Tips for Better Typography

- Whenever applicable, respect the history of your typeface.
- Understand it might not have been designed to stretch, bend, or be distorted.
- Design for readability and legibility. Type is supposed to be read.
- Consider what your font was designed for when choosing it. Don’t write your memos in Impact. Sending emails sent in Funstuff makes you look goofy.
- Many fonts are designed to be set in Upper and Lower case. Script fonts are an example of this and are nigh-illegible in all caps.
- Blackletter fonts are another example. There is an aesthetic associated with all-caps Blackletter fonts, but they aren’t necessarily designed for reading that way.
- When your primary purpose is communicating the content, simpler is often better.
- Use as few fonts and point sizes in those fonts as possible on a single design.
- If you use a different font or point size in that font in a design, make sure you have a reason.
- Make sure they are different enough that the difference is noticed.
- If you ignore any of the so called “rules of design,” have a good reason, and do it *extremely well*.