

THE 33 LAWS OF TYPOGRAPHY

INTRODUCTION

HOW TO FORMAT A DOCUMENT

- 1** Distrust Default Software Settings
- 2** Ensure Good Contrast Between Text and Background
- 3** Avoid Chartjunk and Pagejunk
- 4** Enforce Consistent Style Within a Document
- 5** Maintain a Visual Hierarchy
- 6** Group Related Page Elements

HOW TO FORMAT LARGE BODIES OF TEXT

- 7** Set Printed Body Text at 9 to 11 Points
- 8** Set Body Text 2 to 3 Alphabets Wide
- 9** Favor Flush Left, Ragged Right Body Text
- 10** Separate Sentences with 1 Space, Not 2
- 11** Don't Allow Fewer Than 7 Characters on a Line
- 12** Avoid Bad Paragraph Breaks
- 13** Avoid Line-Breaking Hyphens
- 14** Signal New Paragraphs Once, Not Twice
- 15** Break Up Large Blocks of Text

HOW TO FORMAT SMALLER BLOCKS OF TEXT

- 16** Emphasize 10% or Less of Text
- 17** Avoid All Caps and Underlined Text
- 18** Set Acronyms and Initialisms in Small Caps
- 19** Hang Punctuation in Small Chunks of Text
- 20** Hang Bullets and Numbers in Lists
- 21** Avoid Bad Line Breaks
- 22** Use Symbols and Special Characters as Needed
- 23** Use Proportional Oldstyle Figures in Body Text
- 24** Adjust Leading and Kerning for Large Text
- 25** Verify Software Alignments Optically

HOW TO USE PUNCTUATION PROPERLY

- 26** Connect Thoughts Using Em Dashes
- 27** Show Ranges Using En Dashes
- 28** Clarify and Improve Readability Using Hyphens
- 29** Designate Feet and Inches with Prime Symbols
- 30** Replace Missing Characters with Apostrophes

HOW TO CHOOSE TYPEFACES

- 31** Limit Typefaces to 2 per Document
- 32** Use Typefaces That Reinforce a Document's Mood
- 33** Choose Serif or Sans Serif Based on Aesthetics

CONCLUSION
