

FONTS MATTER

Font selections will convey feelings, project your intent and set the tone for your message. Consider size, spacing, contrast, type and audience.

SERIF

A serif is a short stroke and fonts in this category have a small flourish at the bottom.



Classic, traditional, established

Examples: Times New Roman and Slabo

SANS SERIF

Sans serif means without a stroke and fonts in this group are plain and clean.



Contemporary, innovative

Examples: Calibri, Arial and Roboto

DISPLAY

DISPLAY FONTS ARE BEST FOR HEADLINES.

PROJECT YOUR LEVEL OF BOLDNESS.

Examples: Broadway, Lobster

SCRIPT/HANDWRITING

These fonts are meant to mimic handwriting or cursive writing.



Caution: less is more. Inviting, elegant

Examples: Bradley Hand, French Script, Kaushan