

# typesetting tips

1. **WHITE SPACE** is your friend - use plenty to ensure easy reading and a “clean” document appearance.

2. Use **FEWER FONTS**. Stick to one serif font (like Times or Courier) and one sans serif font (like Helvetica or Arial). Mixing too many fonts is amateurish. A common formula is sans serif for headlines and serif for body text.

3. **BE CONSISTENT**. Pick a style and stick to it by keeping fonts, point sizes, margins and alignments the same.

4. **DON'T JUSTIFY YOUR TEXT**. It creates awkward rivers of white space throughout the block of text. Set your type to: align text left, center text or align text right.

5. **DON'T OVERDO IT!!!!** Use *italics*, ALL CAPS and **bold** sparingly. The emphasizing effect you are aiming for is lost when overdone.

6. Periods, commas and quote marks go **INSIDE THE QUOTATION MARKS**.

7. **AVOID “ORPHANS” AND “WIDOWS.”** An orphan is the last line of a paragraph that sits alone at the top of a column. Widows are lonely characters (7 or less) on the last line of a paragraph - they could be short words or a piece of a word. Don't let your content be lonely and visually sloppy - edit, reorganize line breaks or adjust column widths.

8. **LEARN TO KERN**. Manually kern the spacing between letters so that it looks even and consistent.

UNKERNED

KERNED

9. Use only **ONE SPACE** after punctuation.

10. **LIMIT REVERSE TEXT**. Use white text on a black background sparingly, and never with small font sizes.