Images That Show Why Letter-Spacing + Punctuation Is Important

Ever wondered why good designers focus so much on kerning, i.e. adjusting the spacing between characters in a piece of text? These 15 epic images show you why letter-spacing is important not just in logos and graphic design, but also in everyday handwriting.

1. Looking for a massage therapist?

or looking for a Rapist

2. Click Lovers – Best PC repair shop ever

Don't miss the logo
3. Clint, your order is ready

4. Fun times guaranteed at the Kids Exchange
5. Final exams coming up…

7. Just a click away

8. Happy Birthday Curt
9. Looking for flickering lights for your Xmas tree?
10. Big day for Wig & Pen

11. Anyone for shiitake mushrooms?
12. Toys of all shapes and sizes, only at LEGO Click Brick

13. Cool license plate for a new start
14. Anyone for some Slix fast food?

15. No ‘flicks’ were given while creating this logo
Let's eat grandma!
Let's eat, grandma!
PUNCTUATION SAVES LIVES!

HUNTERS
PLEASE USE CAUTION
WHEN HUNTING
PEDESTRIANS USING
WALK TRAILS

wrdinc
Wesley Ryan
Woman Without Her Man Is Nothing.

What Did You Say?

Woman: Without Her, Man Is Nothing.

Punctuation Saves Lives!

Two men walk into a bar. The first orders some H2O. The 2nd one says, "Sounds good, I'll have some H2O too!"

The second man died.

St. Paul United Church of Christ
Evangelical and Reformed

Best Sausage Supper
In St. Louis
Come and Eat
Pastor Thomas Ressler

Sunday Worship
10:15 AM
Church School
9:00 AM
Church Office
772-4772

Top Ten Grammar Peeves

1. It's "I couldn't care less." "I could care less" means that you actually do care.
2. An apostrophe is never used to form a plural.
3. "Literally" means it actually happened, not that it figuratively happened.
4. "Loose" and "lose" are two different words.
5. "Your" and "you're" are also two different words.
6. "Their," "there" and "they're" are actually three different words.
7. "Nonplus" does not mean what you think it means.
8. "Affect" is a verb. "Effect" is a noun.
9. "It's" is short for "it is" and "its" means "belonging to it."
10. "Irregardless" is not a word.
I see stupid people walking around acting like they are smart.

More and more of our imports come from overseas.

That's why I do not eat Friggin' Lobster or anything like that, because they are alive when you kill them.

We won’t bore you with the details. If you’re stupid enough to do these things while pregnant, you’re probably not literate enough to read this anyway.

Think of how stupid the average person is, and realize half of them are stupider than that.

The problem with the world is that the intelligent people are full of doubts, while the stupid ones are full of confidence.
Recent polls have shown a fifth of Americans can’t locate the U.S. on a world map. Why do you think this is?

I personally believe that U.S. Americans are unable to do so, because, uh, some ... people out there in our nation don’t have maps, and, uh, I believe that our education like such as South Africa and, uh, the Iraq everywhere like, such as and ... I believe that they should, our education over here in the US should help the US, er, should help South Africa and should help the Iraq and the Asian countries, so we will be able to build up our future, for our children...