

Typefaces

A **typeface** is the design of a set of lettering

A single typeface will have lots of different variations. When we use a typeface variation we call it a **font**

You need to think carefully about the typefaces you use

Typefaces

Typeface = Calibri

Typeface = Times New Roman - **in bold**

Typeface = Comic Sans - underlined

Typeface = Georgia - *in italics*

Typeface = Impact

Typeface = Pacifico

TYPEFACE = AMATIC SC

Typefaces

Serif typeface

A serif is the fancy, curly decoration on the end of letters

These are best for reading on paper and suggest
“traditional”, “reliability” and “trust”

Cambria, Georgia or Times New Roman

Typefaces

Sans-serif typeface

Sans-serif typefaces don't have decorative serifs

These are best for using on screen and suggest “modern”,
“clean” and “efficient”

Arial, Calibri or *Comic Sans*

Typefaces

Tips on typefaces:

Use a typeface that's easy to read on screen

Use text that's big enough - but not too big

A bold font is easier to read for titles and buttons

Very thin fonts can be difficult to read

Don't underline and be careful with *italics*