



CHOOSING THE RIGHT FONTS

A QUICK GUIDE TO TYPOGRAPHY FOR LEARNING MATERIALS

1 CHOOSE THE RIGHT FONT STYLE

Serif

Century
Georgia
Rockwell
Times New Roman

Sans Serif

Arial
Calibri
Century Gothic
Verdana

Script

Forte
Magneto
Script MT Bold
Segoe Script

Decorative

Bahau 93
Broadway
Papyrus
STENCIL

★ Sans Serif fonts are the best choice for digital learning and websites.

2 PAIR FONTS EFFECTIVELY

HEADING

Arial Rounded Bold

Body Text

Calibri
Simple & professional

or

HEADING

Georgia Bold

Body Text

Verdana
good for screens

★ Avoid using more than two font families.

3 CREATE VISUAL HEIRACRCHY

Heading 1 28-32 pt

Heading 2 22-24 pt

Heading 3 18-20 pt

Body Text. 12-14 pt

Captions 10-11 pt

★ Use size & weight instead of multiple fonts.

4 DESIGN FOR READABILITY

- ✓ Left-align paragraphs.
- ✓ Use sentence case.
- ✓ Keep line length to 50-75 characters.
- ✓ Use adequate white space.
- ✓ Maintain 1.2-1.5 line spacing.

★ Avoid all caps for long passages.

5 DESIGN FOR ACCESSIBILITY

- ✓ Choose highly legible fonts.
- ✓ Avoid decorative fonts for body text
- ✓ Maintain sufficient color contrast.
- ✓ Use at least 12-point body text.

Accessible Fonts

Arial
Calibri
Tahoma
Verdana

Color Contrast



4.5:1

ratio for normal text