FABULOUS FONTS

10 Areas to Consider Before Choosing Fonts

1. Audience

Formal business style fonts resonate with mature audiences while younger audiences are more familiar with modern, informal fonts, colours and sizes.

WEB EZI TIP: Follow the example of major advertisers targeting the same audience!

FUTURISTIC

VS.

CLASSIC

2. Tone

Your font choice should reflect the tone you want to portray. For example, a playful font used for talking about serious topics may not generate the trust that you need.

TONE	FONT	TONE	FONT
Reliable	Baskerville Old Face	Feminine	Mistral
Modern	Century Gothic	Happy	Vivaldi Italic
Beautiful	Cambria	Warm	Pasifico

3. Primary Goals

Do you want your visitors to make a purchase or just read more? Easily readable fonts such as Arial make clear and authoritative "Buy Now" buttons. For a more invitational tone, choose something like Reklame Script.

Buy Now

VS.

Read More

4. Readability

An interesting or unusual font is pointless if your visitors can't read it. Your website will be viewed on phones, tablets and desktop screens so check your font for readability on each of these platforms.

Can you read this?

vs.

Can you read this?

5. Large Blocks of Text

As a general rule in smaller font sizes, **Serif** fonts make each character more distinct and therefore it easier to read. Font sizes 12 or 14 suit most purposes for larger tracts of text though 14 is becoming the preferred size.

Beautiful Title

vs.

long paragraphs with lots of text are hard to read when you use unique fonts

6. Font Combinations

Yes. Combing fonts can improve the look and feel of your website design. However, font combos require thought to ensure they compliment each other rather than hurt each other.

WEB EZI TIP: Try bold versus light, formal versus informal, Serif versus sans Serif.

font *pairing* *vs.* *font* PAIRING

7. What Colour for My Fonts?

- **Readability:** To be readable, the colour of your text font should contrast with the background (e.g. black against white).
- **Tone and Mood:** Colour adds to the tone or mood that you want your website to convey.
- **Branding:** Choose colours that include or compliment your brand colours and the tone you want to convey.

red PASSION, ENHANCED METABOLISM	**green** HARMONY, STABILITY	**black** POWER, ELEGANCE, EDGINESS
orange SENSE OF WELCOMING, ENERGY	**blue** PEACE, RELAXATION	**white** PURITY, SIMPLICITY
yellow HAPPINESS, POSITIVITY	**purple** LUXURY, ROMANCE	**brown** DEPENDABILITY, FRIENDLINESS