

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.

Billed To				
Name				
Address				
Phone Number				
Email				
Description	Count	ID	Price per part	Total cost
Notes:		Sub-Total	_____	
		Tax:	_____	
		Total:	_____	

Thank you for your business!

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

Billed To	
Name	
Address	
Phone Number	
Email	

Description	Count	ID	Price per part	Total cost
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Notes:	Sub-Total _____
	Tax: _____
	<hr/>
	Total: _____

Thank you for your business!

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

COMPANY NAME		Invoice		
Name		Company Street Address		
Phone #		Company City, State		
Company Zip Code				
Billed To				
Name				
Address				
Phone Number				
Email				
Description	Count	ID	Price per part	Total cost
Notes:				
Sub-Total		_____		
Tax:		_____		
Total:		_____		
Thank you for your business!				

Please Complete the Readability Quiz