



CHEATSHEET

**Make It Legible.**

## Typefaces



Limit yourself to two (maybe three) typefaces on a single page or document. You don't want to drive the reader crazy with contrasting fonts.

## Styles



Most professional font families will include a variety of styles and weights. Use them wisely and consistently.

## Anatomy



## Emotion and Feeling

Timeless    *Elegant*    Source Code    Approachable  
 Speedy    **TO THE POINT**    Glamorous    Childish

# This Make It cheatsheet covers the basics of type.

## Setting Type

**Leading** is the amount of white space between lines of type. When done correctly, it gives a more readable appearance. Like type size, it's measured in points.

**Kerning** is the amount of whitespace between characters. When used properly, it creates a more balanced setting. It mostly affects character pairs with lots of excess whitespace

**Tracking** is the insertion of additional space between all characters in a body of text. When using all caps, letter spacing helps with legibility.

## Rules

To borrow a few from *Butterick's Practical Typography* ([practicaltypography.com](http://practicaltypography.com)):

- Point size should be 10-12pt in body text in print documents.
- Line spacing should be 120-145% of the point size.
- Average line length should be between 45 and 90 characters, including spaces.
- Avoid goofy fonts (like Comic Sans) and system fonts like Times New Roman.
- Use typographer's quotes (the curly ones), not straight quotes.
- Put just one space between sentences.
- Don't underline. Unless it's a hyper-link.
- Use centered alignment sparingly.
- Use 5-12% extra tracking when using all caps.
- Always use kerning.
- Avoid ampersands.
- Make sure apostrophes point down.
- Make sure foot and inch marks are straight and not curly.
- Only use one exclamation point.
- Know the difference between hyphens and dashes.

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