

8 Awesome Font Facts

by
DUFFWEB

hello
hello
HELLO
HELLO

No. 01 communication

You don't wear pajamas to a business meeting. Same with fonts. There are appropriate and inappropriate fonts. We make sure we choose what works with your specific industry and how you want to be viewed by your public.

serif font
serif font
sans serif font
sans serif font

No. 02 feet or no feet?

Serifs are the lines which finish off a letter, often called "feet". "Sans" means "without" in French. So sans serif fonts are fonts without feet.

here's a small paragraph of text in a sans serif font which is super easy to read.

here's a small paragraph of text in a serif font which is considerably less easy to read.

No. 03 legibility

Plain sans serif fonts (like the examples in #2 above) are best for paragraphs of web text, because they're easiest to read. Also dark text on lighter backgrounds is best for web viewing of small text. It's easier on the eyes so people will stay on your website longer.

Trust our product.
Trust our product.
Trust our product.

(the top one is Baskerville.)

No. 04 trustworthy font

Many surveys have been done over the years on the communication of fonts, and one consensus is that Baskerville fonts communicate "trust".

Arial Regular
Arial Italic
Arial Bold
Arial Black

(we are family members)

No. 05 fonts VS families

A font family is a collection of similar fonts. A font is a single style within a family. For example: Arial is a font family. Arial Bold Italic is a font.

Headline
SUBHEADING

Sp

Here is a paragraph of text under the headline. This would be an explanation of the headline in greater detail.

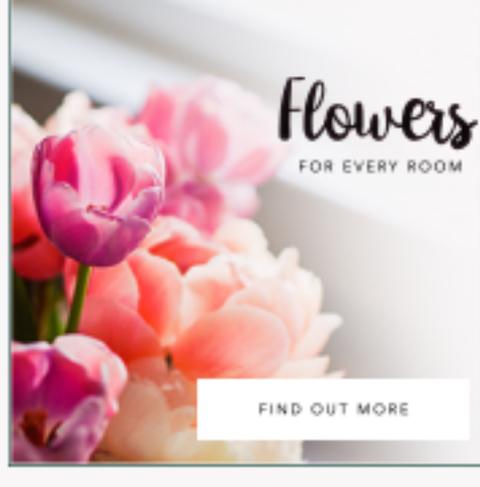
No. 06 less is more

Fonts are fun. It's easy to go crazy with them, but it's important to limit font choices in web design. The max is generally 3, one for headlines, one for subheadings and one for the main body of text. Too many looks messy, distracting and unprofessional.



No. 07 helvetica!!!

The ubiquitous "Helvetica" font family is one of the most commonly used and seen font families in the world. It's clean and easy to read, so it's used a lot for signage. (NYC Subway and DC metro systems both use it.)



No. 08 fonts and feelings

The content of your website is most important, but how the text is laid out on the page determines how the viewer actually FEELS while reading. If they feel GOOD, they're more likely to take action. And that's our focus.

See all the cool things we do with fonts @ Duffweb.com

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