

Body text

Body text

Its tone should be relatively unobtrusive, easily accessible and quieter than the headline typeface.

Before committing to a body typeface make sure you answer “*Yes*” to the following questions:

Does the family have enough weights
and styles for your articles?

(for example, are there light, regular, italic and bold variations)

Does the family have enough weights
and styles for your articles?

(for example, are there light, regular, italic and bold variations)

Is the typeface's history and culture harmonious
with your subject matter?

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and styles for your articles?

(for example, are there light, regular, italic and bold variations)

Is the typeface's history and culture harmonious
with your subject matter?

Will your readers find the typeface agreeable
for the kind of reading the text invites?

If you answered “Yes” to all of the previous questions you can now proceed to make a sample file of your chosen body text typeface.

If you answered “Yes” to all of the previous questions you can now proceed to make a sample file of your chosen body text typeface.

(Create an 8.5” x 11” Indesign file. Flow in place holder text the point size, leading and line length you feel you might look good for your magazine.

Fill the entire page with body text and print it out.)

What to look for:

What to look for:

character,

What to look for:

character, texture,

What to look for:

character, texture, space

character: don't look for too much character

Body text should be easily read at small sizes, so their glyph shapes should not call too much attention to themselves. Look for typefaces with open, readable x-heights and few quirks in style.

For example...

character: don't look for too much character

Xerspeli Nueva

Avoid distinctive/distracting features which will interrupt the flow of reading content.

BAD character: don't look for too much character

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Avoid distinctive/distracting features which will interrupt the flow of reading content.

character: keep body text tone simple

rem es quo est

Keep readability easy with open, readable x-heights and very few frills for glyphs.

character: keep body text tone simple

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Keep readability easy with open, readable x-heights and very few frills for glyphs.

Sturdy shapes

Typefaces made for body text use are designed to be easily and comfortably read at small sizes, so their glyph shapes are intentionally subtle and sturdy. Look for typefaces with high x-heights and few frills. Distinctive glyphs are distracting, and delicate shapes can be lost at small sizes due to the coarseness of rendering environments. Small x-heights are a problem for body text, because they draw too much attention to capitals and extenders.

Rangelands

The fourth and final installment of the Elemental series from celebrated author Dane Case, Rangelands transports readers into the distant past, long before the founding of the Immortal City and the birth of the mystic Ameer. Following the political upheavals of Windwalker, the third novel in the series, Rangelands takes the perspective of a daughter of the nomadic half-wolf Dramur clan, whose lives on the wide northern plains are about to be forever changed with the cataclysmic arrival of strange visitors from the far western mountain range, previously believed to be the exclusive reign of the cloud spirits. Case's elegant and powerful prose reaches a high pitch as he reveals the dramatic origins of the mythic universe that has enthralled readers across the entire epic series. From the magic of Mist River, through the



Change font

FF NUVO 1.25em/1.4



FF Nuvo's lowercase a is hoisted to emphasize the stroke nub that sticks out at a slight angle (see also n, d). These characteristic features make Nuvo look cool, but make for distracting body text. In addition, Nuvo's spacing is fairly tight. Compare with [JAF Bernino Sans](#),

which has a similarly technical feel but is more appropriate for body text.

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The screenshot shows a font selection interface. On the left, the word 'Rangelands' is displayed in a large, dark font. Below it, a paragraph of text is visible, starting with 'The fourth and final installment of the Elemental series from Rangelands transports readers into the distant past, long before the founding of the immortal City and the birth of the mystic Ameera. Following the political events of the third novel in the series, Rangelands takes the perspective of the Windwalker, the third novel in the series, Rangelands takes the perspective of the Dramur clan, whose lives on the wide northern plains are about to be disrupted by the cataclysmic arrival of strange visitors from the far western mountains. This will be the exclusive reign of the cloud spirits. Case's elegant and detailed world as he reveals the dramatic origins of the mythic universe that has defined the entire epic series. From the magic of Mist River, through the...'

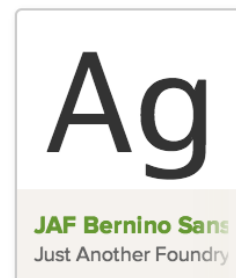
On the right, a list of fonts is shown with a preview of the text 'fourth and final installment of the Elemental series from Rangelands transports readers into the distant past, long before the founding of the immortal City and the birth of the mystic Ameera. Following the political events of the third novel in the series, Rangelands takes the perspective of the Dramur clan, whose lives on the wide northern plains are about to be disrupted by the cataclysmic arrival of strange visitors from the far western mountains. This will be the exclusive reign of the cloud spirits. Case's elegant and detailed world as he reveals the dramatic origins of the mythic universe that has defined the entire epic series. From the magic of Mist River, through the...'

- FF Nuvo
- JAF Bernino Sans ✓
- Le Havre
- Proxima Nova Alt
- RTF Stern
- Dapifer

At the top right of the font list, there is a 'Change font' button with a font icon.



JAF BERNINO SANS 1.25em/1.35



Bernino is plain and crisp, and its spacing helps it breathe. Its features are very subtle — like the notched bowl-stroke joins, and strictly horizontal or vertical stroke endings.

It's x-height is just right. Stephen Coles described it as **the kind of typeface that works like an**

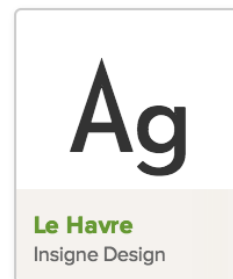
involuntary muscle.

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The screenshot shows a font selection interface. On the left, the word "Rangelands" is displayed in a large, bold, sans-serif font. Below it, a paragraph of text is shown in a smaller font size. On the right, a list of font names is displayed, each with a small preview of the word "Rangelands" in that font. The fonts listed are FF Nuvo, JAF Bernino Sans, Le Havre (checked with a green checkmark), Proxima Nova Alt, RTF Stern, and Dapifer. A "Change font" button is visible at the top right of the interface.

LE HAVRE 1.8em/1



Le Havre is a poor choice for body text. Its thick strokes and tight spacing make glyphs hard to distinguish, and its low x-height means that extenders stick out – very distracting. Also, its body size is small (a good indication that type was not intended for body text).

Compare with [Proxima Nova Alt](#).

texture: even texture (even color)

texture: even texture (even color)

Body text typefaces are designed for even texture / typographic color. This is the overall gray value of the text. To help see the texture/color of your body text, blur your eyes when looking at the text. The text should look consistent and pleasant. Avoid typefaces that show patches of dense blackness or whiteness.

texture: even texture (even color)

Patches of dense blackness or whiteness may be caused by stroke contrast and/or relative widths of letterforms.

For example...

1. Similar character widths

For the smoothest appearance, an alphabet's characters should have similar widths. Reading has a natural rhythm; an alphabet such as Futura (below, top) with widely varying character widths disrupts it.



Widely varying widths [Futura Light](#)



Similar widths [Times New Roman](#)

BAD texture: UNeven texture (UNeven color)

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Avoid accordion rhythms to maintain color density on the page

BETTER texture: even texture (even color)

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No accordion rhythms to maintain color density on the page

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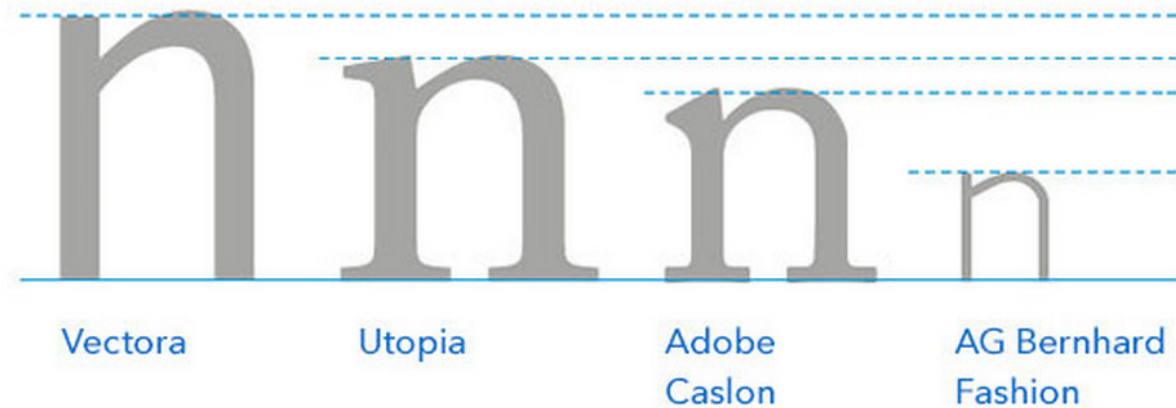
3. Medium x-height

The x-height of a typestyle is the height of its lowercase characters. The larger the x-height, the denser the type will appear. You want medium; unusually tall or short x-heights are better suited for specialty projects.

Medium x-heights

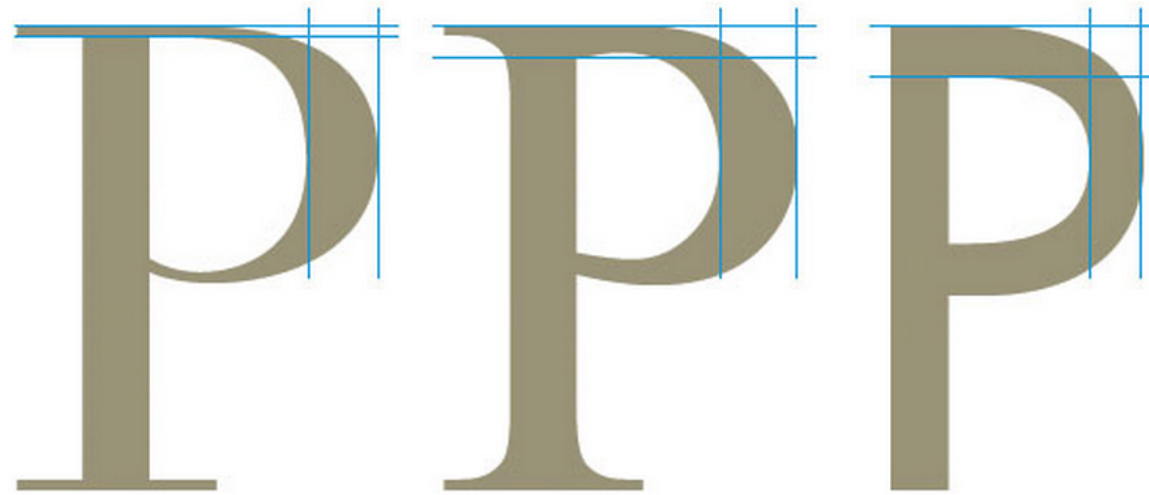


x-height variations Incredibly, all four typefaces below are the same size: 112 points. For text, avoid the extreme on each end.



4. Small variations in stroke weight

The best text faces have stroke weights that vary somewhat, which make converging lines that help the eye flow smoothly. But avoid extremes. Modern styles (below, left) vary too much; at high resolution, their beautiful, super-thin strokes disappear in a dazzle. Sleek geometric styles (below, right) vary little or not at all, so are too uniform.



Too different
Bauer Bodoni

Medium difference
Times New Roman

No difference
Futura Medium

BAD texture: UNeven texture (UNeven color)

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Avoid extreme high contrast typefaces to maintain color density on the page: text visibly waivers

BETTER texture: even texture (even color)

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Use less extreme contrast typefaces to maintain color density on the page.

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5. Watch out for mirrors

Geometric typestyles are so uniform that their letters are often mirror images. For text, this is not ideal—the more distinct each letter is, the more legible whole words will be. Look for typestyles that don't mirror.



BAD texture: too even texture (even color)

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Avoid extreme low contrast typefaces: harder to quickly identify letterforms

BETTER texture: even texture (even color)

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Use san serifs which have some contrast to quickly identify letterforms.

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texture: even texture (even color)

Patches of dense blackness or whiteness may be caused by stroke contrast and/or relative widths of letterforms.

*avoid extreme high contrast and extreme low contrast typefaces,
avoid accordian rhythms, maintain color density on the page*

Even color

Body text typefaces are designed for evenness of color — meaning typographic color, the overall gray value of the text. Sometimes it helps to [squint at a text block](#) to zero in on this gray value. Whether the color is lighter or darker doesn't matter as long as it feels consistent and pleasant. Avoid typefaces that show patches of dense blackness or whiteness, which are often the result of specific character shapes and combinations.



Squint

Four generations in the same family, Fletcher Tailoring has been trusted for all tailoring and alteration needs since 1923. Warren Fletcher founded the shop after relocating his young family from New York, where he had already developed his talent for working with every imaginable type of fabric from rough denim to the finest silks. His sons Daniel and Harry worked in the shop from early childhood, learning and reflecting the same values that Warren imbued in all his work: fierce attention to detail, uncompromising on quality, and reliable consistency in service. These principles have been passed down through each successive generation, and today the shop is proudly operated by the team of Wendy McCarren, great-granddaughter of Warren, and her husband Kyle. Services have expanded since Warren's time; the shop now regularly handles dry-cleaning, using environmentally-safe practices, and runs a small consignment shop for women's formal wear, in addition to regular alterations and tailoring services. As Warren often said, "The clothes make the man, and we make them fit!"



Change font



SOURCE SANS 1.25em/1.4



Source Sans has an obviousness and toughness similar to [News Gothic](#), but with a much more even color. Its letterforms are wider and more widely spaced, more modest than monumental, which makes sense in a body text setting.

Even color

Body text typefaces are designed for evenness of color – meaning typographic color, the overall gray value of the text. Sometimes it helps to **squint at a text block** to zero in on this gray value. Whether the color is lighter or darker doesn't matter as long as it feels consistent and pleasant. Avoid typefaces that show patches of dense blackness or whiteness, which are often the result of specific character shapes and combinations.



Squint

Four generations in the same family, Fletcher Tailoring has been true since 1923. Warren Fletcher founded the shop after relocating his had already developed his talent for working with every imaginable finest silks. His sons Daniel and Harry worked in the shop from early same values that Warren imbued in all his work: fierce attention to reliable consistency in service. These principles have been passed generation, and today the shop is proudly operated by the team of of Warren, and her husband Kyle. Services have expanded since W handles dry-cleaning, using environmentally-safe practices, and runs formal wear, in addition to regular alterations and tailoring services

fourth and final installment
Rangelands transports readers
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Rangelands transports readers
and the birth of the mystic

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Rangelands transports reader

Source Sans
News Gothic ✓
Fira Sans
FF Meta
Bree Serif



Change font

NEWS GOTHIC 1.25em/1.4



News Gothic is a historic style of typeface, used traditionally for headings. It has a strong, straightforward feeling – and while that feeling is okay for body text, News Gothic is not a good choice of body text typeface. Certain letter combinations are very dense, and the

overall color is not even.

Even color

Body text typefaces are designed for evenness of color — meaning typographic color, the overall gray value of the text. Sometimes it helps to [squint at a text block](#) to zero in on this gray value. Whether the color is lighter or darker doesn't matter as long as it feels consistent and pleasant. Avoid typefaces that show patches of dense blackness or whiteness, which are often the result of specific character shapes and combinations.



Squint

Four generations in the same family, Fletcher Tailoring has been in business for over 100 years. The shop's alteration needs since 1923. Warren Fletcher founded the shop in 1923 in New York, where he had already developed his talent for tailoring. He worked with a variety of fabric from rough denim to the finest silks. His sons Daniel and Warren learned the trade from an early childhood, learning and reflecting the same values that their father instilled in them: attention to detail, uncompromising on quality, and reliable customer service. The shop's principles have been passed down through each successive generation. The shop is proudly operated by the team of Wendy McCarren, great-granddaughter of Warren, and her husband Kyle. Services have expanded since Warren's time; they now offer dry cleaning, using environmentally-safe practices, and runs a small formal wear, in addition to regular alterations and tailoring services.

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immortal City and the birth of the mystic

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Change font


FIRA SANS 1.25em/1.4



Fira Sans was conceived as a typeface for the Firefox OS user interface, and while its at-a-glance legibility is great for user interfaces it is not ideal body text. Its clarity is distracting in continuous reading. Compare with [FF Meta](#).

Even color

Body text typefaces are designed for evenness of color – meaning typographic color, the overall gray value of the text. Sometimes it helps to [squint at a text block](#) to zero in on this gray value. Whether the color is lighter or darker doesn't matter as long as it feels consistent and pleasant. Avoid typefaces that show patches of dense blackness or whiteness, which are often the result of specific character shapes and combinations.



Squint

Four generations in the same family, Fletcher Tailoring has been t... needs since 1923. Warren Fletcher founded the shop after relocat... where he had already developed his talent for working with every... denim to the finest silks. His sons Daniel and Harry worked in the... and reflecting the same values that Warren imbued in all his work... uncompromising on quality, and reliable consistency in service. T... down through each successive generation, and today the shop is... Wendy McCarren, great-granddaughter of Warren, and her husba... Warren's time; the shop now regularly handles dry-cleaning, usin... runs a small consignment shop for women's formal wear, in additi...
conices. As Warren often said, "The clothes make the man, and i...


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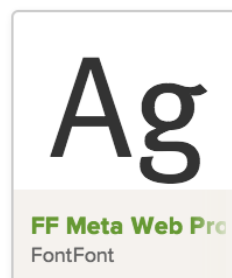
fourth and final installme
;elands transports reader Bree Serif



Change font



FF META 1.25em/1.4



FF Meta has a wonderfully even color. Unlike many multipurpose typefaces it feels natural for body text – efficient and expressive, but not cramped or gimmicky. Compare with [Fira Sans](#).

Even color

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Squint

Four generations in the same family, Fletcher Tailoring has been t... needs since 1923. Warren Fletcher founded the shop after relocating... where he had already developed his talent for working with every... denim to the finest silks. His sons Daniel and Harry worked in the s... reflecting the same values that Warren imbued in all his work: fier... on quality, and reliable consistency in service. These principles ha... successive generation, and today the shop is proudly operated by t... granddaughter of Warren, and her husband Kyle. Services have ex... now regularly handles dry-cleaning, using environmentally-safe p... shop for women's formal wear, in addition to regular alterations c...
... said "The clothes make the man, and we make them fit!"

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and the birth of the mystic

Source Sans

News Gothic

Fira Sans

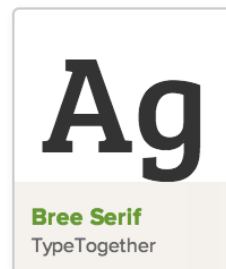
FF Meta

Bree Serif ✓



Change font

BREE SERIF 1.25em/1.4



Bree Serif is a warm, sunny typeface ideal for display use. Simply put, it was designed to catch people's attention. Although its color is fairly even, it is not a good choice for body text because all of those sunny features become muddy at small sizes. Compare with [FF Tisa](#).

Even color

Body text typefaces are designed for evenness of color — meaning typographic color, the overall gray value of the text. Sometimes it helps to **squint at a text block** to zero in on this gray value. Whether the color is lighter or darker doesn't matter as long as it feels consistent and pleasant. Avoid typefaces that show patches of dense blackness or whiteness, which are often the result of specific character shapes and combinations.



Squint

Four generations in the same family, Fletcher Tailoring has been meeting the needs since 1923. Warren Fletcher founded the shop after relocating to Portland where he had already developed his talent for working with even denim to the finest silks. His sons Daniel and Harry worked in the shop, and reflecting the same values that Warren imbued in all his work, they remained uncompromising on quality, and reliable consistency in service. The shop is passed down through each successive generation, and today the shop is owned by Wendy McCarren, great-granddaughter of Warren, and her husband. Since Warren's time; the shop now regularly handles dry-cleaning and alterations practices, and runs a small consignment shop for women's formal wear.

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fourth and final installment of the Rangelands transports readers in the birth of the mystic

FF Meta
Bree Serif
FF Tisa ✓
LTC Bodoni 175
Kepler



Change font



FF TISA 1.25em/1.4



FF Tisa is an appealing body text typeface with very even color and relaxed, expressive features. Similar to **Bree Serif**, it feels energetic and balanced — but clearly Tisa is a better choice for extended text.

Even color

Body text typefaces are designed for evenness of color — meaning typographic color, the overall gray value of the text. Sometimes it helps to [squint at a text block](#) to zero in on this gray value. Whether the color is lighter or darker doesn't matter as long as it feels consistent and pleasant. Avoid typefaces that show patches of dense blackness or whiteness, which are often the result of specific character shapes and combinations.



Squint

Four generations in the same family, Fletcher Tailoring has been meeting the needs since 1923. Warren Fletcher founded the shop after relocating to Portland where he had already developed his talent for working with everything from denim to the finest silks. His sons Daniel and Harry worked in the shop, and reflecting the same values that Warren imbued in all his work: uncompromising on quality, and reliable consistency in service. Through each successive generation, and today the shop is proud to be run by McCarren, great-granddaughter of Warren, and her husband Kyle. Warren's time; the shop now regularly handles dry-cleaning, using traditional methods. It also runs a small consignment shop for women's formal wear, in addition to offering tailoring services. As Warren often said, "The clothes make the man." [fourth and final installment of the birth of the mystic America](#)

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Change font

LTC BODONI 175 1.25em/1.4



LTC Bodoni 175 and other high-contrast typefaces are tricky to gauge for evenness of color because their textures are so active. Here the capitals are dominant and thin strokes are extremely thin, creating heavy black patches and a less even color overall. Compare with [Kepler](#).

Even color

Body text typefaces are designed for evenness of color — meaning typographic color, the overall gray value of the text. Sometimes it helps to **squint at a text block** to zero in on this gray value. Whether the color is lighter or darker doesn't matter as long as it feels consistent and pleasant. Avoid typefaces that show patches of dense blackness or whiteness, which are often the result of specific character shapes and combinations.



Squint

Four generations in the same family, Fletcher Tailoring has been true since 1923. Warren Fletcher founded the shop after relocating his yo already developed his talent for working with every imaginable type silks. His sons Daniel and Harry worked in the shop from early child values that Warren imbued in all his work: fierce attention to detail, consistency in service. These principles have been passed down thro today the shop is proudly operated by the team of Wendy McCarren, husband Kyle. Services have expanded since Warren's time; the shop using environmentally-safe practices, and runs a small consignment addition to regular alterations and tailoring services. As Warren ofte we make them fit!"

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Change font



KEPLER 1.25em/1.4



Kepler is well spaced, with an even color. Although there is significant contrast between its thick and thin strokes, the design of its capitals and the distribution of white spaces mitigate distraction. Compare with **LTC Bodoni 175**.

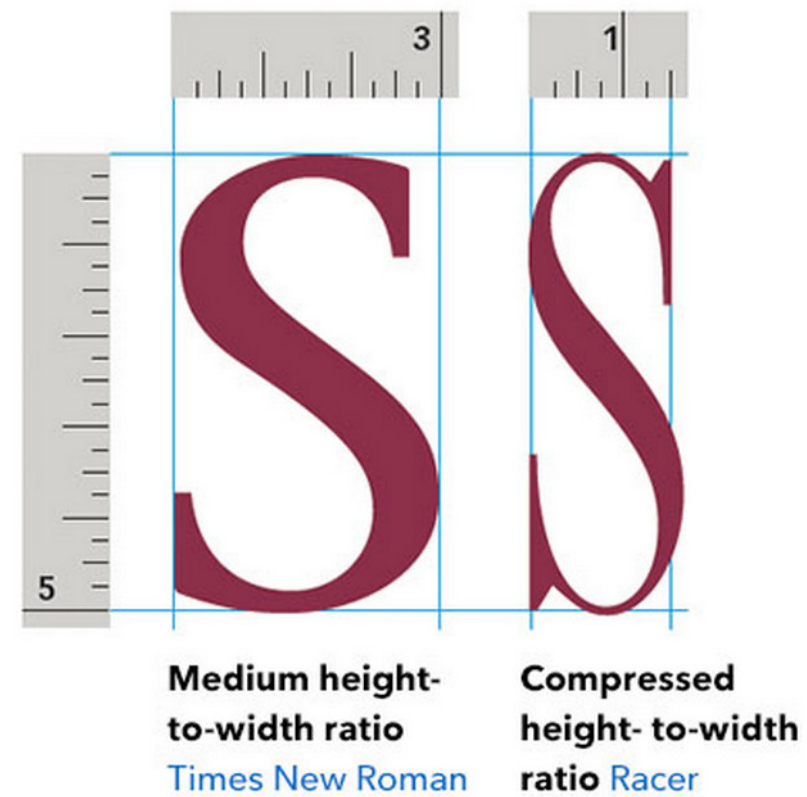
space: both inside and outside the letter forms

Space could be seen as a subset of texture. Space in and around letters directly effects texture. Achieving good space and texture is about finding the right glyph forms and balance them well with letterspacing, word spacing, leading, and line length.

For example...

2. Medium height-to-width ratio

We identify letters by their physical characteristics: stems, bars, loops, curves and so on. The clearer they are, the more legible the letter. As letters are compressed (or expanded), these features get distorted—diagonal strokes, for example, become quite vertical—and so are harder to identify.



BAD space inside letter forms

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Avoid compact/compressed/condensed typefaces which limit readability of glyph shapes at small sizes.

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Look for body typefaces with open counters & apertures

BAD space inside letter forms

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Avoid small counters & apertures: legibility of type is effected when type is small

BETTER space inside letter forms

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Look for body typefaces with open counters & aperatures

Active texture

Texture is the apparent visual activity of a text block, mostly the result of the typeface's contrast (the variety of stroke thicknesses that make up its glyphs) and the distribution of white space in and around glyphs. Good body text typefaces have an active texture that is not too lively and not too dull. Lively textures make reading strenuous because they attract too much attention, and dull textures make reading tough because they don't help our eyes differentiate shapes.

Texture is also influenced by aspects of the typesetting, particularly line height and word spacing. Whereas we can identify fonts with sturdy shapes and even color, achieving an active texture is more about finding a balance among many aspects of the type and text block.

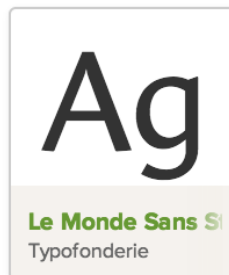
Take Me Away travel tours! It's summertime, and we're ready for vacation! Where will you be heading? Take a look at our tour options for some inspiration. Take to the woods with a rustic cabin retreat in the Sierras! Twelve cabins are situated just next to a shining lake, perfect for kayaking and swimming. Hiking trails abound, and we're right on the edge of a state park. If you're lucky, you'll see a few of the resident bears. (If you're unlucky, they'll maul you; keep your food in the provided storage bins!) Horseback riding through the Grand Canyon! This is the finest way to see one of the most amazing natural formations in North America. Even if you have no previous riding experience, we'll get you up to speed in no time. Bring your camera, and prepare for some amazing memories. Snorkeling in the Caribbean! Our home base will be the beautiful island of St. Lucia, which has some of the most pristine beaches in the Caribbean. The water is crystal-clear and filled with coral reefs — get ready to explore! Includes a boat trip out to a stingray habitat, where you'll have the opportunity to get close up to these



Change font



LE MONDE SANS 1.25em/1.4



Le Monde Sans STD has a wonderfully active texture, neither too distracting nor too dull. For a sans-serif typeface, it is pleasantly readable when set at body text sizes. Compare with [Museo Sans](#).

Active texture

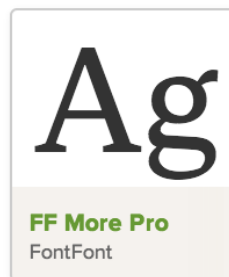
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Texture is also influenced by aspects of the typesetting, particularly line height and word spacing. Whereas we can identify fonts with sturdy shapes and even color, achieving an active texture is more about finding a balance among many aspects of the type and text block.

The screenshot shows a font selection interface. On the left, a preview of text is shown in a light gray background. The text reads: "Take Me Away travel tours! It's summertime, and we're ready heading? Take a look at our tour options for some inspiration. retreat in the Sierras! Twelve cabins are situated just next to a and swimming. Hiking trails abound, and we're right on the e you'll see a few of the resident bears. (If you're unlucky, they' provided storage bins!) Horseback riding through the Grand C one of the most amazing natural formations in North America experience, we'll get you up to speed in no time. Bring your ca memories. Snorkeling in the Caribbean! Our home base will b which has some of the most pristine beaches in the Caribbean with coral reefs – get ready to explore! Includes a boat trip o". On the right, a list of fonts is shown with a vertical scrollbar. The fonts listed are: "Le Monde Sans", "FF More" (with a green checkmark), "Museo Sans", "Chaparral", and "Rooney Sans". The "FF More" font is highlighted in green.



FF MORE 1.25em/1.4



FF More's texture is a bit too lively for body text, thanks to its jaunty serifs and narrowness. But its shapes are sturdy and its texture is even – to make it work, try adding a bit more line height, and even a smidgeon of letterspacing. Compare with [Abril Text](#) and [Clavo](#).

Active texture

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Take Me Away travel tours! It's summertime, and we're ready for heading? Take a look at our tour options for some inspiration. cabin retreat in the Sierras! Twelve cabins are situated just next kayaking and swimming. Hiking trails abound, and we're right lucky, you'll see a few of the resident bears. (If you're unlucky, the provided storage bins!) Horseback riding through the Grand see one of the most amazing natural formations in North America riding experience, we'll get you up to speed in no time. Bring your amazing memories. Snorkeling in the Caribbean! Our home base Lucia, which has some of the most pristine beaches in the Caribbean filled with coral reefs — get ready to explore! Includes a boat

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Le Monde Sans

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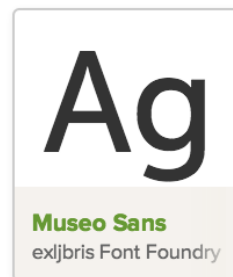
Museo Sans ✓

Chaparral

Rooney Sans



MUSEO SANS 1.25em/1.4

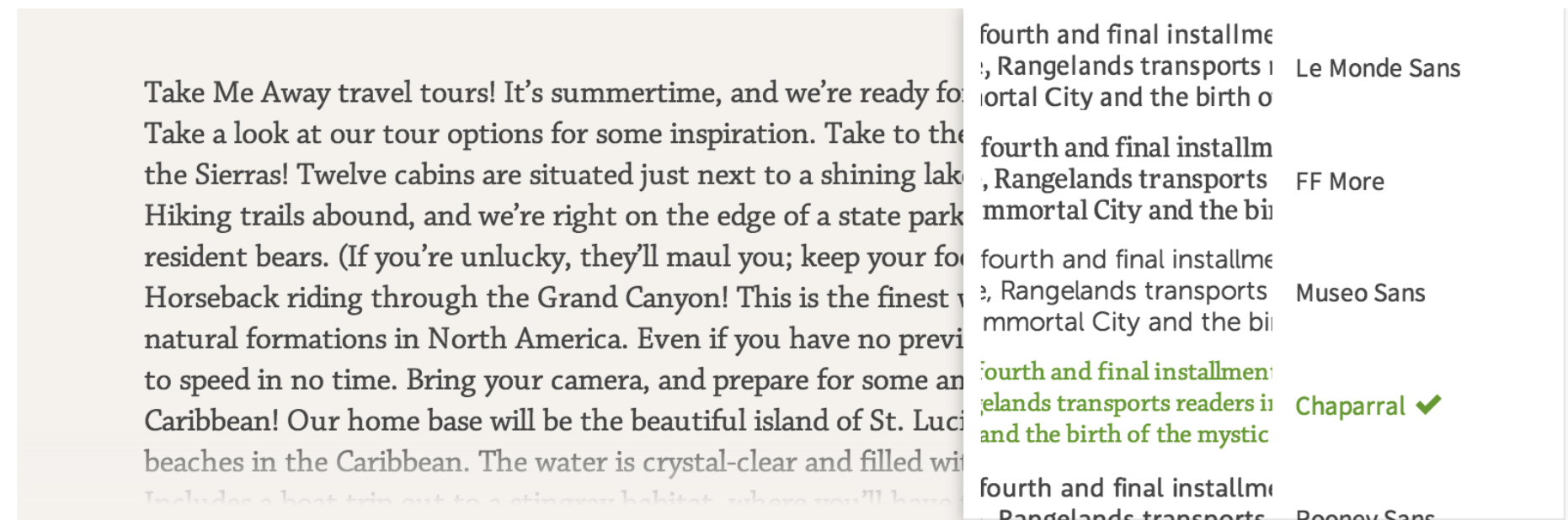


Museo Sans' shapes are sturdy and its color is even, but its texture is fairly dull. This is a clear example of a multipurpose font seeming okay for body text, until it is compared with fonts made for that purpose. Compare with [Le Monde Sans](#).

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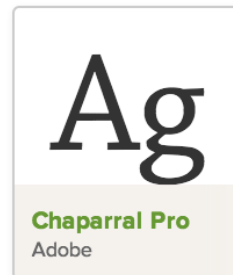
Texture is also influenced by aspects of the typesetting, particularly line height and word spacing. Whereas we can identify fonts with sturdy shapes and even color, achieving an active texture is more about finding a balance among many aspects of the type and text block.



The screenshot shows a font selection interface. On the left, a text preview displays a paragraph of text in a serif font. On the right, a list of font options is shown, including Le Monde Sans, FF More, Museo Sans, Chaparral (selected with a green checkmark), and Rooney Sans. A 'Change font' button is visible at the top right of the font list.



CHAPARRAL 1.35em/1.35

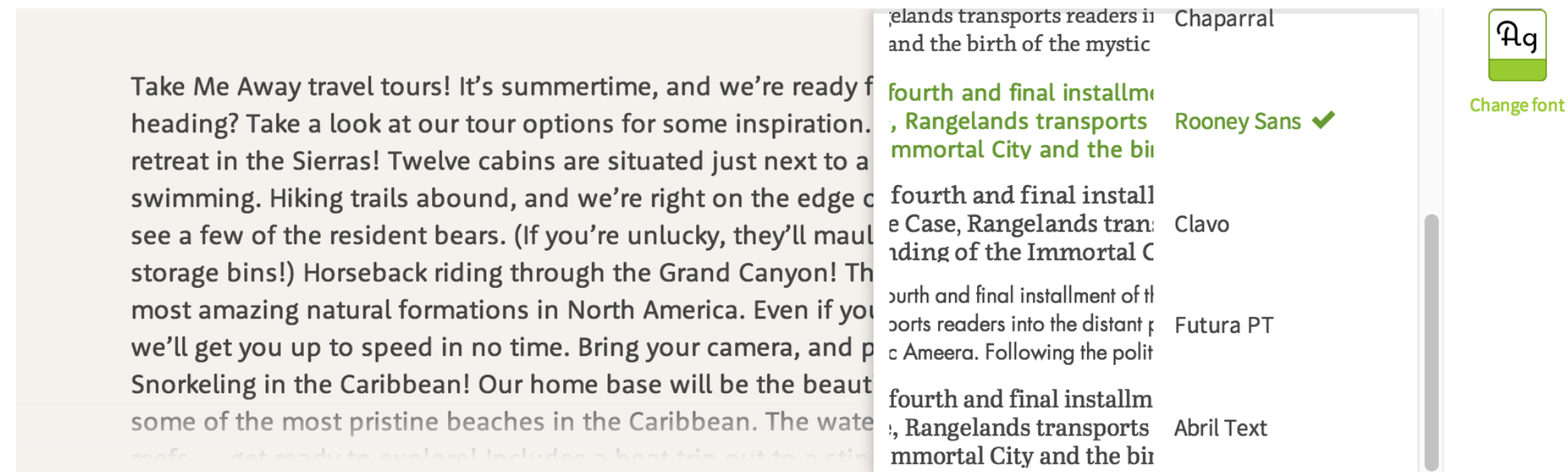


Chaparral has a rich, active texture very well suited to longform text. Its sturdy slab serifs and overall glyph shapes have just enough character. Compare with [Clavo](#).

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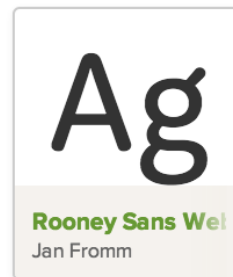
Texture is also influenced by aspects of the typesetting, particularly line height and word spacing. Whereas we can identify fonts with sturdy shapes and even color, achieving an active texture is more about finding a balance among many aspects of the type and text block.



The screenshot shows a font selection interface. On the left, a preview of text in the 'Rooney Sans' font is displayed. The text reads: "Take Me Away travel tours! It's summertime, and we're ready for heading? Take a look at our tour options for some inspiration. retreat in the Sierras! Twelve cabins are situated just next to a swimming. Hiking trails abound, and we're right on the edge c see a few of the resident bears. (If you're unlucky, they'll maul storage bins!) Horseback riding through the Grand Canyon! Th most amazing natural formations in North America. Even if you we'll get you up to speed in no time. Bring your camera, and p Snorkeling in the Caribbean! Our home base will be the beaut some of the most pristine beaches in the Caribbean. The water safe... get ready to explore! Includes a boat trip out to a stia". On the right, a list of fonts is shown: Chaparral, Rooney Sans (selected with a green checkmark), Clavo, Futura PT, and Abril Text. A 'Change font' button is visible on the far right.



ROONEY SANS 1.25em/1.4



Rooney Sans has a moderately active texture. Its low contrast is balanced by soft, rounded shapes and a sensitive black-white balance. Compare with [Le Monde Sans](#).

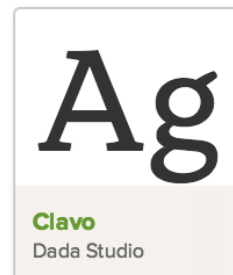
Active texture

Texture is the apparent visual activity of a text block, mostly the result of the typeface's contrast (the variety of stroke thicknesses that make up its glyphs) and the distribution of white space in and around glyphs. Good body text typefaces have an active texture that is not too lively and not too dull. Lively textures make reading strenuous because they attract too much attention, and dull textures make reading tough because they don't help our eyes differentiate shapes.

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The screenshot shows a font selection interface. On the left, a preview of text in the Clavo font is displayed on a light gray background. The text reads: "Take Me Away travel tours! It's summertime, and we're ready for heading? Take a look at our tour options for some inspiration for a cabin retreat in the Sierras! Twelve cabins are situated just north of kayaking and swimming. Hiking trails abound, and we're ready for you're lucky, you'll see a few of the resident bears. (If you're ready for your food in the provided storage bins!) Horseback riding is the finest way to see one of the most amazing natural formations. If you have no previous riding experience, we'll get you up to speed with a camera, and prepare for some amazing memories. Snorkeling at our base will be the beautiful island of St. Lucia, which has some of the best in the Caribbean. The water is crystal clear and filled with coral reefs." On the right, a list of fonts is shown with a scroll bar. The fonts listed are: Chaparral, Rooney Sans, Clavo (checked with a green checkmark), Futura PT, and Abril Text. A "Change font" button is visible at the top right of the font list.

CLAVO 1.25em/1.4

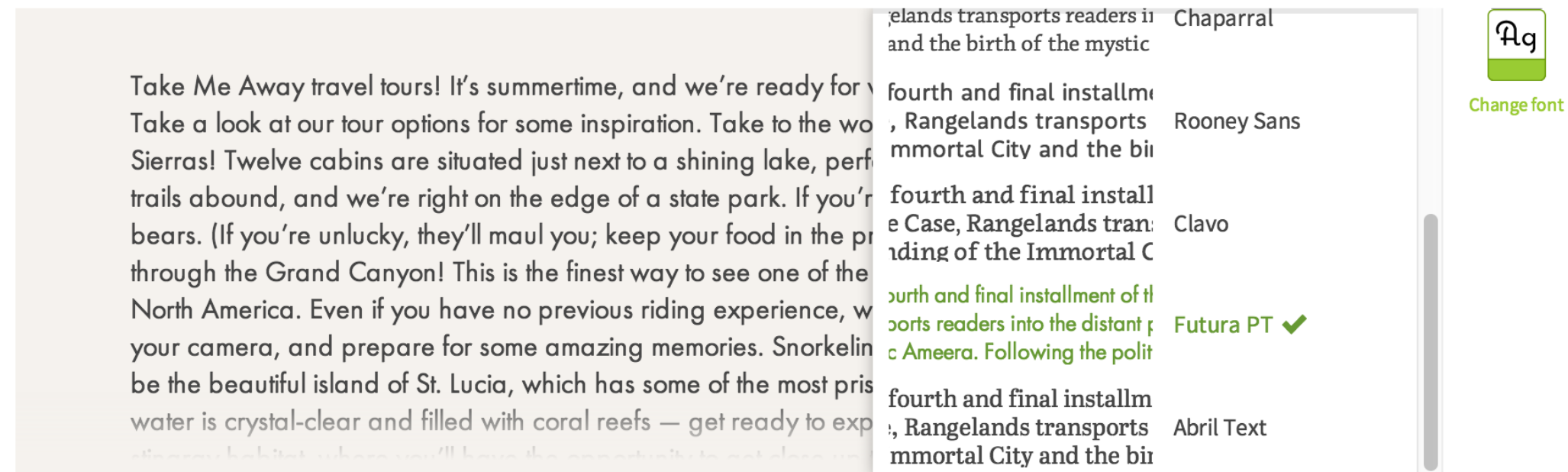


Clavo has an active texture, bordering on lively because its angled features attract lots of attention. This liveliness is somewhat mitigated by its excellent proportions, but could get tiring quickly in body text. Compare with [Chaparral](#).

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Take Me Away travel tours! It's summertime, and we're ready for you. Take a look at our tour options for some inspiration. Take to the world's Sierras! Twelve cabins are situated just next to a shining lake, perfect trails abound, and we're right on the edge of a state park. If you're bears. (If you're unlucky, they'll maul you; keep your food in the park through the Grand Canyon! This is the finest way to see one of the North America. Even if you have no previous riding experience, wear your camera, and prepare for some amazing memories. Snorkeling can be the beautiful island of St. Lucia, which has some of the most pristine water is crystal-clear and filled with coral reefs — get ready to explore a unique habitat where you'll have the opportunity to get close up

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FUTURA PT 1.35em/1.35

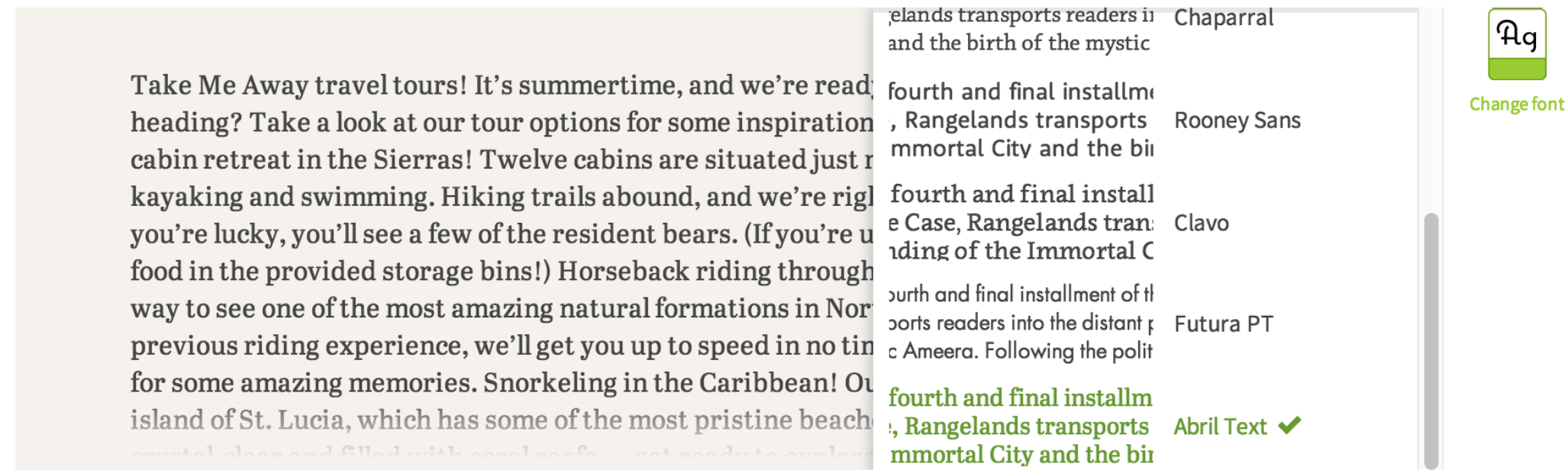


Futura PT's texture is enlivened by its striking geometric shapes and long extenders, but it's not built for body text. This is an example of a font with an active texture and sturdy shapes, but uneven color. Compare with [Museo Sans](#).

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ABRIL TEXT 1.25em/1.4



Abril Text has an active texture, bordering on lively because of its high contrast. But its shapes are not distracting (compare with **Clavo**), and its spacing is more comfortable than efficient (compare with **FF More**).

and finally...

Letterspacing, Word spacing, Leading and Line Length

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Once you've chosen the perfect body text typeface, it's up to you to give it the right airiness.