

Fonts play an important role in material design because they affect the audience's ability to read and understand the material. Therefore, it's crucial to select fonts that are easily read.

Serif Fonts

As a general rule of thumb, it's best to use serif fonts for body text in printed materials. They are more legible and give a project a more official feeling. Serif fonts have the ornaments/details at the ends of the letters, whereas sans-serif fonts do not. The details at the ends of the letter guide the reader's eyes horizontally, making serif fonts easy to read in large blocks of text. Examples include:

Times New Roman Garamond Georgia

Sans-serif Fonts

Sans-serif fonts give the project a more modern and less official feeling. Since sans-serif fonts do not have the details to guide the reader's eyes, they are better suited for shorter stretches of text, such as headings and subheadings. Sans-serif fonts are also more suitable for text on the web. Examples include:

Arial Geneva Helvetica

Display Fonts

Display fonts are fairly stylized and make bold titles. They are not optimal for running text. Examples include:

Impact STENCIL Cooper Black

Script Fonts

Script fonts, like display fonts, are best for titles. They are characterized by elegant, ornamental letters that resemble calligraphy. Since these fonts are so stylized, they are not ideal for running text. Examples include:

Lucida Handwriting Mistral Edwardian Script

Using the Font

- Using serif or sans-serif fonts is the best way to ensure that your material is legible.
- If you are creating print materials, utilize serif fonts. For web materials, utilize sans-serif fonts.
- Avoid fancy or script fonts—they can be difficult to read, especially for lower literacy populations.
- Limit yourself to two or three font styles to keep the document clean and unified.

Font Size

- For the main body text, your font size should be at least 12, but no greater than 14.
- For headings, set the font size two sizes larger than the body text.

Contact Us

Whether you have general questions about fonts, layout and design, or more specific concerns about making your materials attractive and readable, TEAM Lab is here to help.

