

fonts
guide



fonts guide

Three simple rules to bear in mind when typesetting your design

Don't use too many typefaces

Keeping consistency throughout your document is useful. It keeps it clean, tidy and legible. A good rule to follow here is not to use any more than 3 different typefaces in one document.

Font size

Try to use no more than 3 different font sizes in your document. This again helps to keep consistency throughout your document, helping to keep it clean, tidy and legible. Too many font sizes can make a document look disjointed. especially having two different font sizes for the body copy on facing pages.

Try to keep one size for a heading, one for the introduction, one for the body text and if required one for pullout or highlighted areas.

Select a typeface and font size that is appropriate for your audience

Obvious we know, but is a rule so often broken.

In most cases, for example, you probably wouldn't want to use that new grunge typeface you found on the internet for the main body text in your company brochure. Similarly you wouldn't use a small font size for a document aimed towards the hard of seeing. Keep your new grunge typeface for the heading of your poster where it will be larger and more legible and stick with an easy to read typeface for the brochure, if its difficult to read, people will not read it. Make everything as easy for audience as you can.

Try to imagine who you are aiming your document at and design accordingly.

The difference between typefaces and fonts

The easiest way to think about typefaces and fonts is to think of them as a family. With the typeface being the family unit and the font being the individual members.

With this analogy the typeface is the 'Gill Sans' family, and the fonts are:

Mother Gill Sans	Regular
Father Gill Sans	Bold
Grandad Gill Sans	Bold Italic
Grandma Gill Sans	Italic
Billy Gill Sans	Light Italic
Claire Gill Sans	Light



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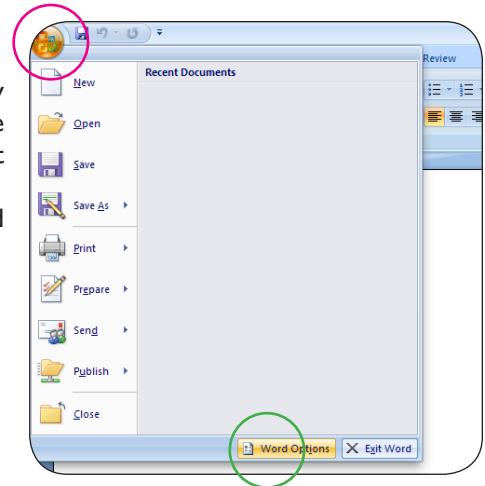
Embedding fonts in Microsoft Word

You've used an awesome font for your newsletter, but its just not displaying correctly when sent to print, or when your friend opens it on their computer. This is because the font is required on the machine the document is opened on to display and print correctly.

With Microsoft Word you can embed the fonts in your documents, so when its opened on another computer the fonts are available for viewing, editing and printing.

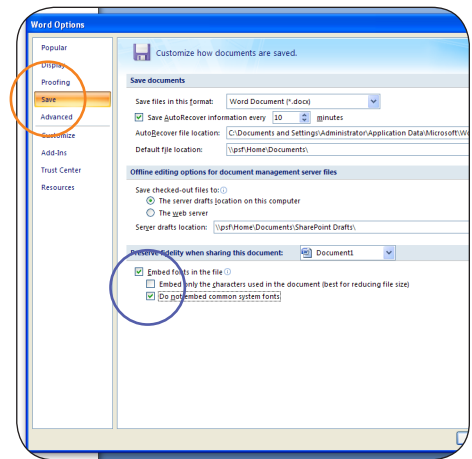
Open your document.

Click on the **Microsoft Office Suite Logo** and select **Word Options** from the menu.



When the options open, select the **Save** options section.

Check the **Embed Fonts** in the file option.



Now when you save your document the fonts will be part of the document. Any one opening your document will be able to see your documents fonts correctly, whether or not they have the font installed. You could choose to only embed the characters used in your document to reduce file size. But always embed the entire font if the document may require any editing at a later time.

