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Choosing fonts for body copy

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.

This is Major Tom to Ground Control

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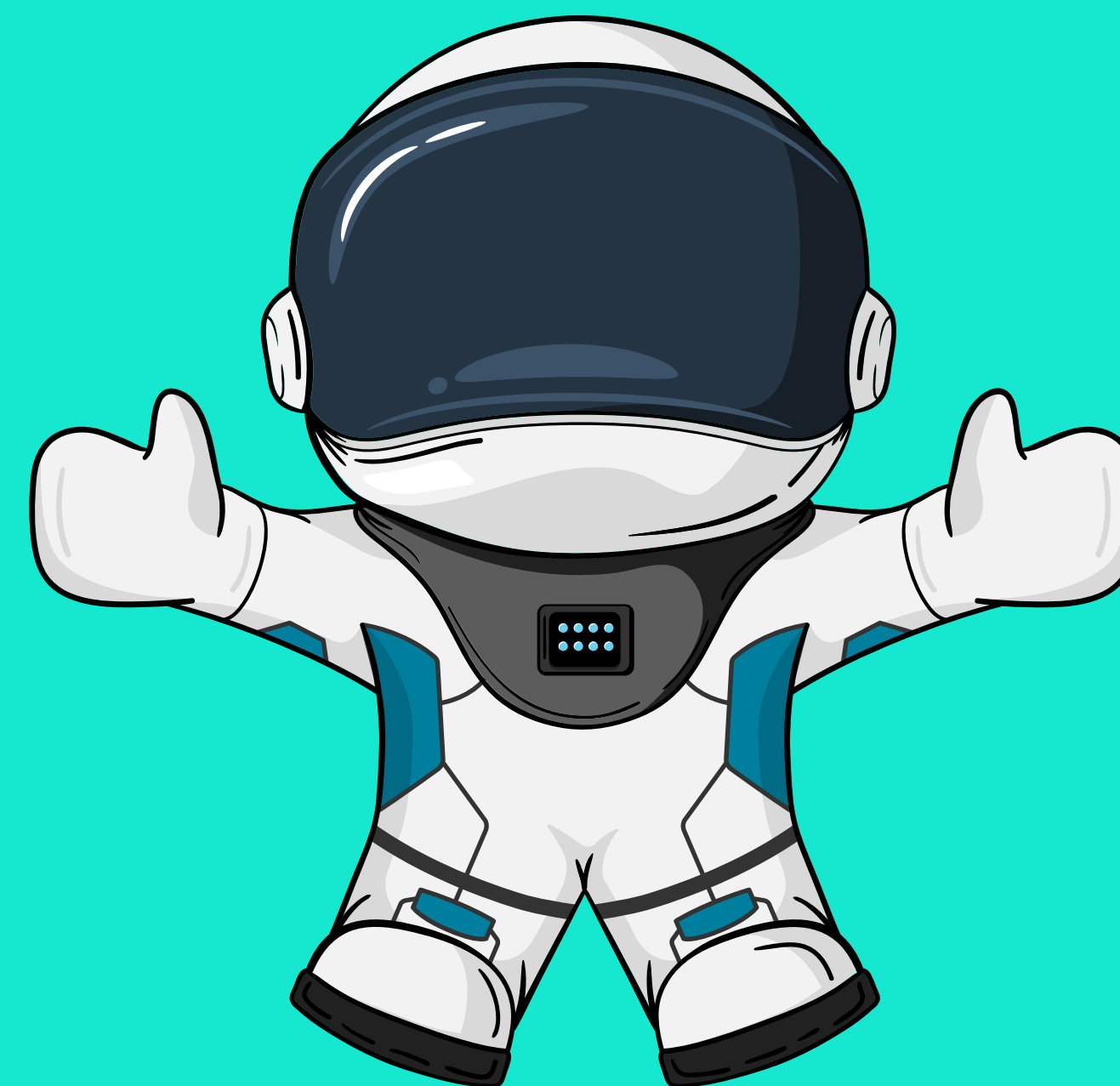# This is Major Tom to Ground Control

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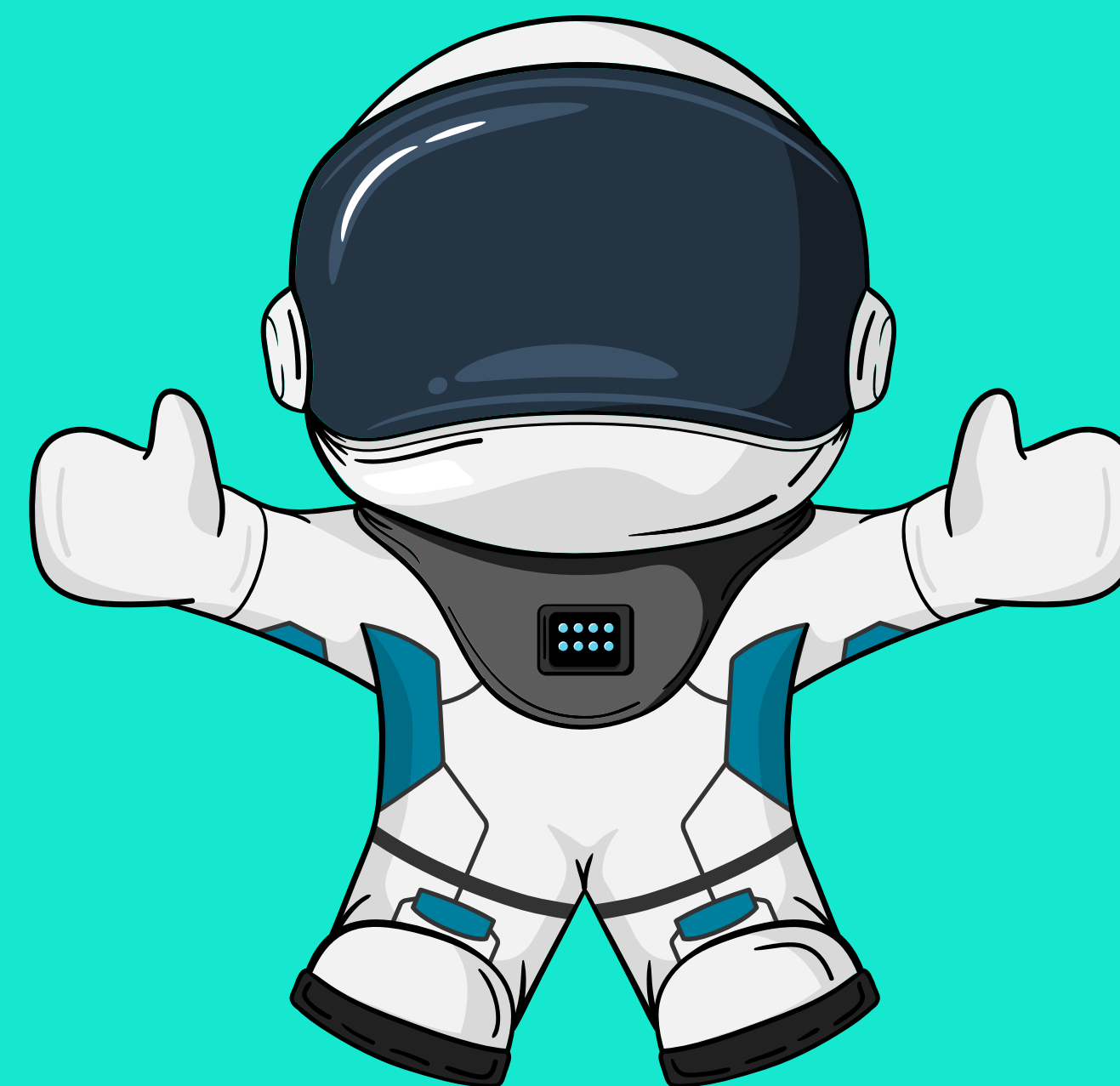
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Choosing a typeface for **body copy**

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.

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☑ Sans Serif
☑ Display
☑ Handwriting
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Browsing by style? Get started here:

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FRERE-JONES
Frere-Jones Type

Sudtipos
Sudtipos

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TypeTogether

House Industries
House Industries
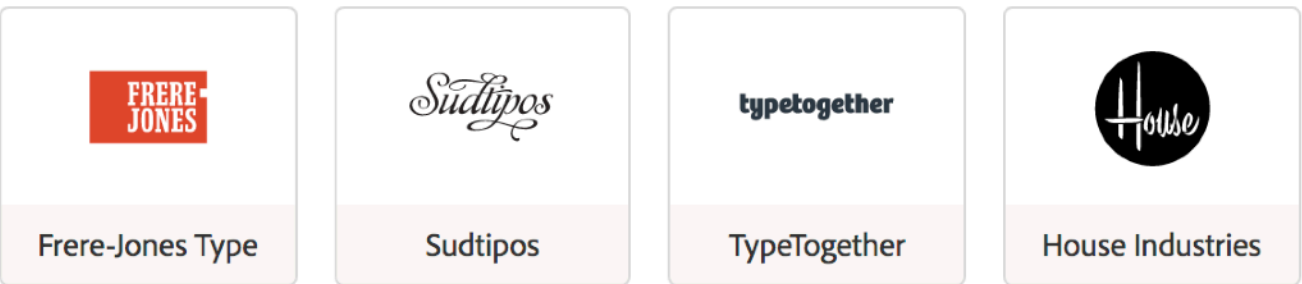
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REALIGNED EQ
Sign Painter
House Industries
7 fonts   In your plan or to buy

Realigned e
Halyard
Darden Studio
48 fonts   In your plan or to buy

Realign
Neplus
ps Type
1 font   In your plan or to buy

Realigned
Gira Sans
Rui Abreu
14 fonts   In your plan or to buy

Realigned e
Aniuk
Typejockeys
5 fonts   In your plan or to buy

Realigned
Interstate
Font Bureau
36 fonts   To buy from US$59.99

Realigned eq
Gineso
Insigne Design
48 fonts   In your plan or to buy

Realigned
Quiroh
Hashtag Type
7 fonts   In your plan

Realigned equ
Kinescope
Mark Simonson Studio

Realigned equest
P22 Zaner
P22 Type Foundry

Realigned
Sutturah
Rosetta Type Foundry

Realigned eques
Bistro Script
Suitcase Type Foundry

Google Fonts

✓ Improved quality

✓ Free

✗ Incomplete fonts

✗ Quality can still be hit or miss

Tk Adobe Typekit

✓ Consistently better quality fonts

✓ Flexible typefaces

✓ No more FOUT (flash of unstyled text)

✗ Costs $50/year

Typefaces for body copy should have:

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1. High x-height

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2. Medium contrast

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1. High x-height

2. Medium contrast

3. At least 4 styles

Maven Pro, 16px

Fairplex Narrow, 16px

Baskerville, 16px

X X X

Maven Pro, 16px   Fairplex Narrow, 16px   Baskerville, 16px
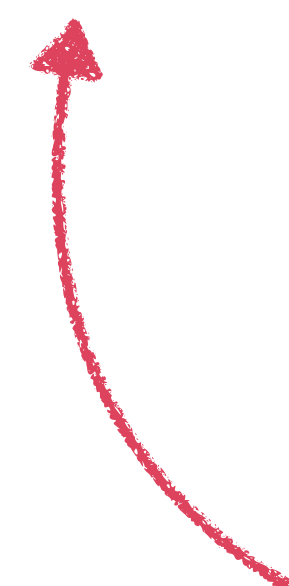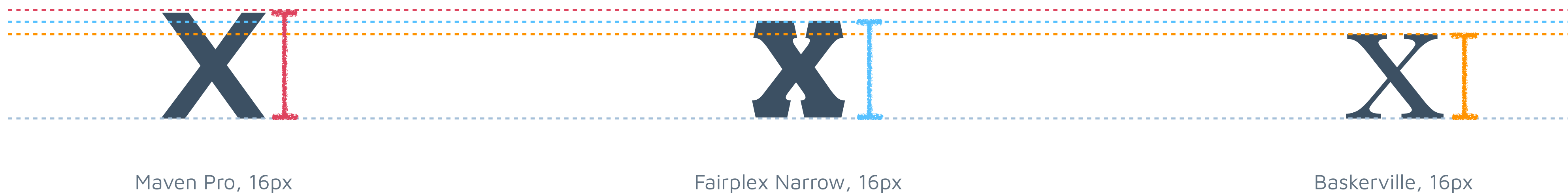
For long chunks of text, taller is better

abc

Didot: High contrast

abc

Proxima Nova: Medium contrast

abc

Courier New: Low contrast

abc

Didot: High contrast

abc

Proxima Nova: Medium contrast

abc

Courier New: Low contrast

abc

Didot: High contrast

abc

Proxima Nova: Medium contrast

abc

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.

abc

Didot: High contrast

abc

Proxima Nova: Medium contrast
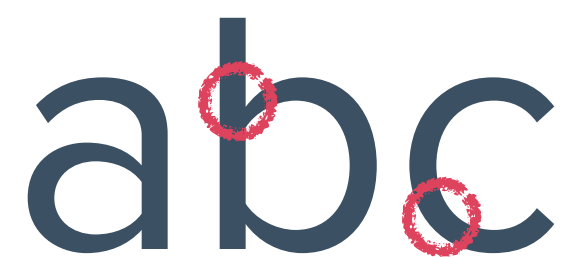
abc

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

Didot: High contrast

abc

Proxima Nova: Medium contrast
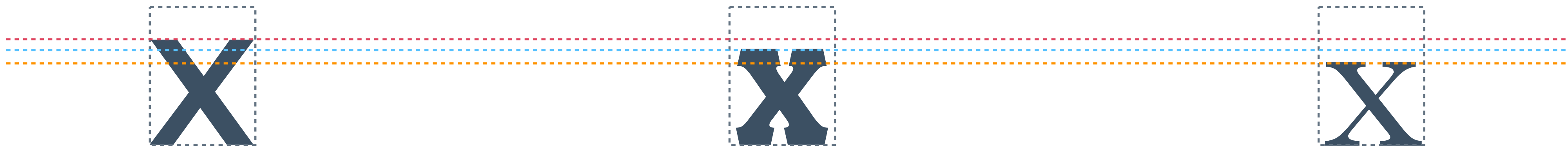
abc

Courier New: Low 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

Maven Pro, 16px

Fairplex Narrow, 16px

Baskerville, 16px

Look for typefaces that have at least four styles:

Regular

Regular Italic

Bold

Bold Italic

Starman

Starman

Starman

Starman

Starman

Starman

Starman

Starman

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!)

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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

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