

# Typo- graphy is your friend

**CREATIVE COMMUNICATIONS**  
Typo-graphic design principles  
and practices

Room SC3.06  
South Cloisters  
St Luke's Campus  
Exeter

1.00 pm Tuesday  
24 Oct 2017

**Basic typographic principles**

**Posters Reports & Leaflets  
Visual Identity Guidelines**

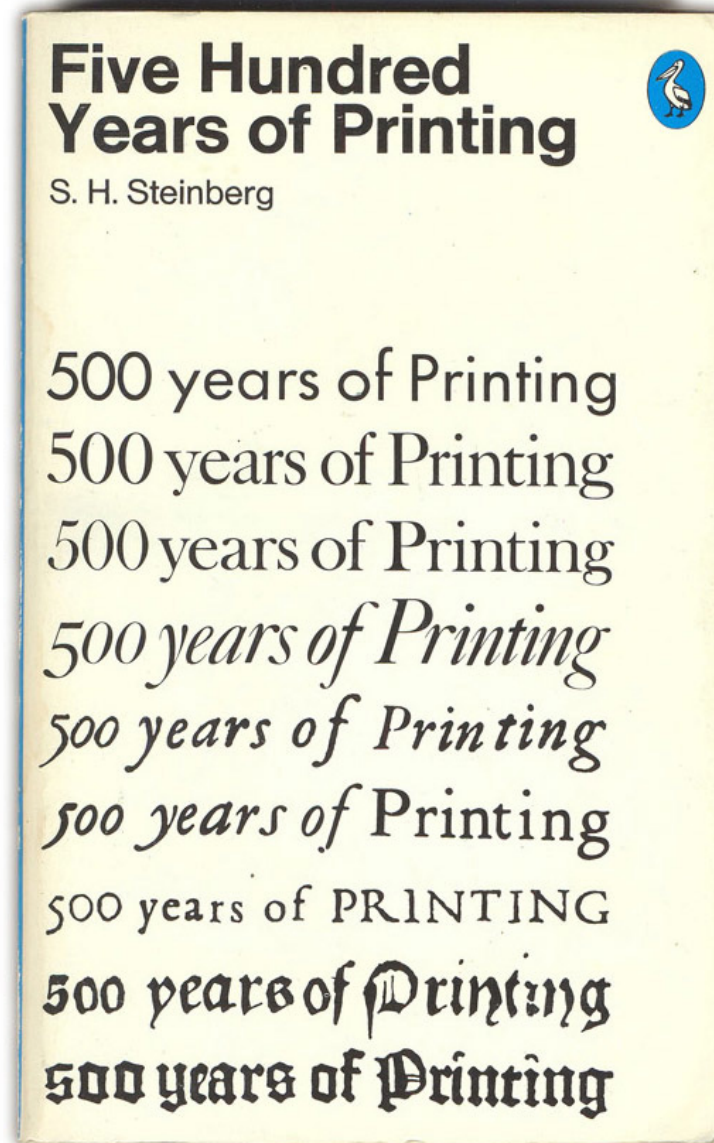
**Peter Jones  
24 October 2017**

# Typo-graphic design principles and practices

## Basic typographic principles Typeface usage and history

### Styles & genres

- Blackletter
- Old face
- Transitional
- Modern
- Script & Decorative
- Slab serif
- Sans serif



# Typo-graphic design principles and practices

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Blackletter  
Büttenberg

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- Sans serif

# The Daily Telegraph

**Daily Mail**  
MONDAY, JULY 25, 2016 [www.dailymail.co.uk](http://www.dailymail.co.uk) DAILY NEWSPAPER OF THE YEAR 65p

**BHS: THE DAMNING VERDICT**

# THE SHAMING OF SIR SHIFTY

■ Sir Philip Green branded 'the unacceptable face of capitalism' by furious MPs

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- Sans serif

Old face

GARAMOND

Transitional

BASKERVILLE

serif fonts

DISPLAY & text

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# Beatrice Warde

## THE CRYSTAL GOBLET

You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent.

...if you have no feelings about wine one way or the other, you will want the sensation of drinking the stuff out of a vessel that may have cost thousands of pounds; but if you are a member of that vanishing tribe, the amateurs of fine vintages, you will choose the crystal, because everything about it is calculated to reveal rather than hide the beautiful thing which it was meant to contain.

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Modern  
DIDOT &  
BODONI  
serif fonts

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*Script*  
*Snell*  
*Roundhand*  
**Comic sans**



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FLYING  
SCHOOL

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**Flying  
School**

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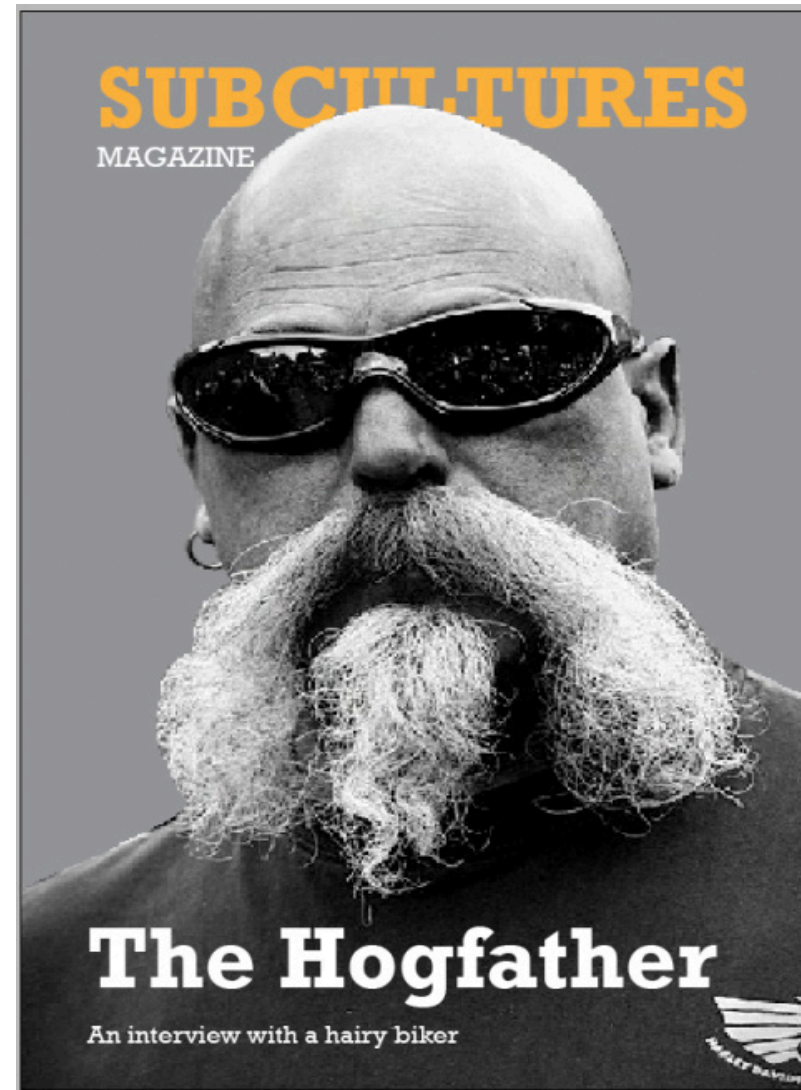
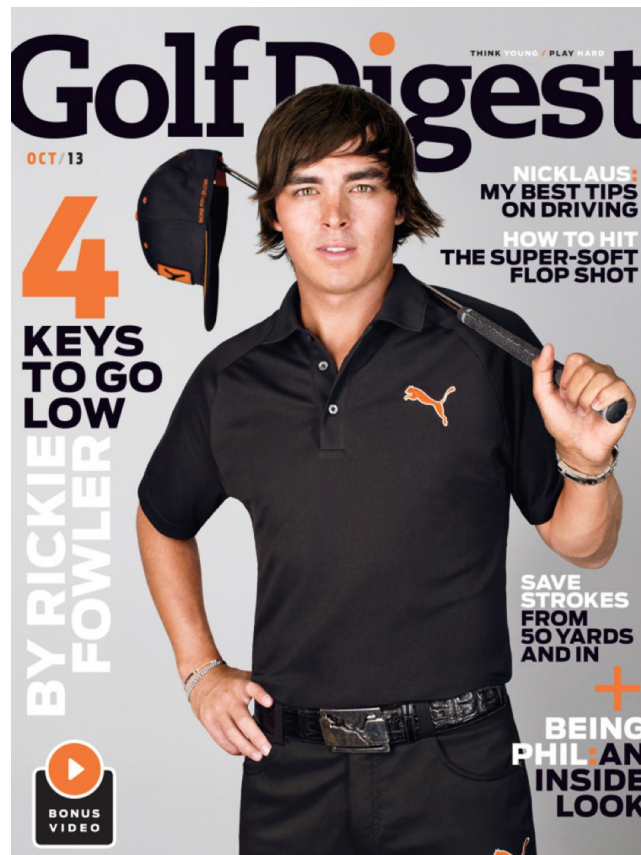
**Slab serif**  
Rockwell

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# Sans serif

## Helvetica

## Gill Sans

## Arial

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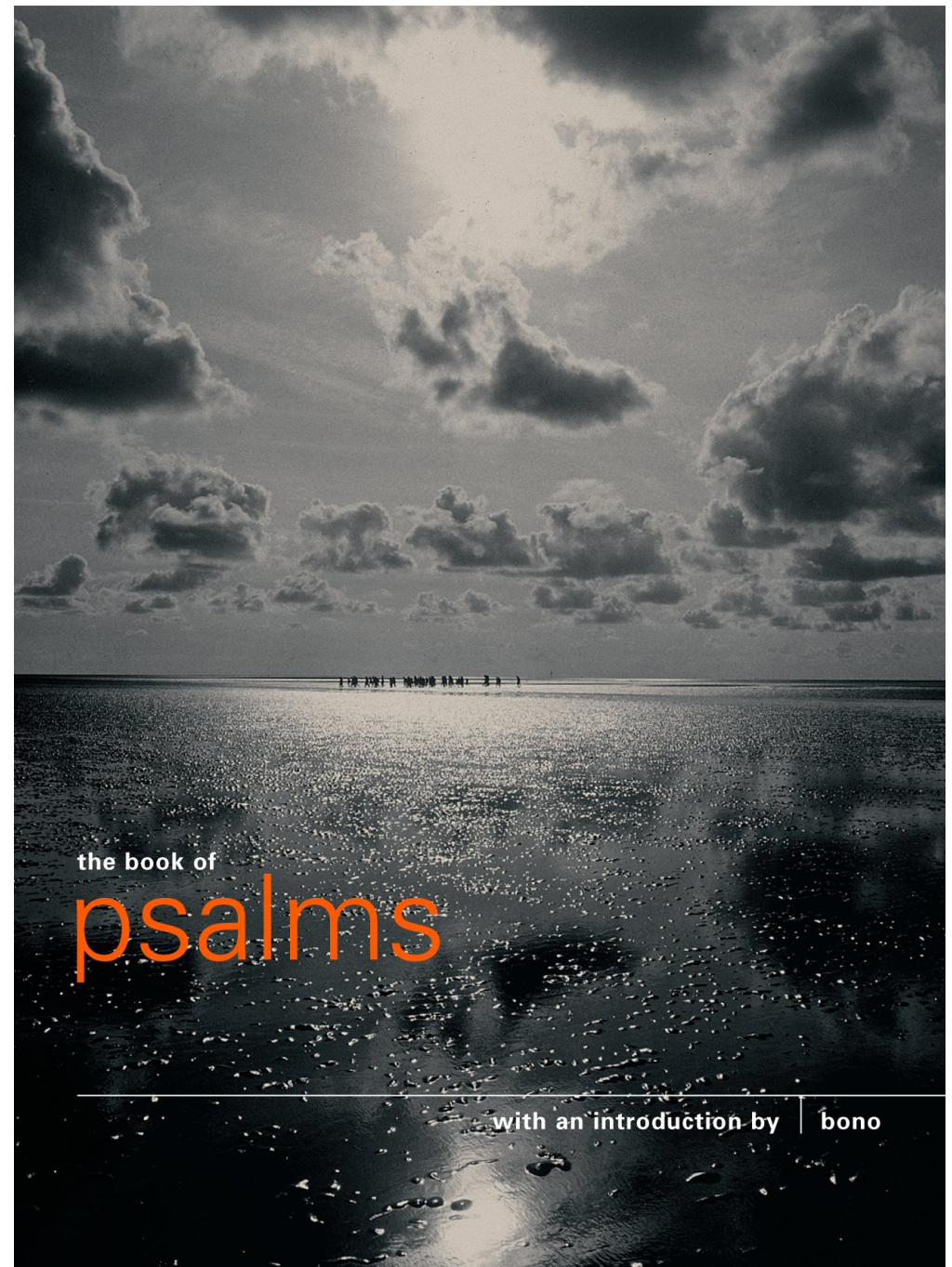


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# Typo-graphic design principles and practices

## Layout & composition text paragraphs -

### RANGE LEFT PREFERRED

### range right, centred, justified

12/15 pt Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vulputate arcu non aliquam suscipit. Sed venenatis iaculis nulla, ac euismod augue ornare nec. Donec ac enim ac nunc volutpat porttitor vitae eget tellus. Phasellus vitae augue semper, sollicitudin est eget, ultrices ligula. Curabitur sodales quam id velit laoreet laoreet. Curabitur

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## Typo-graphic design principles and practices

### Layout & composition leading/line spacing & line length

### MINIMUM LINE LENGTH approx 30 characters for text paragraphs

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## Typo-graphic design principles and practices

### Layout & composition leading/line spacing & line length

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## Typo-graphic design principles and practices

### Layout & composition leading/line spacing & line length

### MAXIMUM LINE LENGTH approx 65 characters

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# Typo-graphic design principles and practices

## Layout & composition using more than one typeface

## MINIMALISM IS GOOD PRACTICE the fewer typefaces, fonts and sizes are best practice

### Sub or main heading

12/15 pt Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vulputate arcu non aliquam suscipit. Sed venenatis iaculis nulla, ac euismod augue ornare nec. Donec ac enim ac nunc volutpat porttitor vitae eget tellus. Phasellus vitae augue semper, sollicitudin est eget, ultrices ligula. Curabitur sodales quam id velit laoreet laoreet. Curabitur mi mauris, dictum in feugiat nec, rutrum eget nisl. Cras suscipit hendrerit nunc, congue tristique sapien

### Sub or main heading

11/15 pt Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vulputate arcu non aliquam suscipit. Sed venenatis iaculis nulla, ac euismod augue ornare nec. Donec ac enim ac nunc volutpat porttitor vitae eget tellus. Phasellus vitae augue semper, sollicitudin est eget, ultrices ligula. Curabitur sodales quam id velit laoreet laoreet. Curabitur mi mauris, dictum in feugiat nec, rutrum eget nisl. Cras suscipit hendrerit nunc, congue tristique sapien fermentum ac. Vivamus odio sem, fringilla sed quam ac, imperdiet congue arcu. Proin consequat ipsum ac venenatis ultricies. Donec pellentesque augue in aliquet pretium.

# Typo-graphic design principles and practices

## Exeter University Brand Typefaces

### Adobe Caslon Pro

Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@£()%

*Italic*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@£()%*

**Bold**

**abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@£()%**

***Bold italic***

***abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@£()%***

### Humanist 521 BT

Light

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@£()%

Roman

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@£()%

*Italic*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@£()%*

**Bold**

**abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@£()%**

**Typo-graphic design principles  
and practices**

**Recap**

# Minimalism

start with as fewer  
sizes and fonts  
as possible



**Range  
left only**

**Typo-graphic design principles  
and practices**

**No more**  
than two typefaces

Typo-graphic design principles  
and practices

**Avoid**  
**DECORATIVE**  
*fonts*

**Typo-graphic design principles  
and practices**

**No more  
than three  
sizes & two  
typefaces**

# HEADING 1

## Heading 2

### SUB HEADING 1

#### Sub heading 2

#### SUB HEADING 3

#### Sub heading 4

#### SUB HEADING 5

#### Sub heading 6

Text, itur sodales quam id velit laoreet laoreet.  
Curabitur mi mauris, dictum in feugiat nec, rutrum  
 eget nisl. Cras suscipit hendrerit nunc, congue  
 tristique sapien fermentum ac. Curabitur mi mauris,  
 dictum in feugiat nec, rutrum eget nisl.

## Typo-graphic design principles and practices

# Serif font for pages of text

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## Typo-graphic design principles and practices

**Do not  
justify text  
on a narrow  
measure**

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# **Use a grid**



**Typo-graphic design principles  
and practices**

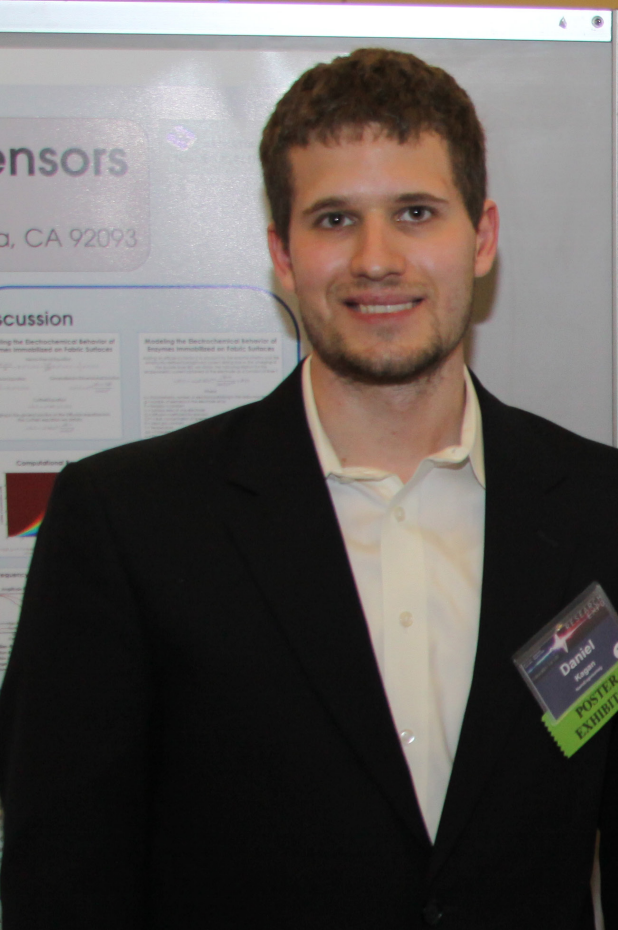
**Use a grid**

**Typo-graphic design principles  
and practices**

**Posters**  
**Reports**  
**Leaflets**

# Typo-graphic design principles and practices

# Posters



## Rapid Nanomotor-Based Cancer Cell and Nucleic Acid Detection

Daniel Kagan, Joseph Wang\*

University of California-San Diego, La Jolla, California 92093, USA

UCSD Jacobs School of Engineering

UC San Diego, Department of Bioengineering  
NANOENGINEERING  
Jacobs School of Engineering

### Introduction

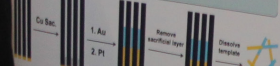
Nanomotors are nanoscale devices capable of converting energy into motion. Over millions of years, evolution has developed efficient biomotors (i.e. kinesin, dynein, and myosin), which are empowered by the hydrolysis of adenosine triphosphate (ATP).<sup>1,2</sup> Fuel-driven bi-inspired Au-Pt nanowires or rolled up microcorks exhibit autonomous self-propulsion due to the catalytic decomposition of hydrogen peroxide fuel.<sup>3,4</sup> Autonomous motion of catalytic nanowire motors holds great promise for exciting applications such as drug-delivery<sup>5</sup>, nanoscale assembly and transport, and biological sensing and isolation.<sup>1,4,6,7</sup>

### Objective

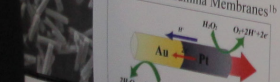
Creation of a biomolecule detection devices suitable for use in low resource settings.  
This poster displays the first example of using nanomotors for nucleic acid chemical DNA<sup>8,9,11,12</sup> and Cancer Cell Sensing.<sup>10,11</sup> The presence of silver ions in peroxide solution causes a unique 5-fold increase in nanomotor speed, which is exploited for the detection of biomolecules.<sup>8,9</sup>

### Materials and Methods

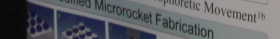
#### Nanomotor Fabrication



#### Electrochemical Metal Deposition in Alumina Membranes<sup>1b</sup>



#### Self-Electrophoretic Movement<sup>1b</sup>



### Main Results

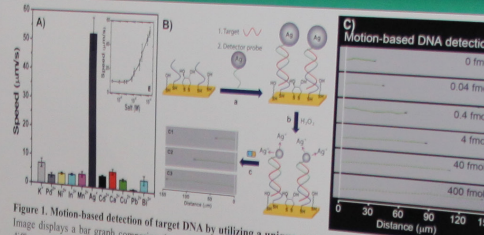


Figure 1. Motion-based detection of target DNA by utilizing a unique nanomotor speed to Ag<sup>+</sup> relationship. (A) Image displays a bar graph comparing the average nanomotors speed for 20 randomly selected nanomotors in 11 different 100 μM metal-nitrate salt solutions. An inset calibration curve for Ag(I) reveals linearity over the micromolar range (0.5-100 μM). (B) Sandwich assay schematic using Ag nanoparticle-tagged detection probes. H<sub>2</sub>O<sub>2</sub> is used to dissolve the captured Ag nanoparticles to form an Ag<sup>+</sup> enriched fuel that is added to the nanomotors. H<sub>2</sub>O<sub>2</sub> (C) Shows the remarkable DNA target detection down to 10 pM using magnetic, Au/Ni/Pt nanomotors to form distance signal readouts.<sup>8,9</sup>

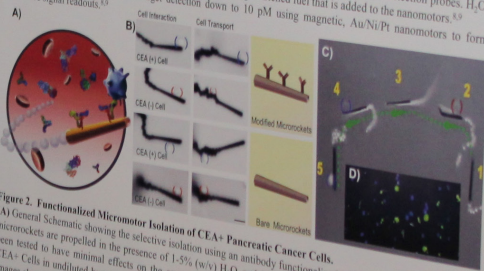
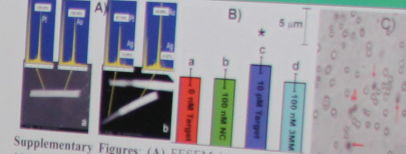


Figure 2. Functionalized Micromotor Isolation of CEA+ Pancreatic Cancer Cells. (A) General Schematic showing the selective isolation using an antibody functionalized microcork. These bubble-based microcorks are propelled in the presence of 1.5% (w/v) H<sub>2</sub>O<sub>2</sub> and 0.1-1% (w/v) Sodium Cholate surfactant, which has been tested to have minimal effects on the cancer cells' viability after 2-4 hours. (B) Selective on-the-fly isolation of CEA+ Cells in undiluted human serum only occurring on antibody functionalized microcorks. (C) Time-lapse overlay images showing the selective isolation of the CEA+ nucleus stained cell in a mixture (4-5). (D) Inset shows the isolation of CEA+ cells (green) in a pre-incubated cellular mixture (CEA+ cancer cells in blue).

### Supporting Results



Supporting Figures: (A) FESEM image of Au-Pt nanowire treated with 100 μM AgNO<sub>3</sub> alone and b) 100 μM AgNO<sub>3</sub> and 5% H<sub>2</sub>O<sub>2</sub> for DNA. (B) Speed-based target detection down to 10 pM when compared to assay nucleic acids.<sup>8,9</sup> (C) Cell viability test showing the death of just a few H<sub>2</sub>O<sub>2</sub> and 1% sodium cholate after 5 hours.<sup>10,11</sup>

### Discussion/Future Work

- Speed increases from the asymmetric underpotential deposition of silver onto the nanomotors surface leading to an increased catalytic rate of hydrogen peroxide.<sup>13,14</sup>
- Overnight incubation of nanomotors in H<sub>2</sub>O<sub>2</sub> and Ag<sup>+</sup> showed permanent increase in speed after washing.<sup>8</sup>
- Sandwich assay is very specific and reveals minimal non-specific binding/adsorptions.<sup>8,9</sup>
- Motion-based sandwich assay can detect 16S rRNA directly from raw *E. coli* lysate using this motion sensing.<sup>8,9</sup>
- Magnetically controlled nanomotors have the potential to use speed/distance signals to identify targets.
- Motion-based DNA assay is easy, cheap and sensitive.
- Distance signals offer a way to detect biomolecules without the use of expensive, non-portable equipment.
- Microcorks have also been used for drug delivery.



## Typo-graphic design principles and practices



## Typo-graphic design principles and practices



**Typo-graphic design principles  
and practices**

**Posters  
visual or  
word based  
pun**

**Typo-  
graphy  
is your  
friend**

**CREATIVE COMMUNICATIONS**  
**Typo-graphic design principles  
and practices**

**Room SC3.06  
South Cloisters  
St Luke's Campus  
Exeter**

**1.00 pm Tuesday  
24 Oct 2017**

Typo-graphic design principles  
and practices

# Posters



**What**

**Where**

**When**

Typo-graphic design principles  
and practices

# Posters

**Image  
or  
headline**

**What**

**Where**

**When**



Typo-graphic design principles  
and practices

# Reports & leaflets

## Reports

Imagine for the main body of the  
text you are using a typewriter

capitals · lowercase · use white space



No text over busy backgrounds

LOGO  
HERE

Typo-graphic design principles  
and practices

# Reports & leaflets

# Keep it simple

Short descriptor of overall content



LOGO  
HERE

# Reports & leaflets

**Use colour sparingly**

use colours in a consistent manner



LOGO  
HERE

# Colour

## Palette

Use the colour palette from  
your institution's guidelines  
as a starting point?

# Typo-graphic design principles and practices

# Colour

## Exeter University Brand Colours



### Recruitment grey

Process colour  
C53 M37 Y34 K16

RGB colour  
R124 G133 B140

Web colour  
#7B858B



### Recruitment teal

Process colour  
C94 M14 Y28 K1

RGB colour  
R0 G147 B175

Web colour  
#0092AF



### Recruitment sky blue

Process colour  
C34 M3 Y0 K0

RGB colour  
R178 G220 B247

Web colour  
#B2DBF6



### Recruitment green

Process colour  
C50 M11 Y100 K3

RGB colour  
R147 G176 B34

Web colour  
#92AF21



### Recruitment lime

Process colour  
C29 M0 Y100 K0

RGB colour  
R202 G212 B00

Web colour  
#CAD400



### Recruitment purple

Process colour  
C73 M100 Y24 K15

RGB colour  
R95 G34 B100

Web colour  
#5E2263



### Recruitment pink

Process colour  
C12 M100 Y49 K1

RGB colour  
R210 G13 B82

Web colour  
#D10D52



### Recruitment red

Process colour  
C0 M91 Y100 K2

RGB colour  
R226 G48 B18

Web colour  
#E12F11



### Recruitment orange

Process colour  
C0 M51 Y100 K7

RGB colour  
R230 G137 B0

Web colour  
#E98A00



### Recruitment yellow

Process colour  
C4 M11 Y97 K2

RGB colour  
R247 G214 B0

Web colour  
#F7D500

**Reports  
& leaflets**

**Don't reinvent  
the wheel use  
a template**

# Typo-graphic design principles and practices

Microsoft Word

BUSINESS REPORT

Sign in

New

Recent

Open

Business report notebook kit (cover, binder spine, divider tabs)

Business report (Professional design)

Report (Business design)

Travel expense report form

Business report (graphic design)

Annual report (Timeless design)

Business report (Median theme)

Annual report (Red and Black design)

Employee weekly status report

Employee status report

Employee warning notice

Service report

Project communication plan

Binder cover

Business paper

Project status report (Red and Black)

Project status report (Timeless design)

Annual report with cover photo (Timeless design)

Business plan

Report (Essential design)

Business newsletter

Report (Equity design)

Report (Urban design)

Report (Origin design)

Report (document title)

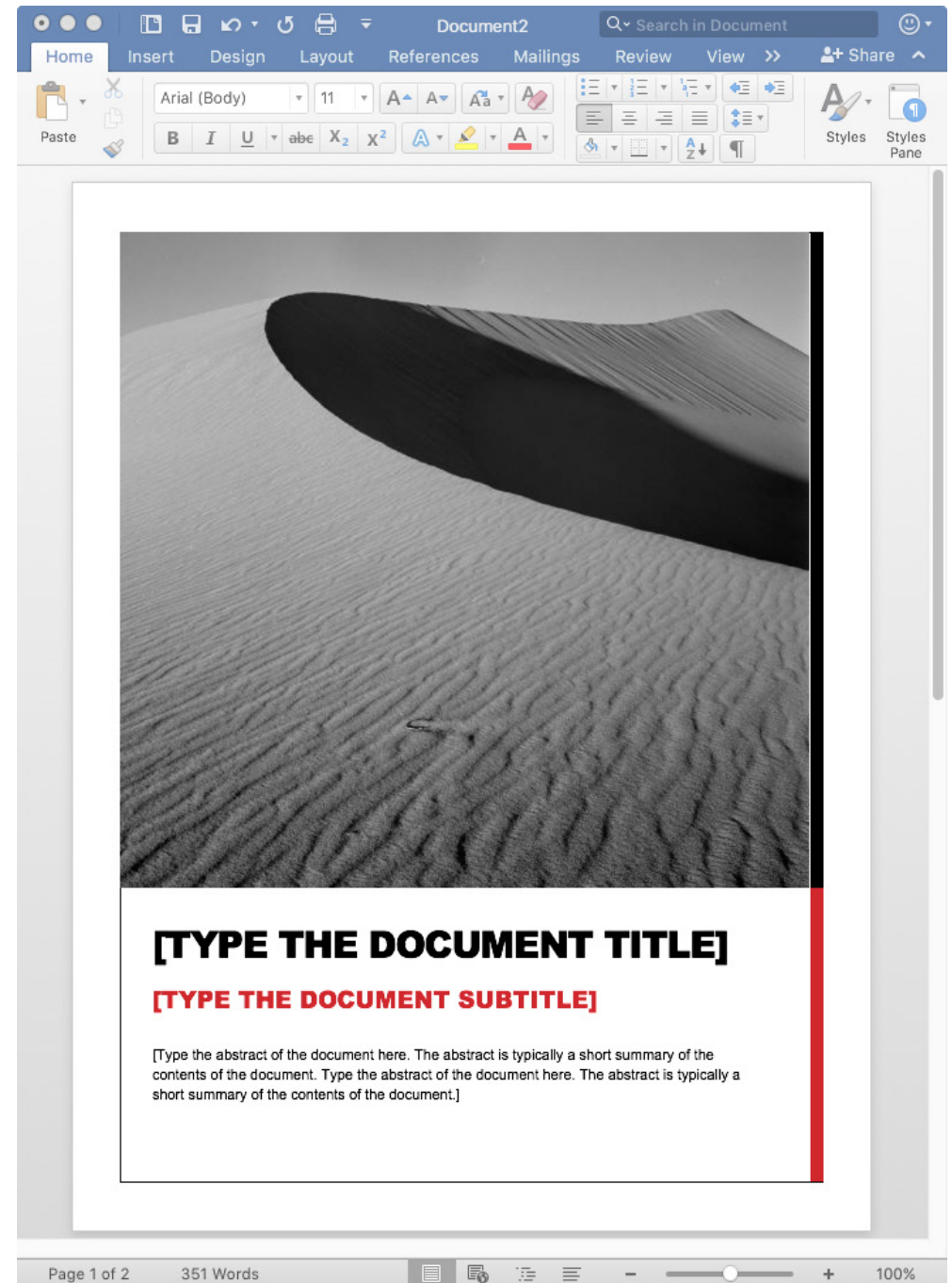
Report (document title)

Report (document title)

MINUTES

## Typo-graphic design principles and practices

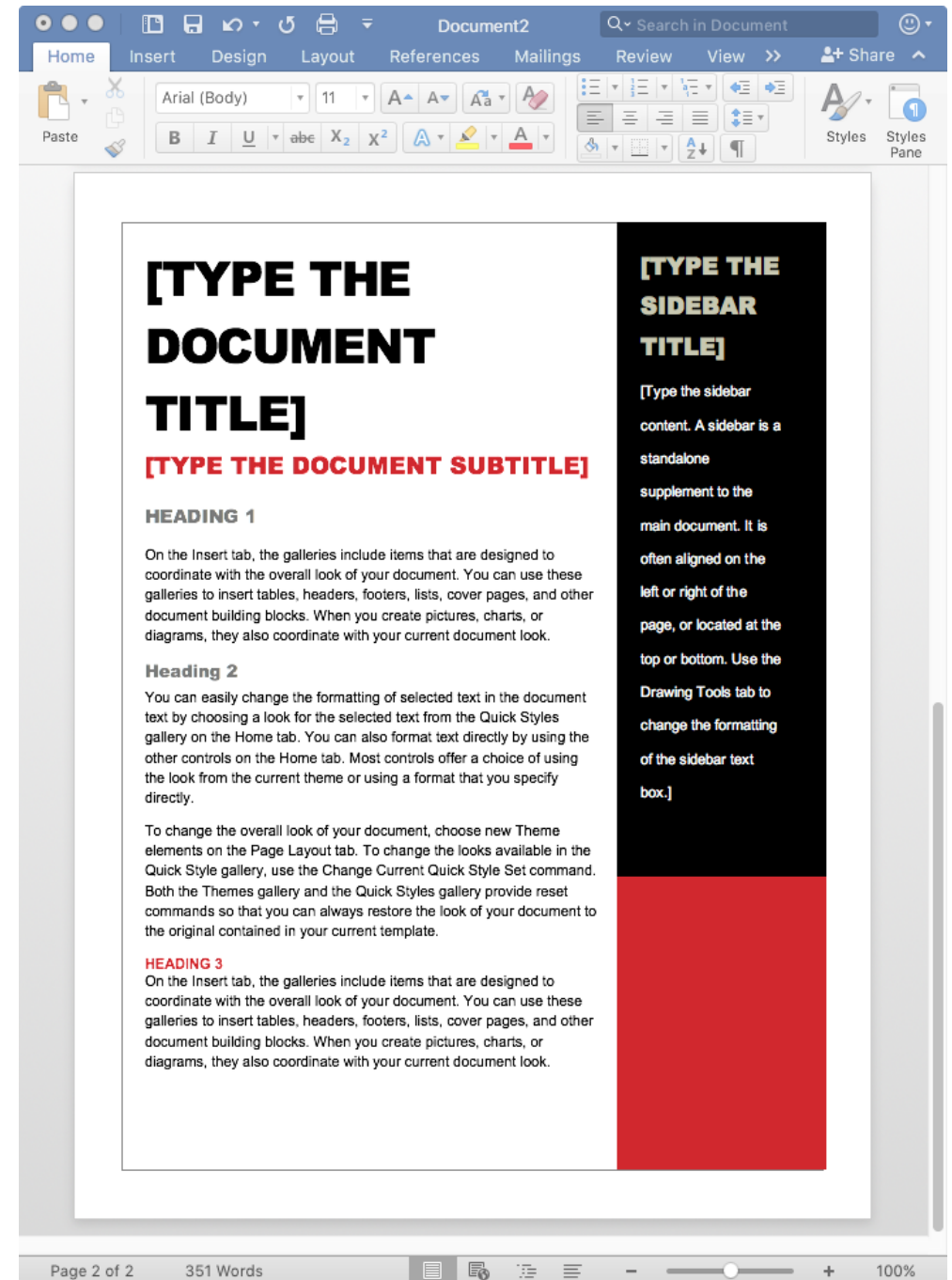
# Reports & leaflets





## Typo-graphic design principles and practices

Does your institution have a report or leaflet template?



**Typo-graphic design principles  
and practices**

**Use a grid**

# **Tone of voice?**

**Academic & authoritative?**

**Accessible to a lay audience**

**- simple, clear & authoritative?**

**- simple, clear & friendly?**

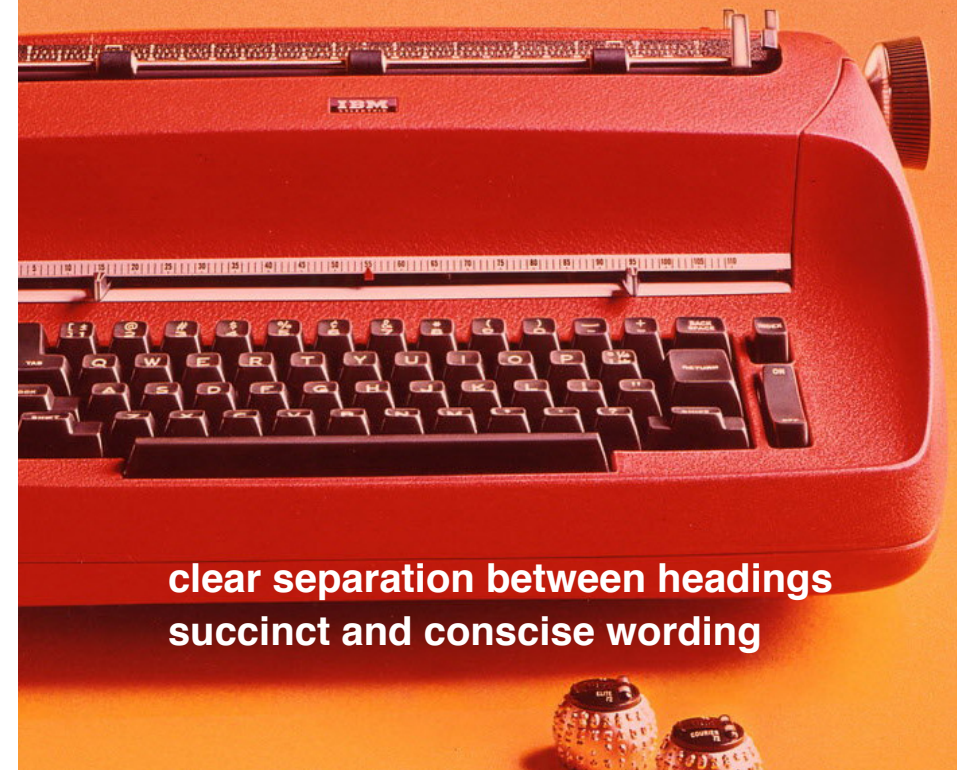
**Edit and distill the message**

Typo-graphic design principles  
and practices

# Tone of voice

## Edit and distill the message

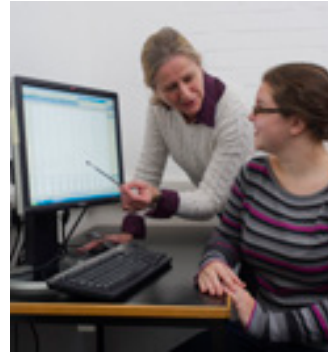
simple, clear & friendly



clear separation between headings  
succinct and concise wording

## Typo-graphic design principles and practices

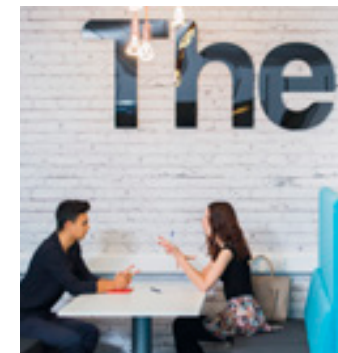
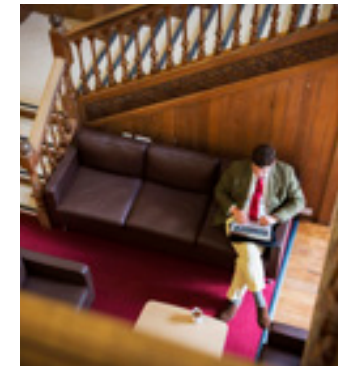
# Imagery?



Typo-graphic design principles  
and practices

# Imagery

Exeter University  
Brand Guidelines

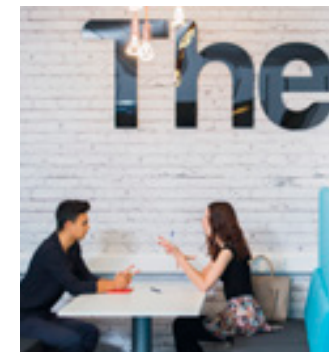
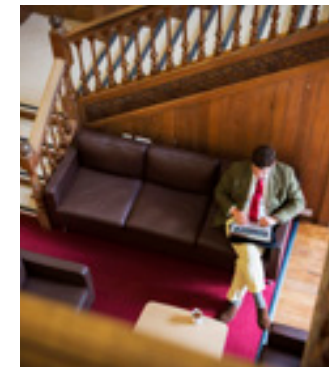


# Typo-graphic design principles and practices



# Imagery

Exeter University  
Brand Guidelines



# Typo-graphic design principles and practices

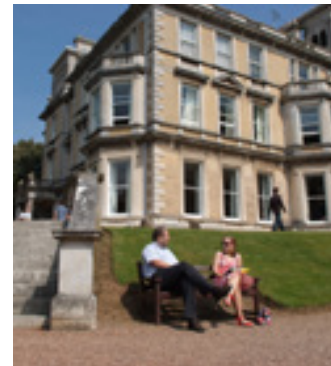
# Imagery

Exeter University  
Brand Guidelines

Buildings and environment



Heritage and history





**Your institution  
will probably  
have an image  
bank - please  
use it.**

## **Typo-graphic design principles and practices**

# **Re cap**

**Use a grid and/or template**

**Use your institutions typefaces  
- serif & sans serif**

**Start with the institutions  
colour pallete**

**Investigate your institutions  
image bank**

**Editing and distilling the message  
is key**

# Typo-graphic design principles and practices

# **Workshop**

**Any questions from seminar?**

**Brief example of flyer**

**Design police stickers**

crit and discuss some existing  
examples of graphic design

**Design simple posters**

using your text descriptions

# Typo-graphic design principles and practices

## Brief example of flyer

### Creative Communication: Typo-Graphic Design principles and practice

**11:00 – 12:30 (optional workshop 14:00-16:00) on Tuesday, 24<sup>th</sup> Oct 2017 Room SC3.06, South Cloisters, St Luke's Campus**

(Video link to Truro Knowledge Spa F08 and Plymouth John Bull Building MR10)

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As part of the 'Creative Communication: seminar and workshop series' **Peter Jones** will be talking about his expertise in using typo-graphic design principles and practices to produce creative and engaging communication pieces such as reports, posters and leaflets. As well as giving an overview of these useful principles, Peter will also highlight how these principles can be used in conjunction with organizational Visual Identity Guidelines and how these can be more usefully interpreted when designing creative communications.

The workshop will look at and discuss how researchers may use and/or interpret their organisation's guidelines (instead of trying to reinvent the wheel) to develop and design professional and creative communications for particular target audiences.

**Peter Jones is the** Joint Programme Leader MA Publishing, Strand Coordinator MA Publishing for Editorial Design Year 2 and Coordinator of the BA Hons Graphic Communication with Typography at the University of Plymouth.....

Look here <http://clahrc-peninsula.nihr.ac.uk/creative-communication-seminar-series>  
for further information on this or other seminars in this series or contact [r.s.whear@exeter.ac.uk](mailto:r.s.whear@exeter.ac.uk).  
To register click [here](#)

**Parking at St Luke's is extremely limited and restricted to University of Exeter permit holders. Parking attendants patrol regularly. Where possible, please consider alternative options when planning your visit.**

  
*National Institute for  
Health Research*

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SCHOOL

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National Institute for  
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SCHOOL

## Creative Communications Typo-graphic design principles and practices

**Tuesday 24 Oct 2017  
1.00 – 14:30  
optional workshop  
14:30-16:30**

**Room SC3.06  
South Cloisters  
St Luke's Campus  
Exeter**

**Video link**  
Truro Knowledge Spa F08  
and Plymouth John Bull  
Building MR10

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The workshop will look at and discuss how researchers may employ and/or interpret their organisation's guidelines (instead of trying to reinvent the wheel) to develop and design professional, creative and functional communications for particular target audiences.

**Peter Jones** Joint Programme Leader MA Publishing, and lecturer on BA Hons Graphic Communication with Typography at the University of Plymouth.




Look here  
<http://clahrc-peninsula.nihr.ac.uk/creative-communication-seminar-series>

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SCHOOL

  
National Institute for  
Health Research

# Typo-graphic design principles and practices

Too many type sizes	Cheesy typeface	 <p>Design Police are operating in this area</p>
Clearer hierarchy required	Illustrator required	
Turn off hyphenation	Poor line spacing	
Photographer required	Where's the headline	
Reduce line length	Legible from space	 <p>Design Police are operating in this area</p>
Poor line endings	Microscope required	
Do not use clip art	Clichéd type effect	
Stretched image	Illustrator required	
Design cliché	Naff photoshop effect	 <p>Design Police are operating in this area</p>
Too many typefaces	Use white space	
Use a spell check	Remove busy background	
Use a grid	Edit this	

**Typo-graphic design principles  
and practices**

**Design a simple poster**

**24 - 28 October 2017**

**For a Public Exhibition of  
South West, Medical and Scientific  
Research**

**Your short text descriptions of  
your research**

**Exeter University, South Cloisters,  
St Luke's Campus, Exeter, UK**