

## How to Make Your Type Look Better

### Why Should I Care about Type?

Because the type carries your marketing messages, it is important to make the type you use easy and inviting to read. Cramming a lot of text into a small space, running text close to the edge of the page, using a lot of capital letters, or using type that is too small will discourage your customer from wanting to read your message. You have about three seconds to “hook” your reader, so you need to make it as easy as possible to get your message across.

Back when typewriters were used, certain conventions were taught that no longer hold true. You didn’t have the option of changing the size of the type or adding bold, italic, or bold italic for emphasis. Instead, you added underlining to create emphasis. With an old-fashioned typewriter, the letterspacing of each letter took up the same amount of space, so an i took the same space as an m even though the i was very wide and the m was very narrow.

On today’s computers, we “set type” with “fonts.” These fonts are professionally designed and the letterspacing and space around punctuation has already been increased or decreased as needed. The space that an i takes up is a lot less than the space an m occupies. The same is true with punctuation. Space has already been added to end punctuation (. ? !) so you no longer need to add two spaces after any period, question mark, or exclamation point. If you add the extra space after end punctuation, you will create noticeable blank spaces.

### Quick Type Tips

#### Never Do This

1. NEVER USE ALL CAPS IN A SCRIPT FONT
2. Never use bold text and underline at the same time. This is totally over the top and unnecessary. Use just bold type instead.
3. Never use two spaces after a period, question mark, or an exclamation point.
4. Never put spaces either before or after a hyphen, an en dash, or em dash.


#### Be Aware

- Avoid the use of a lot of different fonts.
- Try either a sans serif for heads with serif for text or the reverse.
- USE CAPITAL LETTERS SPARINGLY.
- Be aware of the use of hyphens at the end of lines. Hyphenated words are harder to read and it looks bad to have two or three lines in a row with hyphenated words.


#### Fonts Carry Meaning

- Sans serif fonts tend to be viewed as modern.
- Serif fonts are seen as traditional and more conservative than sans serif fonts.
- Script fonts are more formal
- Novelty fonts should be used sparingly and only when you want to evoke a specific image.

serif fonts: thick lines  
thin lines  
feet (serifs)



san serif fonts do not  
have feet and the lines  
have the same weight



Arial is a san serif font.

Goudy is a serif font.

*Good Script is a script font.*

Tomboy and **BOBBER** are  
novelty fonts.