



The Do's

&

DON'TS

OF

Typography





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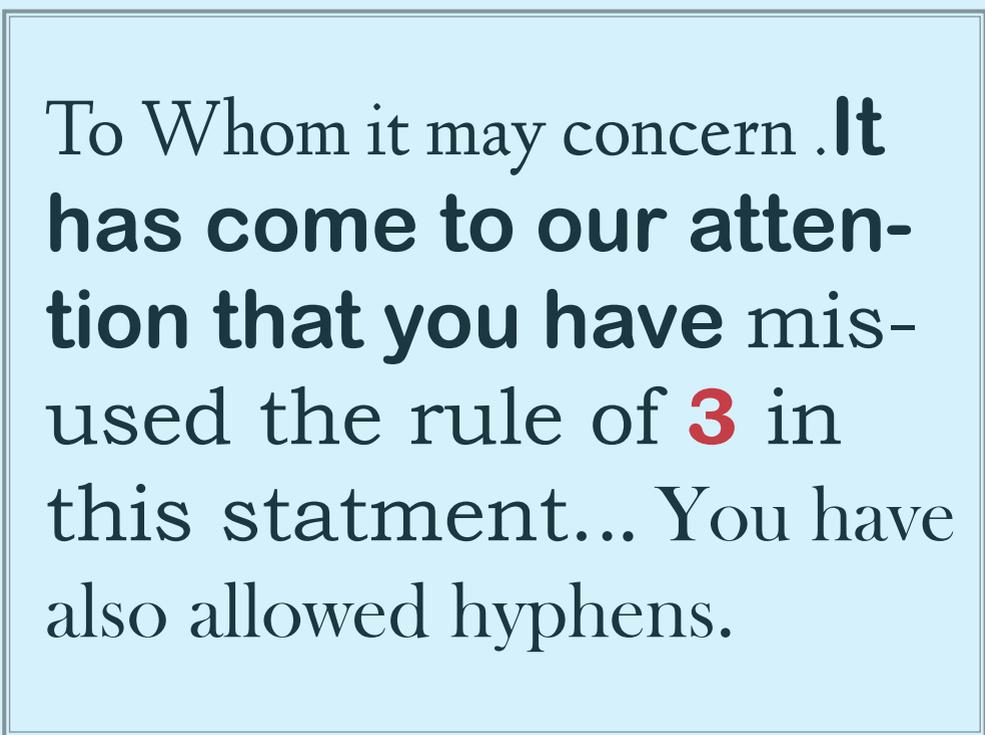




Follow the rule of three

Using no more than three typefaces for your design or page is best practice. Some fonts have large font families and are designed specifically so that you can choose from these families to give you greater scope and interest to your document.

See the example below.



To Whom it may concern .**It**
has come to our atten-
tion that you have mis-
used the rule of **3** in
this statment... You have
also allowed hyphens.

Avoid hard to read fonts

Decorative and script fonts might be a lot of fun but you can pick a new designer a mile away by the way that they overuse these kinds of fonts. These fonts are great to use for Headlines and drop caps as well as drawing the viewer's eye to sections of the design or document where you want them to look however stick to something easy to read for body text. Clever use of decorative fonts can give your document or design a classy feel but knowing when to stop is important.

My Dearest Wife much as
I love to write this to you
I have used the wrong font
and you will struggle to read
my loving words



C ontrasting Texts

When you create a document you are doing so with a reader in mind. In order to make your document or design easy to navigate it's a good idea to break it up into bite-sized chunks so your reader is more likely to read it all. A good way to do this is to use different headers to body text. Using something like a bold sans-serif font for a header and a regular serif body text font make it obvious where one finishes and the other one starts. Its best not to mix two similar typefaces as the contrast between the typefaces is what you are aiming for to add interest to your document or design

Attention

What I have done here will grab your attention by using a bolded italic.

The text you are reading here is the same family and is pleasing to the eye.





Busy Backgrounds

It's difficult to get your viewer to read text, let alone notice it when it's placed over an image that has a lot of detail. Your viewer is going to be looking at the image and will skip over the text. There are a few ways that you could deal with this. One is to use a caption for the image or photo but if you really want the text over the image you can use a contrasting text box to put distance between the image and your text.





Uniform layouts

While we all want our designs and documents to be interesting, the key point is that we also want our audience to read the text. In order to make your document or design to have a professional and united look, you need to keep your chosen style throughout the document. Keeping the same fonts, size, colour and headings through a document puts your viewing audience at ease. It's familiar to the viewer and builds your report with them. You will get your point across better if they don't have to keep swapping and changing between fonts and headers and colours etc. You don't have to be boring, just consistent and keep it simple but effective

Header



Subheader

This body text still belongs to the same family and makes the whole of the document uniform and pleasing to read .

The colour is constant and so is the typeface.

Header



Subheader

This body text still belongs to the same family and makes the whole of the document uniform and pleasing to read .

The colour is constant and so is the typeface.





Use unique fonts

Don't just do what everyone else is doing. Go out on a limb and find fonts that suit your designs and your ethos whilst fitting in with your design briefs. There are thousands of free fonts online and it's up to you to find the right ones that will build your business whilst making you stand out from the crowd.

There are many font sites on the net now and there really isn't any reason to use the same fonts over and over again.

<http://www.fontspace.com/>

<http://www.1001freefonts.com/>

<http://www.dafont.com>

<http://www.fontsquirrel.com>

