

The 9 Rules of Web Typography

Remember: When it comes to choosing type for web applications, keeping things simple is half the battle. Use this checklist as a reminder.

Choose simple fonts.
Decorative typefaces can get lost online.

Don't use a lot of fonts.
Typographic clutter will impede communication.

Set type big.
With bigger type, you have more pixels.

Minimize decorative elements.
If it doesn't aid communication, lose it.

Use HTML copy.
Type converted to an image has drawbacks.

Don't depend on color.
Monitor variations mean you can't predict how colors will look.

Design for scanning.
Long copy blocks aren't right for the web.

Make text bite-size.
Break up web text for easier reading.

Keep line lengths short.
Narrow columns aid the reading process online.