

THE DO'S *and* DON'TS OF TYPOGRAPHY

1

KNOW YOUR FONT FAMILIES. EVER HEARD OF GHOTMS?

Geometric Sans

Q

Humanist Sans

a

Old Style

a

Transitional

a

Modern

a

Slab Sans

a

2

COMBINE A SANS-SERIF FONT WITH A SERIF FONT.

Myriad
Minion

AQUATICO
Quaver Serif

Open Sans
Garamond

MANIFESTO
Lucida Fax

Futura
Luthier

FRINCO
Arno

3

COMBINE A SERIF FONT WITH A SANS-SERIF FONT.

Minion
Myriad

Quaver Serif
AQUATICO

Garamond
Open Sans

Lucida Fax
MANIFESTO

Luthier
Futura

Arno
FRINCO

4

COMBINING TWO SIMILAR FONTS IS NOT COOL.

Minion
Didot

Colonna MT
FANCY ME

Garamond
Times New Roman

Agency FB
Lucida Fax

Futura
Franklin Gothic

Goodribes
Jenna Sue

5

CONTRAST IS THE KEY.

Futura
COLORS OF AUTUMN

FRINCO
Rage Italic

Nobel
Open Sans

Cooper Black
Proxima Nova

GOGOIA
Franklin Gothic

WANTED
Miss Egg

6

STICK TO TWO FONTS. ONLY GO FOR THREE IF YOU MUST.

Gill Sans
COLORS OF AUTUMN
Proxima Nova

Andrea
Helvetica Neue
Didot

SHUMI
COLORS OF AUTUMN
Proxima Nova

ZEFANI
Zuffino
Franklin Gothic

LAWSON
Microgramma
Arno

Swirlesque
Colossal
Poor Richard

7

DON'T MIX DIFFERENT MOODS.

ROSEWOOD
DeftoneStylus
PORTAGO ITC

Andrea
HOME REMEDY
Narrative

AKULA
FORTUNASCHWEIN
PHSPHATE

VIGNETA
RAGGEDWAYS
FRINCO

KILOGRAM
Bukhari Script
king

Steamster
Times New Roman
Old English

8

COMBINE FONTS OF COMPLEMENTARY MOODS AND OF SIMILAR TIME ERAS.

WANTED
American Typewriter

AR BONNIE
Rage Italic

RUNAWAY
Letter Gothic

Vitesse
Dax OT

Ikaros
Hamster

RAGGEDWAYS
Roboto Slab

9

USE DIFFERENT WEIGHTS OF FONTS IN THE SAME FAMILY.

Minion
Garamond

Myriad
Futura

Museo
Museo Sans

Quaver Sans
Quaver Serif

Josefin Slab
Josefin Sans

Vitesse
Vitesse

10

AND LASTLY, PLEASE AVOID THE FOLLOWING FONTS...

Comic Sans

Papyrus

Curlyz

Viner

Apple Chancery

Brush Script