

# Typography

Making Your Documents  
More Visually Appealing

# Good Typography

- Conserves reader's attention
- Helps the reader focus on the message
- Creates a feel of professionalism

## Bad Examples



KIDSEXCHANGE

A photograph of a sign for 'KIDSEXCHANGE'. The sign features the words 'KIDS' and 'EXCHANGE' in a playful, multi-colored font. Each letter is filled with a different color and has a white outline. The colors include shades of blue, green, yellow, orange, red, and purple. The sign is mounted on a dark brown background.



excelmusic *home testimonials employment contact*

*who we are for schools for parents for students products*



### *Welcome to Excel Music*

Excel Music provides affordable group keyboard, guitar and drum lessons to primary schools within Victoria. The team at Excel Music has a combined teaching experience in excess of thirty-eight years through private teaching and an affiliation with numerous primary schools.

Excel Music strongly believes in giving all children the opportunity to learn music and to develop a rich tapestry of cognitive, emotional, interpersonal, spiritual and physical skills.

Excel Music staff members are highly motivated and deeply passionate. They are dedicated to work harmoniously in the school environment and stimulate students to realise their creative and educative potential.

# Montecino

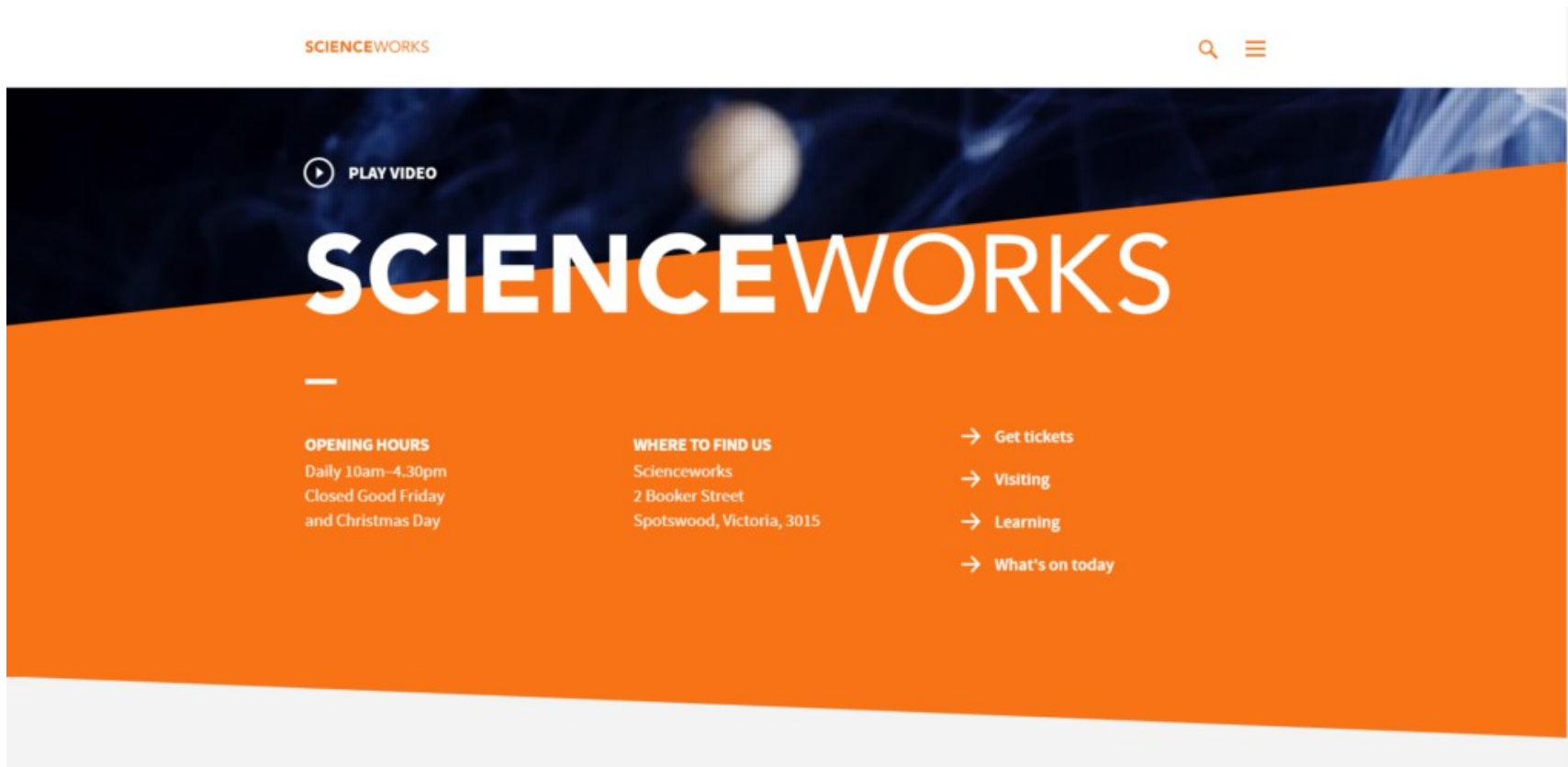
**Excellent  
and**

**Alterations  
Tailoring**

MASSAGE

THERAPIST

# Good Examples



# Make all the right money moves.

Need objective advice, expert info and helpful tools to answer your money questions? Turn to the Nerds.

**Easily compare tons of options to find your best**

 CREDIT CARDS	 SAVINGS ACCOUNT	 ONLINE BROKER	 MORTGAGE	 PERSONAL LOAN
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A GREAT PLACE TO START

## Find your best credit cards

Quickly see which cards offer the lowest rate, most cash back or sweetest perks.

My credit score is  I care most about  [FIND CARDS](#)



# Fonts

- Ensure fonts for body text have bold and italic styles
- Use professional fonts if possible
- Mixing fonts
  - try not to use more than 2 fonts per document (max 3)
  - lower contrast > higher contrast
- Fonts to avoid: Comic Sans, Arial, Verdana, etc.

# Point Size

- Optimal font size for
  - Print: 10–12 points
  - Web: 15–25 pixels (11.25–18.75 points)

# Line Spacing & Line Length

- Optimal line spacing: **120–145 %**
- Optimal line length: **45–90 characters**
- Optimal page margin: **3.5–5 cm**

# Hyphens and Dashes

- Hyphen -
  - Word breaking at the end of a line
  - Some multipart words (*cost-effective*)
  - Phrasal adjectives (*technical-writer's job*)
- En dash –
  - Range of values (*2010–2020; 15–30 °C*)
  - Connection or contrast (*conservative–liberal split*)
- Em dash —
  - Similar to comma, but stronger (and weaker than colon, semicolon or parentheses)
  - *Use em dash—it looks professional.*

## Some Tips

- Kerning—use if possible
- **Bold** x *italic*—use sparingly
- Never use underline for emphasis, or any other purpose
- White-space characters
  - Show to discover double spaces and other formatting errors
  - Use a nonbreaking space with numbers, physical units, and in other occasions to prevent awkward line breaks

## Some More Tips

- **“Curly quotes”** > "straight quotes"
- Apostrophe: ' (same as closing single quote)
- ™, ®, © > (TM), (R), (c)
- ... > ...
- **100%**
- Use / mostly without spaces; but when separating multiple words compounds, it may be more clear with spaces before and after slash
  - *low price/benefits* x *low price / benefits*

# Resources

- Practical Typography: <https://practicaltypography.com>
- Chicago Style Guide: <https://www.chicagomanualofstyle.org>
- EU Style Guide:  
[https://eige.europa.eu/library/resource/aleph\\_eige000000140](https://eige.europa.eu/library/resource/aleph_eige000000140)

Thanks for your attention!