

THE 10 COMMANDMENTS OF TYPOGRAPHY

1

KNOW YOUR FONT FAMILIES! EVER HEARD OF GHOTMS?

Geometric Sans

a

Humanist Sans

a

Old Style

a

Transitional

a

Modern

a

Slab Serifs

a

2

COMBINE A SANS-SERIF FONT WITH A SERIF FONT.

Myriad
Minion

AndrewGothic
CASTELLAR

Ocean Sans Std
Garamond

Segoe UI
Lucida Fax

Futura
Minion

Liberal
Garamond

3

COMBINE A SERIF FONT WITH A SANS-SERIF FONT.

Minion
Myriad

CASTELLAR
AndrewGothic

Garamond
Ocean Sans Std

Lucida Fax
Segoe UI

Minion
Futura

Garamond
Liberal

4

COMBINING TWO SIMILAR FONTS IS NOT COOL.

Minion
Novelty

Colonna MT
CASTELLAR

Garamond
Times New Roman

Agency FB
Letter Gothic

Futura
Franklin Gothic

Mandingo
Liberal

5

CONTRAST IS THE KEY.

Futura
CASTELLAR

Liberal
AndrewGothic

Myriad
Ocean Sans Std

Novelty
Advantage

OVERHAUL
Angelina

GENEVA
Futura

6

STICK TO TWO FONTS. ONLY GO FOR THREE IF YOU MUST.

Monogly
Arial Rounded
AvantGarde

MANDINGO
souvenir It
Arial

GENEVA
Advantage
Ocean Sans Std

Novelty
CASTELLAR
Time Roman

AKKA
colonna MT
dallas

Akka
BIENVILLE
Castellar

7

DON'T MIX DIFFERENT MOODS.

ROSEWOOD
MANDINGO
GENEVA

ADRESACK
MARGETTE
GENOA ROMAN

Black Chancey
MASQUE
Geometric light

AFRICAN
MATISSE
GildedCage

ALLENB
MECHANICAL
MELOBOLD

Anglican Text
MINION
MULTISTROKES

8

COMBINE FONTS OF COMPLIMENTARY MOODS AND OF SIMILAR TIME ERAS.

Black Chancey
Anifoil

Amaze
festus

ANDES
bougan

Borealis
calibri

GENEVA
BLACK CHANCEY

Coronet
Trebuchet

9

USE DIFFERENT WEIGHTS OF FONTS IN THE SAME FAMILY.

Minion
Garamond

Myriad
Futura

GENEVA
DALLAS

November
Niagara

Valken
VAGRounded

TRAJAN
Sylfaen

10

AND LASTLY, PLEASE AVOID THE FOLLOWING FONTS...

Comic Sans

Papyrus

Curlyz

Viner

Kristen

Συμβολ