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Common Mistakes with Type Design

Printing budget works hardest when design supports communication. Research shows that you can make type convey your message best when you avoid the following common mistakes:

- lines more than 50 characters long

- text type overprinting a screened image or background

- type of one color printed on a background of another color with the same value, such as medium red on medium blue

- insufficient leading and tracking

- long sections of body copy in all caps

- reverses out of tints less than 50%

- too many typefaces and weights on page

- highlight colors used without clear purpose

- drop caps poorly related to their corresponding word