How Can Typefaces Improve Information Design Legibility and Style?

Abstract:

Legibility tests over the years proved that the same text set in capitals is 12% less legible than the same text set in lowercases. Italics, typewriter typefaces, fraktur typefaces are generally less legible too. These basic facts just mean that typefaces are important elements in design and particularly when you need to describe complex things, offer a quantity of information, etc.

Typefaces features various qualities, some are more suited to small prints, newspapers text settings when others work particularly well in signages. A low contrast serifed typeface will be a good choice for text but probably underperform when used on display. Indeed, atmosphere, identity offered by typefaces help also the users to appreciate any content and recognize this content and form compared to another one. Typefaces play a key role in identity of any organization and company and help to maintain its visibility.

This paper will examine through several typefaces design projects how in particularly contexts, a suitable typeface design improve the general content and design of any communication material.