# How to Identify Best Practices in Readability

Learning how to create and format invoices

## Choices with Type

# Use a limited number of Typefaces, Fonts, and Font Sizes

- There should only be three font size categories
  - 16-18 pt font for the heading
  - 12 pt for subheading (Bold)
  - 10-12 pt font for body text
- One decorative font for the heading(s)
- One plain font for the body text

#### **Use Transparent Font**

Body text should be a non-decorative,
easy-to-read font like Arial, Times or Cambria

#### Don't use Tacky Type

- Text should not be underlined unless it is a live (clickable) link
  - To create contrast:
  - For Headings, use contrast in size and font
  - For Body, use italics or bold
- Do not use All Caps for body text
  - Type loses shape
  - Readers tune it out

## Placing the Company Logo

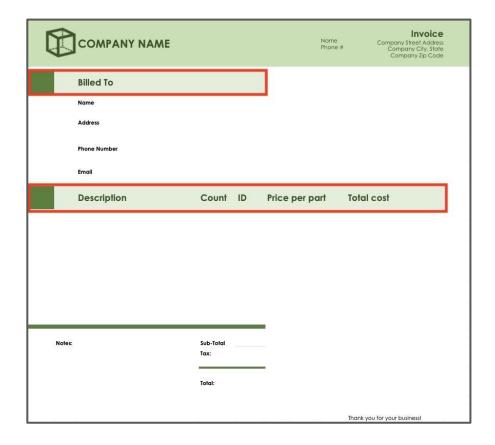
In a works-every-time-layout, the eye travels from the top left to the exit at the bottom right

 The company logo is referred to as a tag in Hagan and Golombisky's works-every-time layout, and should be placed at the upper left corner.



## Formatting the Cells

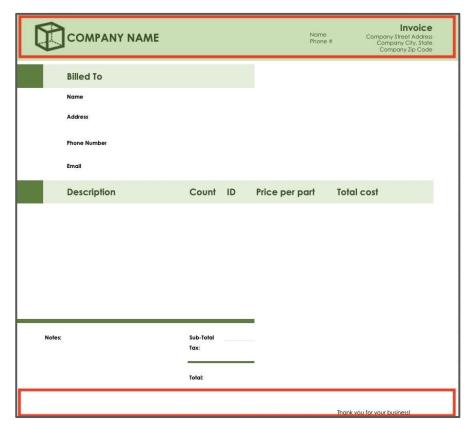
- Each header cell(s) at the top of the table should be bolded and colored if possible
- These headers should have 16-18 pt font to stand out from the body text, and be bolded and colored if possible
- However, limit yourself three total colors on the page, one for the header cells



### Formatting Headers and Footers

#### Tags

- Headers and Footers contain tags, such as a slogan, URL, phone numbers, company addresses and should be 12 pt font
- Tags should be placed at bottom right (print) and top left (Web) because the eye exits at that location and because the reader should remember that information
- Information font should be smaller but legible



## Please Complete the Readability Quiz