

Implied Word Spacing

Implied Space is just that, implied.

In this day and age when urls (universal resource links) can be multiple words run together, it is helpful to think out the process.

This site is www.creativehwy.net, it's not bad as far as combining words go. Consider www.CreativeHwy.net. Insertion of capital letters breaks up the combined words and implies space between them. Consider the group of people the web page or printed piece will be targeting. If the piece is being directed at the 29.95 plus tax age range, there will be a fair amount with bifocals, if they can't read what you're trying to say, they'll move on to something they can read.

Look at the next two groups of text and decide (both groups say the same thing).

can you read this? and CanYouReadThis?

Which one do you find easier to read? One of them will naturally draw your eye, making it hard to see the other one. The eye is drawn to what it can recognize. If you found the group on the right easier to read, the insertion of capital letters is breaking up the structure of from the combination of four words.

Using a different typeface or color may be an option, it depends on the project. For type, check for compatibility. Not all fonts work together nicely. Web work will be friendlier than print work for some of the suggestions. A printed piece can jump from a one color to four color job, increasing the cost of the final piece. We don't want the customer overwhelmed.

optionstomaketypestandout

optionstomaketypestandout

optionstomaketypestandout

optionstomaketypestandout

If you're working on a website, space implication need not be restricted to capitalization. Color is quite capable of handling the job of creating word breaks for readability. On the fourth line, the first letter of each word was italicized to emphasize the word spacing. Another font outside the font family can also be used, but use caution, if the font does not compliment the type face you are using, it can become quite unreadable.

moreoptionsfortype

moreoptionsfortype

moreoptionsfortype

moreoptionsfortype

moreoptionsfortype

moreoptionsfortype

Bold fonts open another can of worms. Heavy fonts will take outlines and pattern fills. Stroking fonts should be used with caution. Type purists say a stroke will change the shape of a character. They are right, however the stroke can be used in moderation and look nice. Just remember, you really wouldn't want to read an entire document with stroked type, again, use caution.
