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Tips for Choosing and Using Fonts

A font is a specific style, type, or group of letters. It helps to know the basics about fonts, so that you can choose the appropriate one for document creation. Font choice impacts the audience's ability to read, understand, and use what you have created. Below are basic facts for understanding and using fonts.

- All fonts fall into three basic types: Serif fonts, Sans Serif fonts, and Decorative fonts.
- Background colors may impact font choice .
- Use no more than three fonts per page (Title/Text/Body)
- Keep font categories the same size. For example, don't type one paragraph to be 12 pts and another paragraph to be 16 pts.

Guide for Understanding Basic Font Types

Font	Serif	Sans Serif	Decorative
Font Names	Times New Roman, Garamond, Clarendon, Century, Centaur, Palatino	Arial, Georgia, Verdana, Century Gothic, Antique Olive	*Informal Roman*, ***Brush Script MT***, ALGERIAN, *Kunstler Script*
Description	Fine lines or extra "tail" at the end of each letter	Without lines; not extra lines or "tails"	Consist of fonts that look like cursive or handwriting; Symbols will also fall into this category.
Best Used	Best used for long passages of text, easier to read, this font keeps your eyes moving along from right to left as you read.	Legibility, short bursts of text, better for computer-based instruction or presentation.	Headers, titles, or anything that you might want to be visually impacting.
Best Avoided	Can be used for most text needs.	For long passages of text, this text is harder to read.	For primary text, extremely hard to read.

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For more information about using Fonts, or any technical questions, feel free to email me at kclenney@wallace.edu or call 334-556-2365