

RULES OF GOOD WEB TYPOGRAPHY

Improving readability with large groups of text.

Upper Case VS. Lower Case:

Do keep word shapes in tact by using lower case letters for body text.

Don't set large amounts of text in all caps - word shapes get lost.

Do use all caps for small amounts of text like headlines.

Bold & Italic Font Styles:

Do use normal font weight and style for large amounts of text.

Don't use bold and italic styles for large blocks of text. Bold and italic styles lose the space shaping between letters and are more difficult to read.

Do use bold and italic for small amounts of text like headlines, pull quote, or to show emphasis.

Font Size:

Do set text at the the most readable size.

Do use large and/or very small font sizes for small amounts of text like headlines, pull quotes, or to show emphasis.

Line Height & Length:

Do remember that the eye must move across the line of text, then back to the beginning of the next line of text. Increasing the distance between lines of text and controlling the line length improves readability.

Don't use overly long lines of text or very short 2-3 word lines of text.

Alignment:

Do give the reader a common left edge to return to after reading each line. Use flush left or justified alignment for large groups of text.

Don't use centered or right aligned text for large blocks of text.

Do reserve centered and right aligned for small amounts of text like headlines, captions, and pull quotes.

Space promotes legibility.

Reading is a complex process. We can make it easier for our readers by continuing to promote legibility via case, weight, and style. We can also make reading easier by paying attention to size (not too big or small), line-height (not too loose or tight), line length (not too long or short) and alignment (providing a common left edge helps facilitate reading).

Save bold and italic for small amounts of text.

PEOPLE READ WORD SHAPES

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