



Choosing fonts for body copy

DESIGN FUNDAMENTALS

This is Major Tom to Ground Control

I'm stepping through the door, and I'm floating in
a most peculiar way. And the stars look very
different today.

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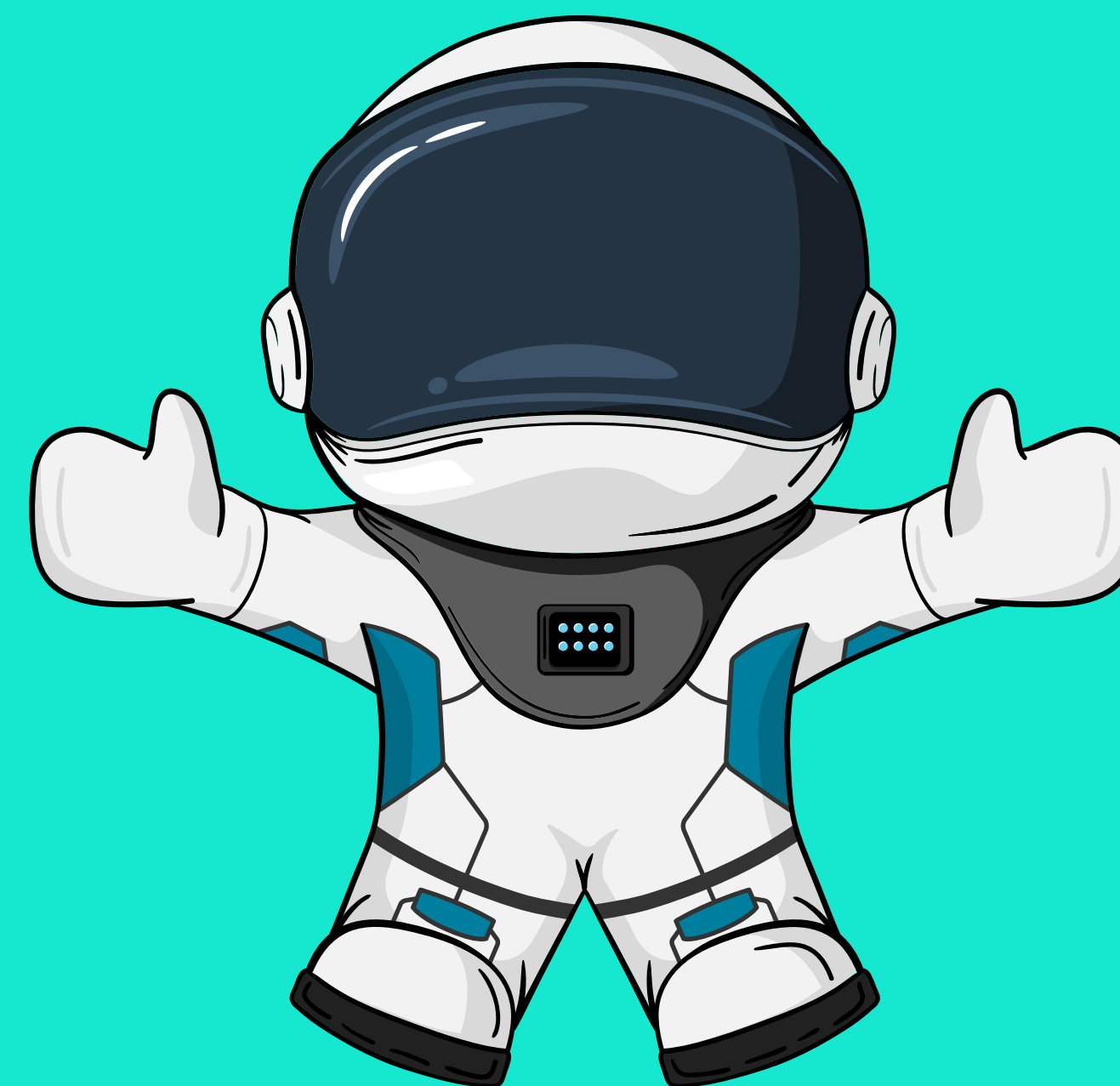
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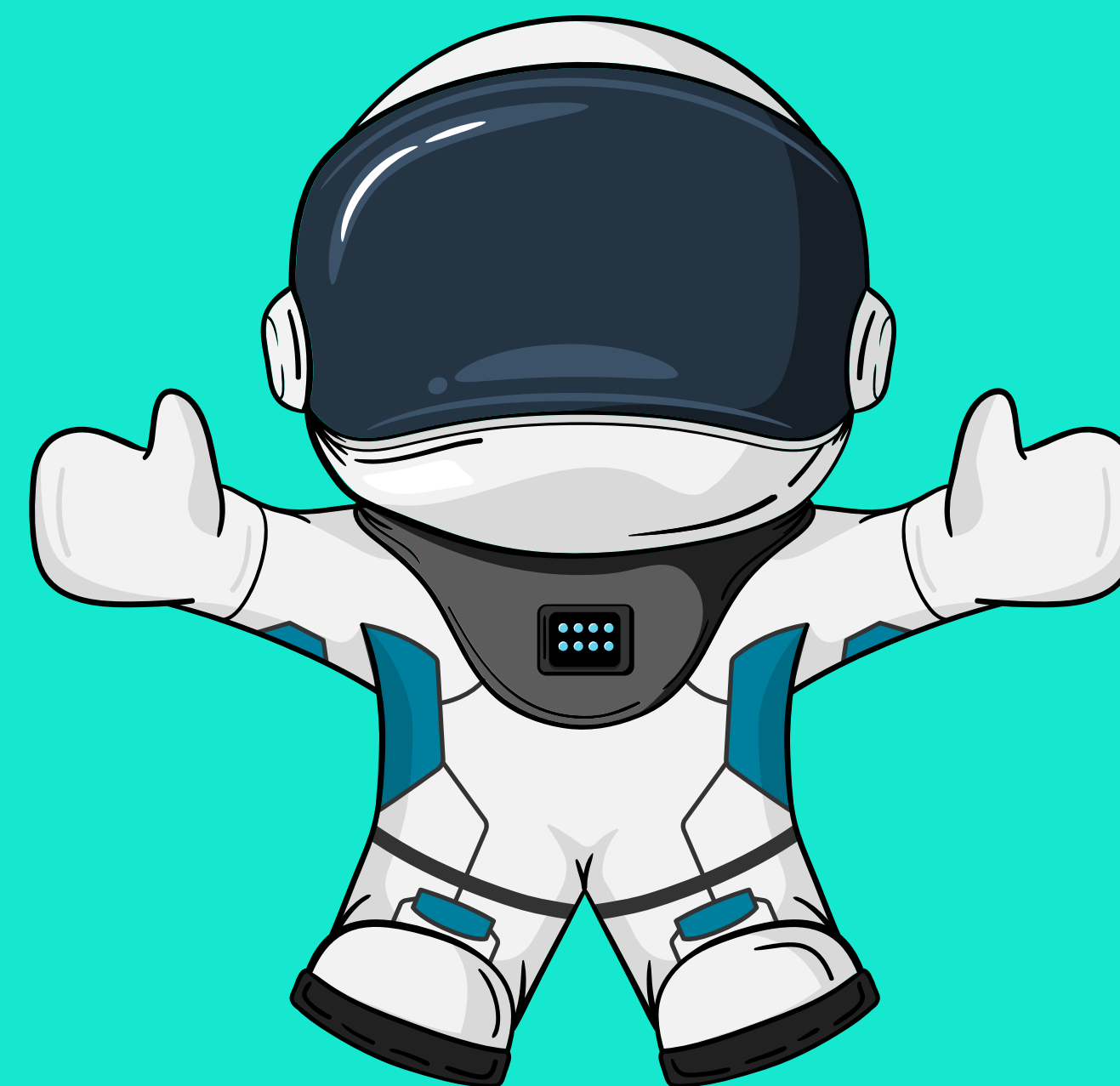




This is Major Tom to Ground Control

I'm stepping through the door, and I'm floating
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Choosing a typeface
for **body copy**



WHY CHOOSE TWO TYPEFACES?

Choosing one typeface that is interesting
enough for headings and readable enough for
long stretches of text is hard

Viewing 858 of 858 font families

Roboto
Christian Robertson (12 styles)

All their equipment and instruments are alive.

Try typing directly into the text fields. GOT IT

IBM Plex Serif
Mike Abbink, Bold Monday (13 styles)

I watched the storm, so beautiful yet terrific.

Lato
Łukasz Dziedzic (10 styles)

A shining crescent far beneath the flying vessel.

IBM Plex Mono
Mike Abbink, Bold Monday (14 styles)

Mist enveloped the ship three hours out from port.

IBM Plex Sans Condensed
Mike Abbink, Bold Monday (14 styles)

A red flare silhouetted the jagged edge of a wing.

Open Sans
Steve Matteson (10 styles)

Almost before we knew it, we had left the ground.

Montserrat
Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly (18 styles)

It was going to be a lonely trip back.

Roboto Condensed
Christian Robertson (6 styles)

My two natures had memory in common.

Categories

- Serif
- Sans Serif
- Display
- Handwriting
- Monospace

Sorting

Trending

Languages

All Languages

Number of styles

Number of styles slider

Thickness

Thickness slider

Slant

Slant slider

Width

Width slider

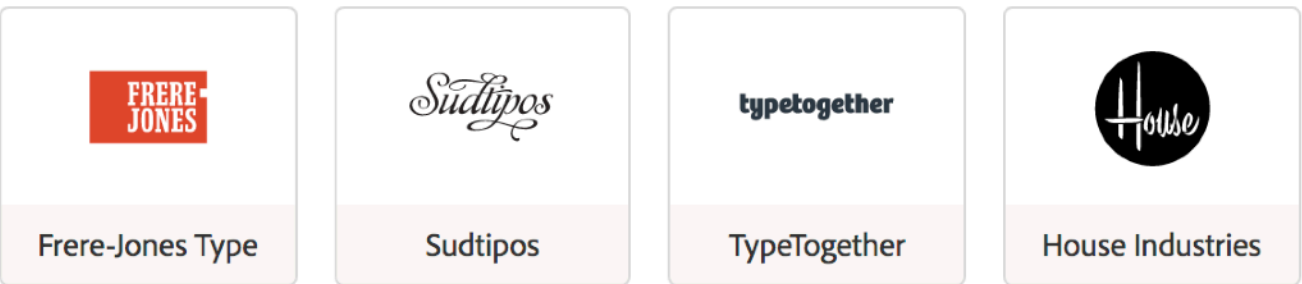
Browsing by style? Get started here:



Got the perfect font in mind?

Search Typekit... search bar

Jump into our foundry partner collections



Explore our font families

Grid of font family cards showing various styles like REALIGNED EQ, Realigned e, Realign, Realignec, Sign Painter, Halyard, Neplus, Gira Sans, Aniuk, Interstate, Gineso, Quiroh, Kinescope, P22 Zaner, Sutturah, and Bistro Script.

Google Fonts

- ✓ Improved quality
- ✓ Free
- ✗ Incomplete fonts
- ✗ Quality can still be hit or miss

Adobe Typekit

- ✓ Consistently better quality fonts
- ✓ Flexible typefaces
- ✓ No more FOUT (flash of unstyled text)
- ✗ Costs \$50/year

**Typefaces for body
copy should have:**

Typefaces for body copy should have:

1. High x-height

Typefaces for body copy should have:

1. High x-height
2. Medium contrast

Typefaces for body copy should have:

1. High x-height
2. Medium contrast
3. At least 4 styles

X

I

Maven Pro, 16px

x

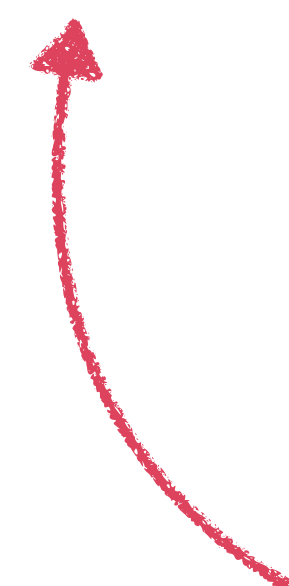
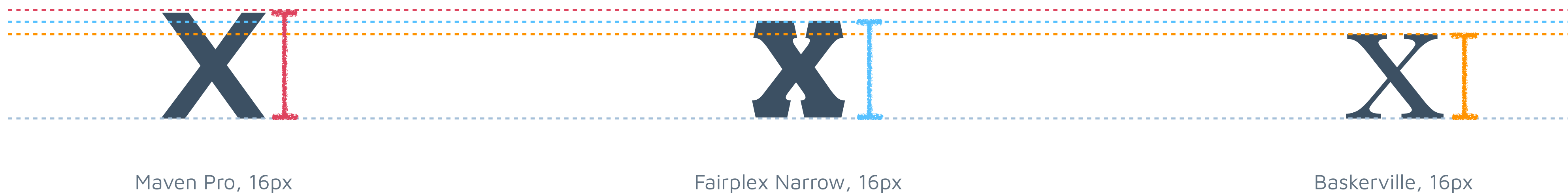
i

Fairplex Narrow, 16px

X

I

Baskerville, 16px



For long chunks of text, taller is better

abc

Didot: High contrast

abc

Proxima Nova: Medium contrast

abc

Courier New: Low contrast



abc

The image shows the lowercase letters 'a', 'b', and 'c' in a Didot typeface. Two small red circles are drawn on the letters: one on the upper loop of the 'b' and one on the lower loop of the 'c', highlighting the high contrast between the thick and thin strokes characteristic of this font style.

Didot: High contrast



abc

The image shows the lowercase letters 'a', 'b', and 'c' in a Proxima Nova typeface. The letters are clean, modern, and have a consistent stroke weight, representing a medium level of contrast.

Proxima Nova: Medium contrast



abc

The image shows the lowercase letters 'a', 'b', and 'c' in a Courier New typeface. The letters are monospaced and have a very uniform stroke weight, representing a low level of contrast.

Courier New: Low contrast

The image shows the lowercase letters 'abc' in a Didot typeface. The letters are dark blue. The 'a' and 'c' have thin red circles highlighting the serifs at the top and bottom of the stems, respectively, to illustrate the high contrast of the typeface.

Didot: High contrast

The image shows the lowercase letters 'abc' in a Proxima Nova typeface. The letters are dark blue and have a clean, modern, sans-serif appearance with medium contrast.

Proxima Nova: Medium contrast

The image shows the lowercase letters 'abc' in a Courier New typeface. The letters are dark blue and have a monospaced, slab-serif appearance with low contrast.

Courier New: Low contrast

High contrast typefaces are really hard to read at small size and in long chunks of text. You'll want to save these typefaces for headings or any kind of display text.

The image shows the lowercase letters 'abc' in a Didot typeface. The letters are dark blue and have high contrast, with very thin vertical strokes and thick horizontal strokes. The 'a' has a small loop at the top, and the 'c' has a small tail at the bottom.

abc

Didot: High contrast

The image shows the lowercase letters 'abc' in a Proxima Nova typeface. The letters are dark blue and have medium contrast, with a clean, modern look. The 'a' has a small loop at the top, and the 'c' has a small tail at the bottom.

abc

Proxima Nova: Medium contrast

The image shows the lowercase letters 'abc' in a Courier New typeface. The letters are dark blue and have low contrast, with a monospaced, typewriter-like appearance. The 'a' has a small loop at the top, and the 'c' has a small tail at the bottom. Red circles highlight the top of the 'b' and the bottom of the 'c' to show the low contrast.

abc

Courier New: Low contrast

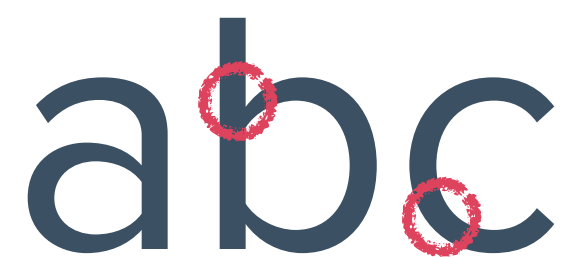
Low contrast typefaces
are really hard to read
at small size and in long
chunks of text. You'll
want to save these
typefaces for things like
code snippets or
decorative text.



abc

The image shows the lowercase letters 'a', 'b', and 'c' in a Didot typeface. The letters are characterized by high contrast, with very thin vertical strokes and thick horizontal strokes. The 'a' has a long, thin tail that curves upwards. The 'b' has a very thin stem. The 'c' is a simple, open curve.

Didot: High contrast



abc

The image shows the lowercase letters 'a', 'b', and 'c' in a Proxima Nova typeface. The letters are characterized by medium contrast, with a balanced weight between the vertical and horizontal strokes. The 'a' has a small, circular red mark on its stem. The 'b' has a small, circular red mark on its stem. The 'c' has a small, circular red mark on its curve.

Proxima Nova: Medium contrast

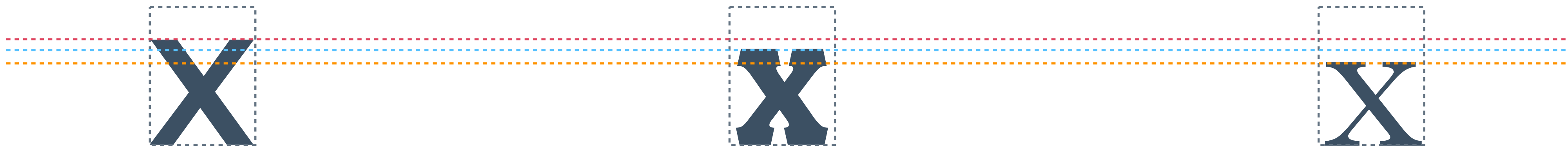
Medium contrast typefaces are the easiest to read in long chunks because there's just enough differentiation but not so much that it starts to jumble together



abc

The image shows the lowercase letters 'a', 'b', and 'c' in a Courier New typeface. The letters are characterized by low contrast, with a monospaced, slab-serif design. The 'a' has a thick, rounded body. The 'b' has a thick, rounded body. The 'c' is a simple, open curve.

Courier New: Low contrast



Maven Pro, 16px

Fairplex Narrow, 16px

Baskerville, 16px

Look for typefaces
that have at least
four styles:

Regular

Regular Italic

Bold

Bold Italic

Starmen

Starmen

Starmen

Starmán

Starmán

Starmen

Starmen

Starmen

Use real italics as much as you can

(But if you can't, it's not the end of the world. Shh, don't tell!)

 Search

Categories

- ☒ Serif
- ☒ Sans Serif
- ☒ Display
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- ☒ Monospace

Sorting

Trending ▼

Languages

All Languages ▼

Number of styles

☒  4+

Thickness

☐ 

Slant

☐ 

Width

☐ 

Should you use a

 **serif**

With the flicks

or a

sans-serif 

Without the flicks

for your body copy?

Typefaces for body copy should have:

1. High x-height
2. Medium contrast
3. At least 4 styles



EXERCISE

Choose at least three body copy
typefaces. Test them and put the winner
into your project