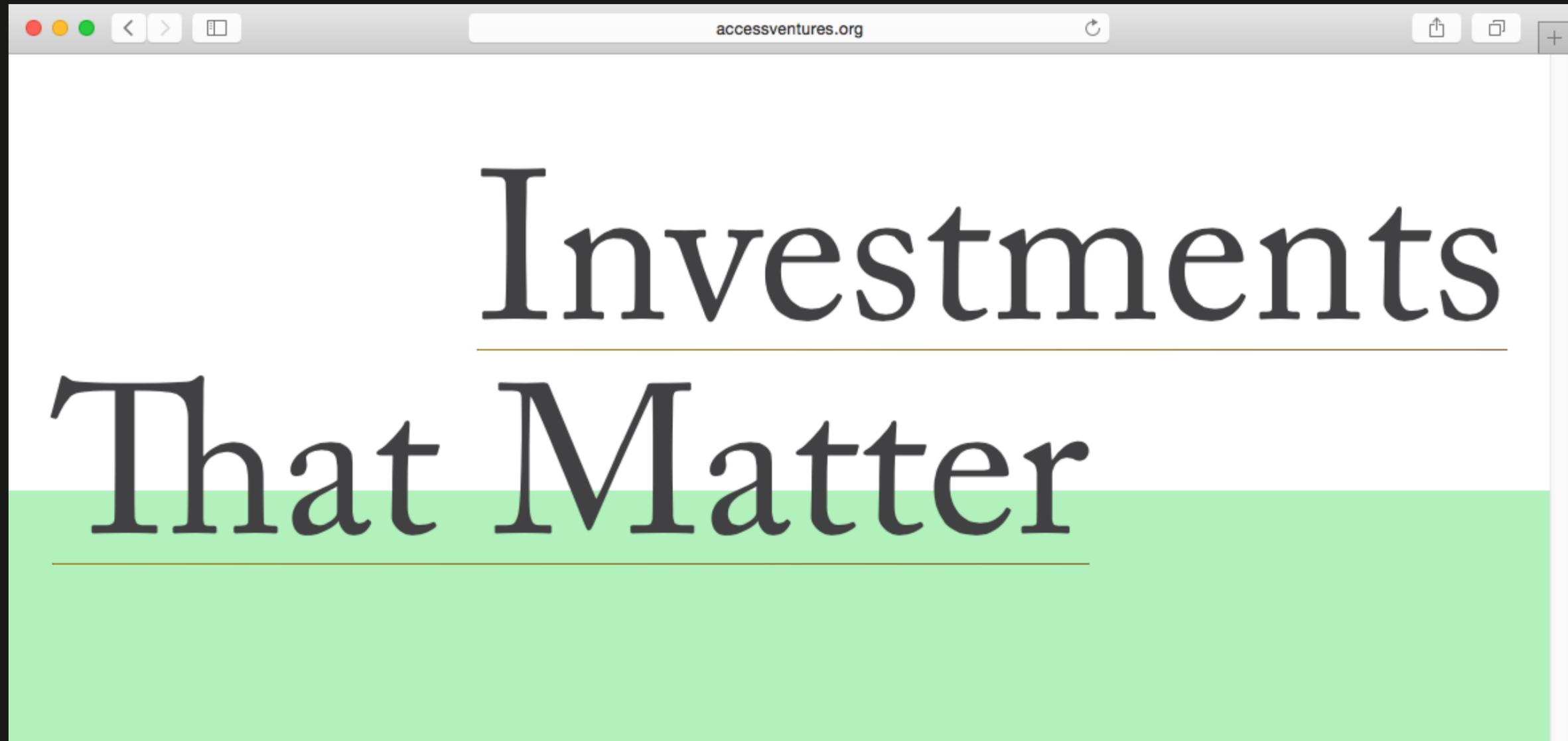
Select a one-hour delivery window as soon as your package arrives.

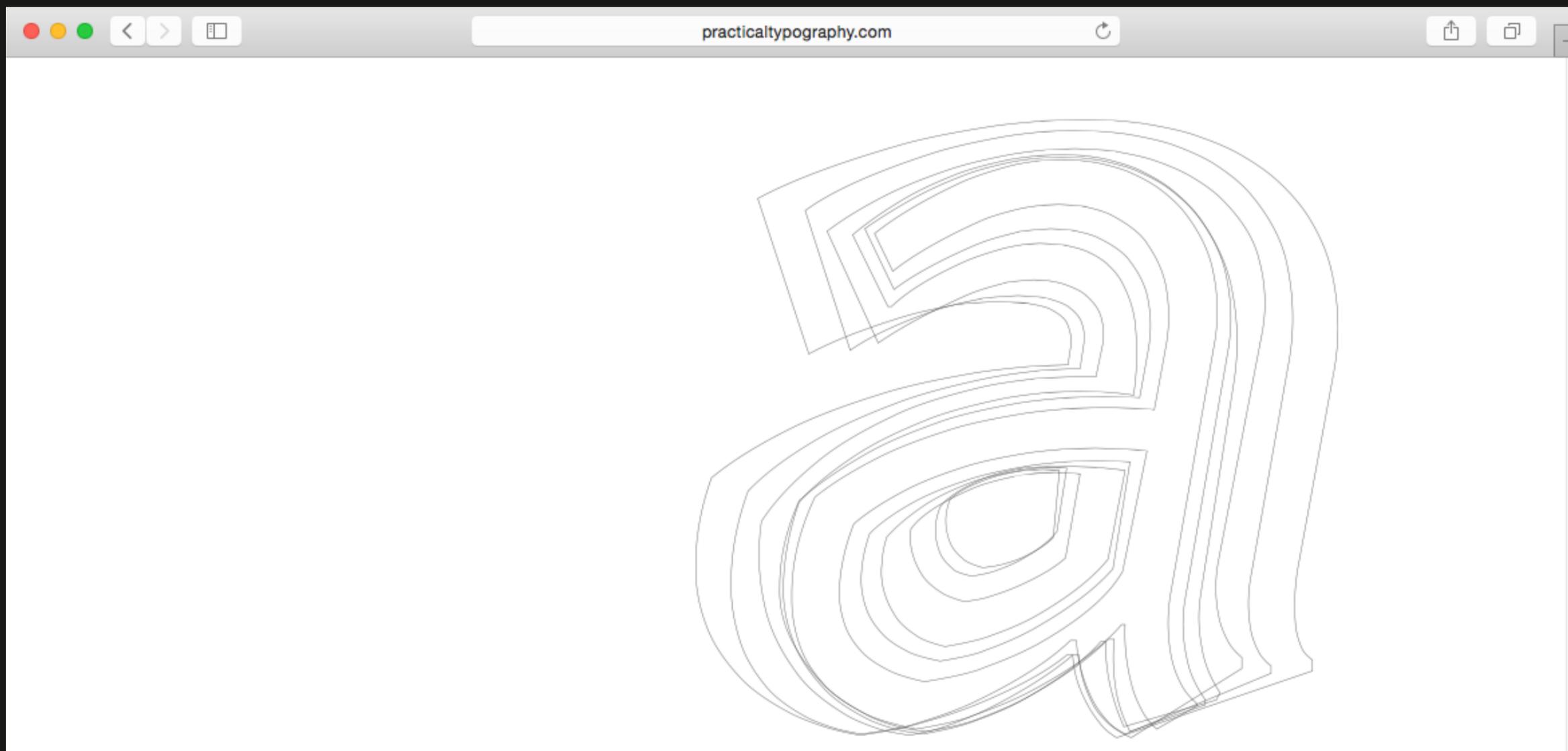
**Step 3**



Get your package hand-delivered when you're actually home.







[practicaltypography.com](http://practicaltypography.com)

