

Designing for Readability: A Guide to Web Typography

Choose clear and recognizable letterforms

Text is most legible when the eye can easily distinguish between letters. Some typefaces are designed to simply be slick and rhythmic—pleasing to the eye. Legible typefaces have far more nuance among the letters.



Forms that are too repetitive can

Distinctive Letters

make text illegible, so each letter should have a distinctive shape.



Letters that are airy and open are less likely to blur into closed

Open Forms

less likely to blur into closed shapes.



endings of letters help the eye

Clear Terminals

recognize individual forms.

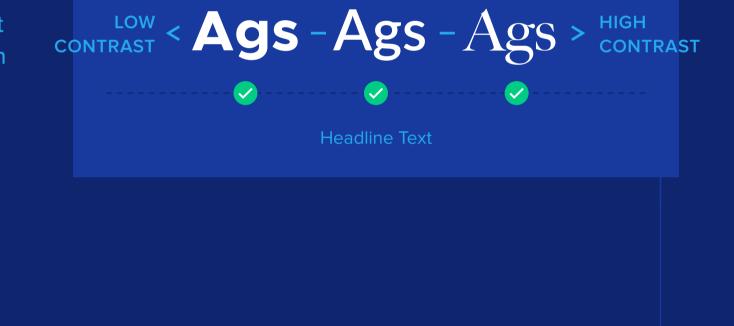
Distinguishable beginnings and



Body text requires some contrast within letterform stroke width, but shouldn't go too far where certain

Letterform Contrast

strokes begin to disappear.



contribute to the reading experience.

Format text for the highest level of legibility

After a typeface is chosen, formatting it for onscreen reading

is just as important. Decisions like color and size always



ensuring a pleasant and legible reading experience.

Leading

Body Text Size

Type size depends on the distance

at which a reader is positioned

from the screen. General rules

screen types is essential to

apply, but testing a design on all



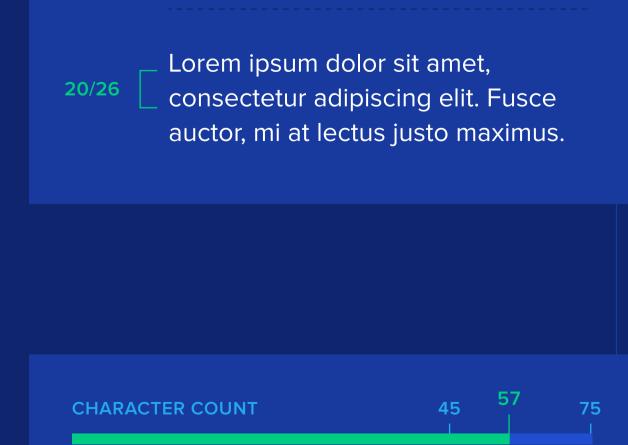
tighter the leading.

The space between lines of text

depends heavily on the chosen

The smaller the typeface, the

typeface. Follow the general rule:



vestibulum erat.

Line Length

The number of letters on a line can contribute to reader's fatigue, so keep the line length to 45-75 characters per line.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Curabitur lacinia lorem dui, vel vestibulum erat rhoncus

finibus. Duis eget dolor tincidunt, laoreet ante lobortis.

Donec semper nibh quis tortor ultrices lobortis.

(WCAG).

Color Contrast

To make body text legible for all types of readers, choose colors that provide a contrast ratio of at least 4.5:1, according to the Web

Content Accessibility Guidelines

