

Text Tips for All Formats

- Text Direction
 - Horizontal text is easier to read than vertical text.
- Number of fonts
 - Use no more than 2-3 fonts per page to avoid cognitive overload.
- Font Type
 - Use a 12 pt font or larger.
- White Space
 - Increase line spacing and white space when possible.
- Emphasis
 - Avoid using all caps, italics, & underlining for emphasis
 - Instead, use heading styles, bigger fonts, and bolder fonts for emphasis.
- Alignment
 - Paragraphs are harder to read when the left margins are irregular.
 - Paragraphs are easier to read when they are left-aligned.
 - Avoid centered-text as much as possible.
- Color and Contrast
 - Be Careful when using text with background colors.
 - Be sure that there is enough contrast between text and background.
- Use Alt Text with images. Avoid using pictures of words.
- Don't use TAB, ENTER, or SPACEBAR to add lines or spaces. Use the software's paragraph styles tools.
- Provide options for both digital and printed materials.

