

FONT NO-NO'S

FOR THE LOVE OF ALL THINGS GOOD
NEVER USE A SCRIPT FONT IN ALL CAPS

X *GRAPHIC DESIGN*

✓ *Graphic Design*

PAY ATTENTION TO SPACING
BETWEEN LETTERS (KERNING)

X *Spacing*

✓ *Spacing*

DON'T STRETCH OR DISTORT

X **TITLE**

✓ **TITLE**

UNLESS YOU ARE TEACHING KIDS HOW
TO WRITE, DON'T USE COMIC SANS.

X This font is very outdated
and unfortunately overused.

✓ Choose something much
more trendy! Like Futura!

TWO FONTS (THREE MAX)
IS ALL YOU NEED!

Don't mix and match *too many*
fonts. IT BECOMES HARD TO READ
AND READERS will lose interest.
IT JUST ISN'T VERY VISIBLY
pleasing. *So, I beg of you ...*
don't do it.