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Typography may be defined as the craft of rightly disposing printing material in accordance with
specific purpose ; of so arranging the letters, distributing the space and controlling the type as to
aid to the maximum the reader's comprehension of the text. Typography is the efficient means to
an essentially utilitarian and only accidentally aesthetic end, for enjoyment of patterns is rarely
the reader's chief aim. therefore, any disposition of printing material which, whatever the intention,
has the effect of coming between author and reader is wrong. It follows that in the printing of books
meant to be read there is little room for "bright" typography. Even dullness and monotony in the
typesetting are far less vicious to a reader than typographical eccentricity or pleasantry.

FIRST PRINCIPLES OF TYPOGRAPHY