

Typography and Widow Control Guidelines

Text Alignment

Use left-justified text for most content (e.g., paragraphs, blog posts, and articles) to ensure readability. Avoid full justification unless explicitly requested.

Center alignment may be used sparingly for headings, short calls to action, or design elements like quotes, but ensure it doesn't compromise readability.

Avoid Widows

A widow occurs when a single word (or very short fragment) is left on the last line of a paragraph. This creates awkward spacing and disrupts visual flow. See below for tips:

- Use CSS properties or manual intervention to adjust.
- Add non-breaking spaces () between words in key phrases to keep them together.
- Consider line-height and font-size adjustments for finer control over spacing.

EXAMPLE:

WRONG

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

RIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod mpor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis trud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.