

Type Fonts and How to Use Them in Your Advertising

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How do you choose the right font for the right application? If you are in the position of creating any kind of artwork or marketing materials for your business then you know how complicated choosing the right font can be. There are so many different types of fonts, such as serif (with little feet), san-serif (with no little feet), script, display, Wing Dings, etc.

Here are some helpful hints on how to choose the right font.

- When you are writing body copy, always use a serif font like Times, Caslon, or Century. These fonts are much easier to read than san-serif fonts like Helvetica or Arial.
- Once again, when writing body copy use a size of 11 or 12 points for the easiest readability.
- If you are writing a technical report or journal it is ok to use a san-serif font like Helvetica or Arial. People who read these types of materials are reading bits and pieces of the report and are not reading a lot of copy at one time, so easy readability is not very important.
- To make your newsletter or other materials more interesting, use a san-serif font for the headlines and a nice easy to read serif font for the body copy.
- When using script faces like Wedding Text or Park Avenue, never use all caps. These fonts are to be used with caps and lower case. (Ex.: ALL CAPS or Caps and Lowercase)
- Try to use only two fonts when you are creating your pieces. More than two fonts may look pretty, but creates a very amateur looking piece.
- Help the reader into your paragraphs with some kind of bullet or symbol like I am doing here.
- Try to stay away from using reverse type whenever possible. It is hard to read.
- And, most importantly... always be consistent with your fonts from marketing piece to marketing piece. It creates a much more professional and recognizable look for your company.

I hope that these pointers help you the next time that you are delegated to create your company newsletter or other marketing piece.

Good luck and most of all, have fun!