

10 Principles For Readable Web Typography (Readability)

1. User-Friendly Headers
2. Scan-able Text
3. White Space
4. Consistency
5. Density of Text
6. Emphasis of Important Elements
7. Organization of Information
8. Clean Graphical Implementation
9. Use of Separators
10. Good Margins

Common Tools (HTML and CSS, mostly)

- Hierarchy (document outline)
- Contrast (color vs. background)
- Line Height (CSS property)
- Letter Spacing (CSS property)
- Line Length (the "container" trick)
- The Box Model (CSS properties)
 - Padding
 - Borders
 - Margins