7 Type Rules for Amateur Designers

from Seth’s blog
If you want professional results

...hire a professional.

But that doesn’t mean you have to be a horrible amateur. There’s no excuse for being below average, is there?

Here are six more tips.
Don’t use the built-in fonts

The message is: I didn’t care enough to develop my own voice.

Type is cheap. Invest.
Headlines in sans serif.
Body in serif.

I like **Franklin Gothic Condensed** and the font I’m using here: **Interstate Bold Condensed**.

(Easy tip—headlines are **bold** and condensed.)

Body type, especially in print, should be a serif face like this one, Garamond.

Do me a favor:
Just two fonts per page, please.
Black type
Light background

Don’t screw around unless you have some sort of point to make. Exception on next slide.

(Goth bands, it’s all yours).
Headlines look great reversed.

*With two caveats:*
1. don’t overdo it.
2. make sure you leave plenty of black around the border.
TYPE SIZE!

Too big is good.

Too small is good.

Just right might be a problem.
Line spacing!
Use *less* or *more* than the automatic. 14 point type probably deserves 15 or 16 point spacing.

or 30 points.

OR PERHAPS YOU CAN GET REALLY TIGHT
Some books

I found three titles I really like and put them here for you:

Design books worth a look.