

The 7 deadly sins of typography

1. **Vertical Type** : creates uneven margins on both sides. Rotated text is much better because of the clean margins it creates on the left and right.



Rotated Type
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2. **Center aligning paragraphs of text** instead of justifying them or making tracking changes.

Sure, there are exceptions, but for the most part, it looks better to go for those straight margins once again!

I wish I were an Oscar Meyer Weiner. That is what I'd truly like to be. 'Cause if I were an Oscar Meyer Weiner, Everyone'd be in love with me.

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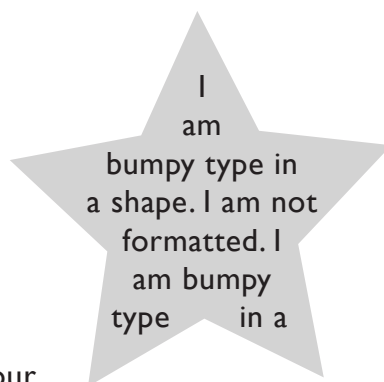
3. **Stretching or squashing fonts**: It's no better than stretching or squashing a picture. It ruins the look of the type. Hold down "shift" when you resize it.



4. **Gimicky fonts** : if you didn't download it and it's gimicky, it's lame. No, really. (And sometimes even if you downloaded it, especially if it drips blood.)

Comic Sans is possibly the worst font ever. Or maybe Papyrus. It's really a tossup.

If it isn't a comic book or an egyptian-themed piece, don't use these. Never use gimicky fonts as the "body text" in a designed piece, either.



5. **Text in a shape** is nifty, if you do it right. It can look really lame. Watch your font size, style, and the shape. Try decreasing your font size and using tracking and justifying.



6. **Overuse of effects on text**. There is a time and a place for drop-shadows, gradients, etc. but less is more with these things. Make your design the focal point.

7. **Serif fonts as the body text on a web page**. That's so....1996. Also, there are serif fonts apart from Times New Roman.

Serif fonts are wonderful, just not on the web