

Body, Captions, & Cutlines

- Generally speaking, decorative and script fonts are not good to use for body, captions and cutlines.
- For smaller type treatments, a clear and simplistic type treatment should be used.
- Use serif and san serif fonts that are not condensed, light or bold.
- Watch for spacing between characters and adjust kerning to offset large spaces.
- Leading should be roughly 120% of the size of the font for readability.
- Set your type to 10 points to check its readability.

Sizing Options

- cutlines: 6-8 point
 - captions: 8-10 point
 - lead-in: 8-12 point
 - body copy: 10-12 point
 - secondary headline: 14-18
 - headline: 24+
- These are just guidelines and should only be a place to begin when planning out typography within a layout.

Headlines & Large Treatments

- Any font can be used for headlines, secondary headlines and large type treatments.
- When choosing a font treatment, choose one that matches the purpose you are trying to convey in your spread.
- There are certain fonts that serve specific purposes and should not be used otherwise. (i.e. comic sans)
- When choosing fonts for large type treatments, headlines, etc., they should work with the other fonts on the page.

Combining Fonts

- Unless there is a specific purpose for doing so, typically designers should limit their font choices to two.
- Sometimes using one font with different styles is just as effective as using multiple fonts in a layout.
- Color, sizing, and styles can all contribute to the font choice, and therefore, the design of a layout.
- Alignment also plays a part in design: left, right, left justify, right justify, center, and full justify are all examples of alignment and contribute to the design.