

- 1. Use large type. This first line in 30-point Times Bold is fine, but 18-point type would NOT be large enough!**
- 2. Use enough space between lines. This line-to-line space is 40 points, with an additional 4 pts between items.**
- 3. At 30-pt size there may be 10 words per line.**
- 4. Caps & lower case are much better than ALL CAPS!**
- 5. Every word in every visual should be readable from the back of the room.**
- 6. This is the 9th line of an effective Visual.**

- 1. Palatino Bold, Times Bold, & Helvetica (or Univers) Bold, are effective fonts .**
- 2. These suggestions are suitable for overheads, 35 mm slides and video displays.**
- 3. Horizontal (landscape) format is often better than vertical (portrait).**
- 4. Standardize on one of the two formats.  
Do NOT mix formats!**
- 5. This is the 9th line of an effective Visual.**

[This figure has 191 words]

### Visual Blunders to Avoid

1. This is Landscape Format, 18-point Palatino with 20 points, line-to-line (described as Palatino 18 on 20). The type is too small and too fragile for comfortable reading, except for the (often empty) front row seats.

2. *This is Palatino Bold Italic. It is useful for emphasis in printed text but is difficult to read in a Visual.*

3. *Zapf Chancery is an elegant calligraphic typeface for announcements, but it is almost never suitable for visuals, even when enlarged to 30-point size.*

4. **This is a sample of Palatino Bold in 24 on 24. The close line spacing is tolerable in print, but NOT in visuals. THIS LINE IN ALL CAPS LOSES IMPACT! Only one or two words in any line might be in CAPS.**

5. This memo may be comfortable to read as printed matter, but it has too many words to be effective as a projected visual.

6. **Another difficulty with this illustration is that it has hyphenated words, too many different typeface styles, weights, attributes, sizes, and formats (see items 1, 2 and 3 vs. 4, 5, and 6)!**

Figure A4

Times-12 is **12 points L-to-L**, Helvetica-12 is **13 points**, Palatino-12 is **14 points**, each in Auto-space.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ	1234567890	Times
<b>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>	<b>1234567890</b>	<b>Times Bold</b>
<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>1234567890</i>	<i>Times Italic</i>
<b><i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</i></b>	<b><i>1234567890</i></b>	<b><i>Times Bold Italic</i></b>
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ	1234567890	Palatino
<b>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>	<b>1234567890</b>	<b>Palatino Bold</b>
<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>1234567890</i>	<i>Palatino Italic</i>
<b><i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</i></b>	<b><i>1234567890</i></b>	<b><i>Palatino Bold Italic</i></b>
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ	1234567890	Helvetica
<b>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>	<b>1234567890</b>	<b>Helvetica Bold</b>
<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>1234567890</i>	<i>Helvetica Italic</i>
<b><i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</i></b>	<b><i>1234567890</i></b>	<b><i>Helvetica Bold Italic</i></b>

Figure A5

**Times Bold**

8 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
10 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
14 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
18 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
24 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOP  
30 abcdefghijklmnopqrstuvwxyz ABCDEFG  
36 abcdefghijklmnopqrstuvwxyz AB

E E E E E E E E  
8 10 12 14 18 24 30 36

**Helvetica Bold**

8 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
10 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
14 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
18 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
24 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOP  
30 abcdefghijklmnopqrstuvwxyz ABCDEFG  
36 abcdefghijklmnopqrstuvwxyz AB

E E E E E E E E  
8 10 12 14 18 24 30 36

Figure A6