

Conclusion

The study shows a clear set of common practices and guidelines for setting type in Web design. Note, though, that **these findings are not scientific** and should serve only as rough guidelines:

- Either serif or sans-serif fonts are fine for body copy and headings, but **sans-serif fonts are still more popular for both**.
- Common choices for **headlines** are:
 - Georgia,
 - Arial and
 - Helvetica.
 - Common choices for **body copy** are:
 - Georgia,
 - Arial,
 - Verdana and
 - Lucida Grande..
- The most popular **font size for headings** is a range between 18 and 29 pixels
- The most popular **font size for body copy** is a range between 12 and 14 pixels.

- Header font size \div Body copy font size = 1.96.
- Line height (pixels) \div body copy font size (pixels) = 1.48.
- Line length (pixels) \div line height (pixels) = 27.8.
- Space between paragraphs (pixels) \div line height (pixels) = 0.754.
- The optimal number of characters per line is between 55 and 75, but between 75 and 85 characters per line is more popular,
- Body text is left-aligned, image replacement is rarely used and links are either underlined or highlighted with bold or color.