

6 tips to improve your typography

Typography is the art and technique of arranging type and has the power to capture attention and create emotion into your brand message. Whether you're designing for print or screen, knowing more about typography will help you improve your reader's experience.



Follow these **6 tips** to improve typography in your marketing

1 Choose the right typeface

With a vast library of professional typefaces now available for free, there are no excuses for not having enough choice and you should be able to create a successful campaign from these.

But with great power comes great responsibility, so just because you can choose a free* typeface it doesn't mean you have to. If your budget allows, consider buying your typeface to gain access to more unique and sophisticated choices. The benefits of which are a professionally

designed typeface using various weights and styles which are not always found with a free option.

If you don't know your serif from your sans, or your mono from your slab, check out our examples opposite.



SERIF

CLASSIC / TRADITIONAL / FORMAL

SLAB

CONTEMPORARY / TRENDY / BOLD

Script

ELEGANT / STYLISH / CREATIVE

SANS SERIF

MODERN / ELITE / CLEAN

MONO

PRACTICAL / UNIVERSAL / MODERN

Hand

CLASSIC / VINTAGE / CASUAL

2 Avoid mixing too many typeface combinations

While there are no hard and fast rules to follow, it's important to apply some principles when combining typefaces in a design.

The most popular choice of combination is to pair a sans serif header with a serif body typeface or vice versa, very often this works well and very rarely goes wrong. If in doubt, keep it simple – try just two typefaces or stick to one and adjust its style and weight.

Avoid mixing your typefaces

keep it simple
don't use too many typefaces

3 Experiment with style to create the right impression

Any variations in a type family can be called styles or weights, which are used to highlight areas of text or single words, and can also determine hierarchy of your page.

Too much of the same style will make your page look dull and uninteresting, but be careful not over style otherwise you will put off your readers.

Also consider the use of capital letters, which in some cases can be difficult to read. Experimentation of your chosen typeface is key.

Light
Regular
Bold
Italic
CAPITALS
lowercase

4 Improve readability with the right leading

In the old days of metal typesetting, strips of lead were originally used to separate lines of type, which is where the term 'leading' comes from.

Leading describes the vertical space between each line of type. Increasing the leading will make your words easier to scan on blocks of text, but equally tightening of leading can create great visual impact on headings.

Get your leading right to avoid your blocks of text looking crowded.

Try increasing your leading space on blocks of text to allow the text to breath.

Tighten up for display headings.

5 Achieve perfection with tracking and kerning

These are clever skills used by designers to adjust the look and feel of blocks of text or are often used in logo creation to add a unique look.

Tracking is the control of the uniform space across a range of characters or paragraphs, to create a more pleasing visual result.

Kerning refers to the spacing between two specific letters and is necessary because some letters don't naturally kern as well as others within a word.

Consistent letter-spacing across a range of characters or paragraphs

TRACKING

VERSUS

KERNING

The spacing between individual letters

6 Carefully control the hierarchy of your type on the page

For reader experience consider the typography hierarchy to give a clear sense of structure to your page because if its all the same size it would be difficult to know which was the most important information.

As a general rule, headings are usually large, sub-headings are smaller, and body type is smaller still. Size however is not the only way to define hierarchy – it can also be achieved with your chosen style of colour, spacing or weight.

Start reading this text first.

NOW READ THIS NEXT.

...and lastly read this text.

Need some more advice?

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Email marketing@gi-red.com,
or call 0116 232 17 11.



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