

Fonts

Don't use more than four fonts in any one publication.

As a general rule, when designing a publication I never use more than four fonts. Realistically, how many do you need? For a newsletter layout, you could use one font for headings, one for body text (which could also be used in italics or bold for captions) and one for subheadings. You may not even need that fourth one.

– *Stuart Gardoll's Desktop Publishing Do's and Don'ts*

It is also wise to not make sudden typeface changes within a paragraph. Use the same typeface for body copy, using only bold or italics to add small amounts of emphasis, if necessary. If greater emphasis is required – create a pull-quote, set that copy in the margin, or create a sidebar using a different font to really set the information apart.

– *Jacci Howard Bear's Your Guide to desktop publishing*

The Bottomline: No hard and fast rule says you can't use five, six, or even twenty different fonts in one document. However, consistency and readability are important to good design and too many font changes can distract and confuse the reader. Make your font choices carefully and consider how many typefaces will be seen together – longer, multi-page publications, such as magazines, can often tolerate a greater variety of typefaces. For brochures, ads, and other short documents, limit typefaces to one, two, or three.

– *Jacci Howard Bear's Your Guide to desktop publishing*

Q. What is the best way to choose or mix and match fonts?

A. There are no absolutely right or wrong ways to choose fonts or mix different fonts. However, there are a few accepted standards that can speed up the font selection process and generally result in typographically attractive and readable compositions. These guidelines won't always work for you, but nine times out of ten they'll give you the results you want with the least amount of trial and error.

- When in doubt, pair a serif font for body text and a sans serif font for headlines.
- Avoid mixing two very similar typefaces, such as two scripts or two sans serifs. There is not enough contrast and the small differences will cause a visual clash.
- Limit the number of different typefaces used in a single document to no more than three or four.
- Avoid monospaced typefaces for body copy. They draw too much attention to the individual letters distracting the reader from the message.

– *Jacci Howard Bear's Your Guide to desktop publishing*

Whitespace

Imagine that you've just moved into a new house. Remember how excited you felt about all the extra room in your new house? Now imagine your dismay when you look around, and all you see is wall to wall boxes.

You can't stand the clutter, so you go to work unpacking the boxes and putting everything away. Next you throw out the boxes. Suddenly you have a home: there is room to walk around and breath.

White space is the equivalent of uncluttering your home. Just as you don't want wall to wall boxes in your home, you don't want wall to wall text, graphics or boxes in your designs. ~ *Design basic @ about.com*

What is White Space?

- White space — the space between visual elements — is an integral part of the message. White space tells you where one section ends and another begins.
~Page Layout Tips
- Called white space, negative space, or, in letterforms, counterspace, it's the part of the design that "isn't" there. And it's just as important as the elements that are there. *~Using White Space in Your Designs*
- White space is a design term that describes the unused areas on a book, magazine, or Web page. *~Taking Control of Space*

White Space Tips

- **Don't Trap White Space**
Although you want white space in your designs, you don't want to trap that white space between two design elements. This interrupts the flow of the design. You might increase the size of a font, the size of the graphic, or reposition elements to avoid trapped white space.
- **Keep Text Cells Small**
We've all come across Web sites that have text stretching across the entire length of the browser. While that might be readable on a fourteen inch monitor, it's very difficult to read on a larger monitor whose browser window is maximized. In "[Page Layout Tips](#)", Michael Sanders recommends keeping text cells to 380 pixels.
- **Avoid Rivers**
Rivers may appear if you set your type justified. A river is word spaces that appear near each other on subsequent lines of text. It is better to edit the text than to change the word spacing on a line by line basis to correct rivers. Rivers may also be a symptom that your line length is too long or too short.