

7 Type Rules for Amateur Designers

from [Seth's blog](#)



7

If you want professional results

...hire a professional.

But that doesn't mean you have to be a horrible amateur. There's no excuse for being below average, is there?

Here are six more tips.



1

Don't use the built-in fonts

The message is: I didn't care enough
to develop my own voice.

Type is cheap. Invest.



2

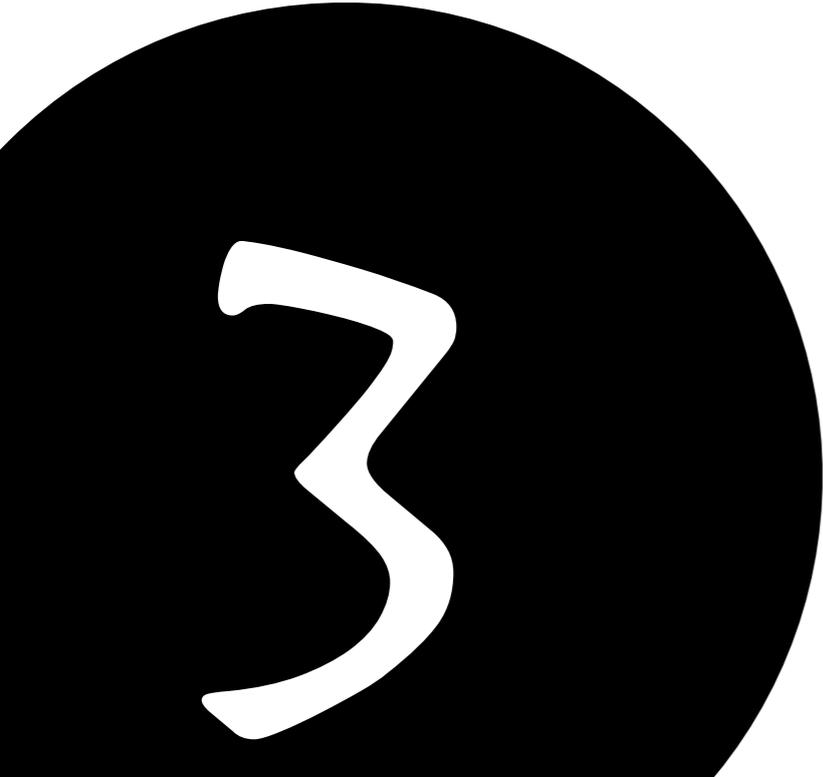
Headlines in sans serif. Body in serif.

I like **Franklin Gothic Condensed** and the font I'm using here:
Interstate Bold Condensed.

(Easy tip—headlines are **bold** and condensed.)

Body type, especially in print, should be a serif face like
this one, Garamond.

Do me a favor:
Just two fonts per page, please.



3

Black type Light background

Don't screw around unless you have
some sort of point to make.
Exception on next slide.

(Goth bands, it's all yours).



4

**Headlines look
great reversed.**

With two caveats:

1. don't overdo it.
2. make sure you leave plenty of black around the border.



5

TYPE SIZE!

Too big is good.

Too small is good.

Just right might
be a problem.



6

Line spacing!

Use *less* or *more* than the automatic.
14 point type probably deserves
15 or 16 point spacing.

or 30 points.

OR PERHAPS YOU
CAN GET REALLY TIGHT



7

Some books

I found three titles
I really like and put
them here for you:

Design books worth a look.