

18 RULES FOR USING TEXT

IF THERE'S TEXT IN YOUR DOCUMENT, FOLLOW THE RULES

pessimistic
fancy

conservative

immature

important

professional

childish

apathetic

old-fashioned

contemporary

modern

The way you use text in a document can make a profound impact on the way people read and interpret it. Your attention to detail can impact readability, attention, personality, professionalism, and more. Every time you create a document, follow the rules. If you can learn these eighteen principles, you'll be in good shape.

RULE #1

KNOW THE FONT'S PERSONALITY

Every font has a personality. And people like some personalities better than others. So what's the rule here? Know your audience, know your document's purpose, and pick a font that matches your audience's expectations and your document's purpose. Get this rule wrong, and you've ruined the entire document.

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RULE #2

AVOID THE DEFAULT FONTS

If you use the default font in Word or InDesign, you're telling the world that you didn't know there are any other options.

Times New Roman and Calibri aren't bad fonts. They are just overused. Go back to Rule #1 and think about personality.

Could there be something better than the default? In most cases, the answer is yes.

Times New Roman is stale.

Calibri is uninteresting.

Minion Pro is lackluster.

Arial is void of character.