

# The Fundamental Guide On Using Fonts

## #1 Do not stretch a typeface. Ever

DON'T ❌

The Good Book  
STORE

THE Good Book  
Store

DO ✅

The Good Book  
Store

The Good Book Store

## #2 Do not use All Caps for Script typefaces

DON'T ❌

GET YOUR SPECIAL TODAY!

GET YOUR SPECIAL TODAY!

DO ✅

Get Your Special Today!

Get your Special today!

## #3 Up to two different typefaces, maximum three

DON'T ❌

Do unto others  
as you WOULD  
have them  
do unto you.

DO ✅

DO UNTO OTHERS  
as you would  
HAVE THEM  
do unto you.

## #4 Use contrasting fonts, not two that are similar

DON'T ❌

**How The Leopard Got His Spots**  
In the days when everybody started fair, Best Beloved, the Leopard lived in a place called the High Veldt. Member it wasn't the Low Veldt, or the Bush Veldt or the Sour Veldt, but the 'clusively bare, hot, shiny High Veldt, where there was sand and sandy-coloured rock and 'clusively tufts of sandy-yellowish grass.

DO ✅

**How The Leopard Got His Spots**  
In the days when everybody started fair, Best Beloved, the Leopard lived in a place called the High Veldt. Member it wasn't the Low Veldt, or the Bush Veldt or the Sour Veldt, but the 'clusively bare, hot, shiny High Veldt, where there was sand and sandy-coloured rock and 'clusively tufts of sandy-yellowish grass.

## #5 Remember Kerning and Programs with support

Workshop  
peanut butter sandwich

Programs without  
Kerning Support

- Canva
- Google Docs
- PicMonkey
- Stencil

Workshop  
peanut butter sandwich

Programs with  
Kerning Support

- Microsoft Office  
(Format > Font > Advanced)
- All Adobe Creative Suite Programs  
(Illustrator, Photoshop, Indesign, etc..)
- Inkscape
- Vectr
- LibreOffice