

ALL OF THE FONTS YOU'LL EVER NEED

Choosing fonts is one of the most intimidating parts of design. While there are hundreds of great fonts (and thousands of not-so-great fonts), you only need a few to get by. If these were the only fonts you ever used, everything would be just fine.

Font	Letter Structure	Good for
Adobe Garamond	Humanist	Print
Arial	Realist	Web
Baskerville	Realist	Print
Bodoni	Geometric / Realist	Print
Futura	Geometric	Print
Georgia	Realist	Web
Gill Sans	Humanist	Print
Helvetica	Realist	Print
Lucida Grande	Humanist	Web
Museo Slab	Humanist	Print / Web
Palatino	Humanist	Print / Web
Rockwell	Geometric	Print
Tahoma	Humanist	Web
Trebuchet MS	Humanist	Web
Verdana	Humanist	Web

Font Classifications (grossly oversimplified)

Humanist

Humanist fonts are based upon the calligraphic scripts that predate printing. They have soft curves and look friendly.

Geometric

Geometric fonts are geometrically constructed (the "o" will often be a perfect circle). They often look modern and fashionable.

Realist

Realist fonts lie between being inspired by calligraphy, and being geometrically rationalized. They often look very plain and anonymous.

Why Print vs. Web?



Even if you can get the font of your choice to show up on your website visitor's screen (by using TypeKit, for example), some fonts don't display so well in pixels. Likewise, fonts designed for the screen tend to not look that great in print.

Want to learn more?

For more design advice, including how to choose fonts that go together well, check out *Design for Hackers: Reverse-Engineering Beauty* by David Kadavy, due to be published by John Wiley & Sons in September 2011.



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