

PITFALLS IN TYPOGRAPHY

- Beware: Typography that is not consistent with branding guidelines
- Fonts that are unusual, eccentric, odd or outdated
- Text set solely in capital letters
- Overuse of bold font
- Text set solely in italic
- Large numbers of underlined words
- Small font size

Note

Many young creative people in advertising agencies have a tendency towards small font sizes whereas the majority of your customers will not be able to read small print without their reading glasses.