

Fonts



Slidesho.

The presentation agency

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Fonts

One of the first things that comes to mind when selecting fonts, particularly within the business presentation setting is, is it Mac and PC friendly?

It's important to be aware that if you are using a font that is specific to your business but nobody else has access to, the information will not look the same way as you intended it to look once opened by the other party. And given that it's not always possible to PDF a document for sharing (eg. When you're collaborating with different people) then you want to make sure that the fonts are accessible to everyone working on the document. Here is a list of safe fonts to use on both platforms:

Arial	Courier New	Georgia	Impact
Calibri	Lucida	Palatino	Tahoma
Times New Roman	Trebuchet	Verdana	

Serif vs Sans Serif:



In typography, we can select between serif and sans serif fonts. A serif is the small projecting feature at the end of a stroke. The term *sans* is French for 'without', whilst *serif* or *shreef* is Dutch for 'line'.

As a general rule we use serif fonts for printed work as they tend to be easier to read than sans-serif fonts, this is because the serif make the individual letters more distinctive and easier for our brains to recognise. Without the serif, the brain has to spend longer identifying the letter because the shape is less distinctive.

Sans serif fonts on the other hand have become more prevalent for display text on computer screens, the eye is able to read these fonts more clearly on lower-resolution digital displays.

Caps vs lower case

The use of caps can be helpful in establishing a visual hierarchy within a document. For example:

Level 1: **CAPITALS**, bold, 14pt, centred, space below

Level 2: **Lowercase**, bold, 12pt, left justified, space below

Level 3: *Lowercase*, italics, 12pt, left justified, no space below

Text in all CAPS within the body of the copy should be used sparingly as it is difficult to read. Cognitive research has shown that the shapes of lowercase letters (some tall, eg. dhkl; some short, eg. aens; some descending, eg. gypq) create a visual distinction in contour that helps our brain recognise the words. Caps work well for headings shorter than one line.

Limit number of fonts to two or three

- + The reason we like to limit the number of fonts used is that good design should be built around a consistent over-all look and one of the best ways to achieve this consistency is by limiting the number of fonts. Using two to three fonts is a good rule to work with.
- + The first font can be somewhat fancy or artistic, it can set the mood of the overall piece, and can provide a focal point, for example headings and sub-headings.
- + The second font should be something clean and basic, something that goes unnoticed, it is perfect for large amounts of copy.
- + Having too many fonts in a design will not only make the document look messy and unattractive, it will also be more difficult to read.
- + Here's a good tip I came across recently. If your first font is modern or contemporary, your basic font should be a san-serif font. Conversely, if your fancy font looks old fashioned, select a serif font for your secondary font.

First font or heading

Sub heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

FIRST FONT OR HEADING

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Use fonts from the same family

- + If you are really not sure about which fonts work best together and you'd like to ensure that the fonts are harmonious, you may like to play it safe by using fonts from the same family of fonts.
- + The best way to do this is to select fonts with the largest variations in weights, styles and width. Here is an example:

Arial regular

Arial italics

Arial bold

Arial bold italics

Arial narrow regular

Arial narrow italics

Arial narrow bold

Arial narrow bold italics

Arial rounded

Around rounded italics

Arial rounded bold

Arial rounded bold italics

Arial black

- + Once you've decided on which fonts to use, set up your hierarchy for headings, sub-headings, content, etc.

Font sizes for PowerPoint presentations

Selecting the correct font size will vary greatly depending on a number of factors. Things to consider include:

- + The number of people in your audience
- + The size of the venue (auditorium, boardroom, one on one meeting)
- + Delivery format (printed, projected, PDFed, etc.)

Quite often documents are created in PowerPoint but not presented face to face, in this case you can treat font sizing as you would any other document, anything between 8pts and 12pts should be fine.

If you are presenting in a large auditorium/ conference setting with 100+ attendees you will need to use fairly large font sizing so that the person at the very back can comfortably read the slide. You may be looking at a minimum of 24pts for the copy and 40pts for headings for example.

In a smaller meeting scenario where you are presenting in a boardroom or small meeting room with an audience of 10 people you would be fairly safe with 16pts for the copy and 28pts for headings.

6 pts

8 pts

10 pts

12 pts

14 pts

16 pts

18 pts

24 pt

Contact us today if you'd like to know more.