10 Rules Of Typography

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Rules of *Typography*

Typography is the art of text design. We can think of it as an artistic technique for creating illustrations and other graphic design objects. But, in addition to the artistic component, typography is primarily laws and rules that help the reader to easily scan and understand what is written. Typography carries not only an aesthetic task, but also a functional one, which means that the text should be easy to read.

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1 No More Than 3 Typefaces

Experimenting with fonts is not worth it if you are a novice designer or if your task is simply to arrange the text on the website. Most often, two typefaces are enough to cover all your design needs. Morevover, you can get by with one typeface, using its different styles, and you will not lose anything.

Don't	Do
TEN *Rules* of Typography	Ten Rules of Typography

2 / Fonts: Standard? Decorative?

Contrary to beginner misconceptions, good typography most often consists of fairly simple font pairs. Handwritten and heavily decorative fonts rarely look relevant, and are often difficult to read, especially on websites. Don't be afraid to use standard and familiar fonts. They are usually the best designed and won't make your design look out of place.

Don't	Do
TEN RULES OF TYPOGRAPHY	Ten Rules of Typography

3 Contrasting Font Pair

When creating a font pair, choose fonts that look visually different but, thanks to one or two attributes, look attractive together. Combine serif typefaces with sans serif, or combine Bold and Regular or Light styles within one typeface.

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4 Use Left Alignment

Left alignment is suitable in most cases, as it is convenient to read, while being familiar to the eye. Use center alignment for headings, quotes or small amounts of text when there is only a central composition. Justified alignment should not be used at all, as it creates spaces between words and looks unattractive. This type of alignment is used for newspapers and some books, and special typesetters work on their adjustment. Right alignment is rarely used, most often for numbers in tables. If you want to learn more about alignment and graphic design principles, the top ten books on graphic design is a great read.

Left	Center	Justify
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5   Line Length

Speaking of web typography, the number of characters per line should be in the range of 40–70 characters for computers and tablets and 30–40 characters for phones. For website texts, the optimal size is 16–20 px. This means that the approximate width of the text block should not exceed 760 px.

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6 Do Not Use Cap Lock

Using all capital letters only looks good in logos. You can sometimes use them in a title that consists of one word, at best. Do not use capital letters for typed text, as it will be difficult to read.

Don't	Do
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7 Divide Text Into Paragraphs

In the modern world, it is more difficult for people to perceive large volumes of texts. If you want your text to be read, break it into paragraphs according to the principle: one thought—one paragraph.

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8 Create a Visual Hierarchy

To do this, you must follow a certain order in the design of headings and text body. The text should be structured, so define a title and headings at different levels. This will help to separate the information and make it easy to understand. There is a rule that will help you quickly find the right title size, take the font size (point size) and multiply it by 1.6.

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9 Follow the Rule of Proximity

Objects located close to each other are perceived as connected. Text elements should be located so that the reader does not have any questions about what the heading or text refers to. Distances should be measured in such a way that the heading clearly relates to its text block, and does not hang in the air between the previous block and the next one.

Don't	Do

10 Rules of Typography

Alignment	Style
Left	Regular
Center	Bold
Justify	Itaic

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10 Free Space Is Not Emptiness

Remember that you don't want to fill all the empty space in your design with objects. Objects should be surrounded by air. It helps us perceive individual elements and focus on what is needed. Leave enough free space.

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