

TIPS

5

**FOR
BETTER
TYPOGRAPHY
IN YOUR SLIDES**

Aa

Aa

#1

CHOICE OF
FONT

Good fonts are visually

EXCITING

Futura

Montserrat

Lily Script One

ITC Avant Garde

Akidenz-Grotesk

BEBAS NEUE

Ubuntu

A boring font can also become

EXCITING

if you play with it a little

This is Century Gothic.

Century This is also
Gothic.

which brings us to tip number two...



#2

TEXT SIZE

Use your text size to highlight certain
KEYWORDS
and bring your typography to life

I PROMISE
I WILL
TRY
TO CREATE
GOOD
TYPO-
GRAPHY



#3

TEXT
CONTRAST

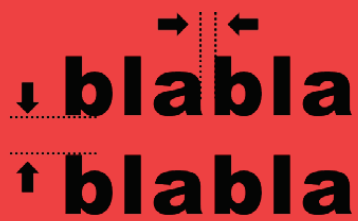
4 ways to create contrast in text

Combining bold
with thin gives a nice look

BIG
versus small

**Colors make it simple
to create contrast**

And the combination of fonts is also
PERFECT
for the contrast effect



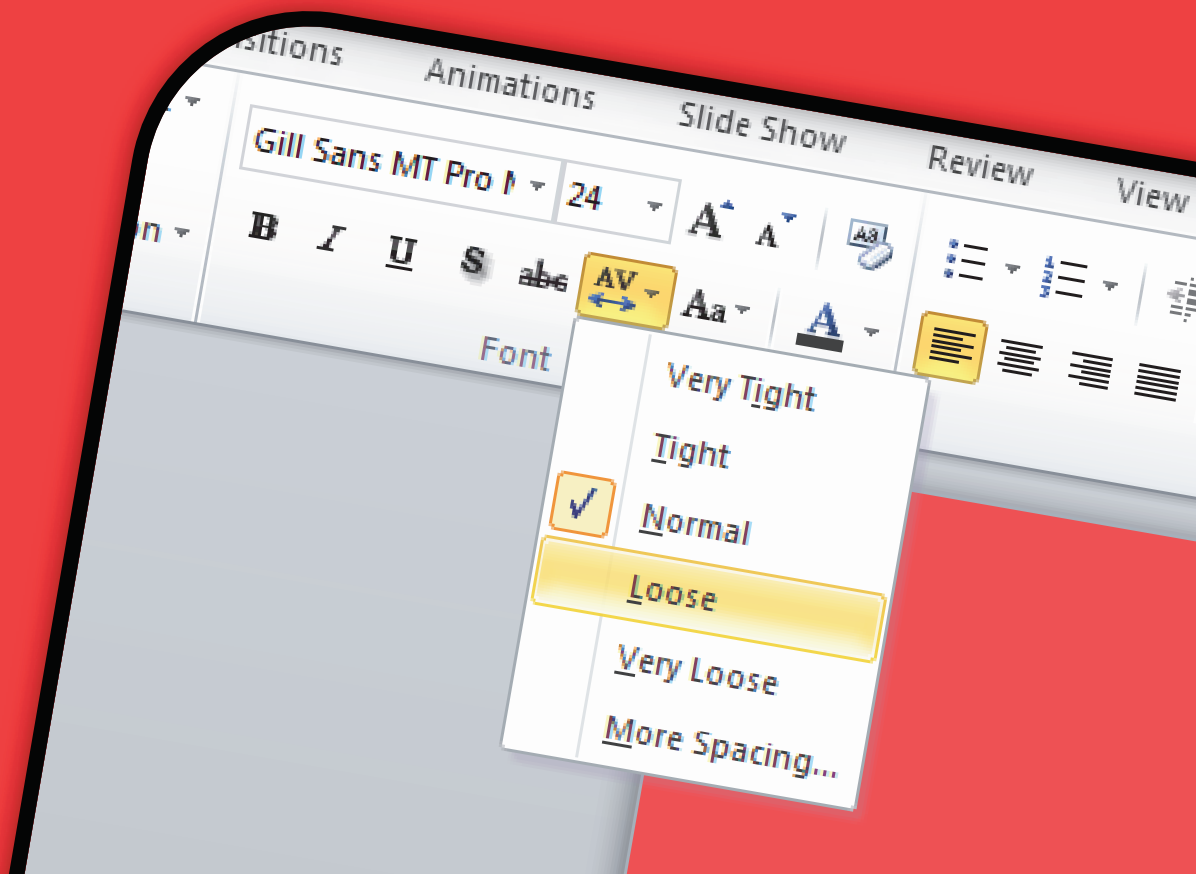
A diagram on a red background illustrating character and line spacing. The word "blabla" is shown twice. The top instance has a right-pointing arrow above the first space and a left-pointing arrow above the second space. The bottom instance has an upward-pointing arrow to the left of the first space and a downward-pointing arrow to the left of the second space.

↓ **blabla**
↑ **blabla**

#4

CHARACTER- & LINE SPACING

Character spacing adjusts
the space between your characters.



typography

typography

typography

typography

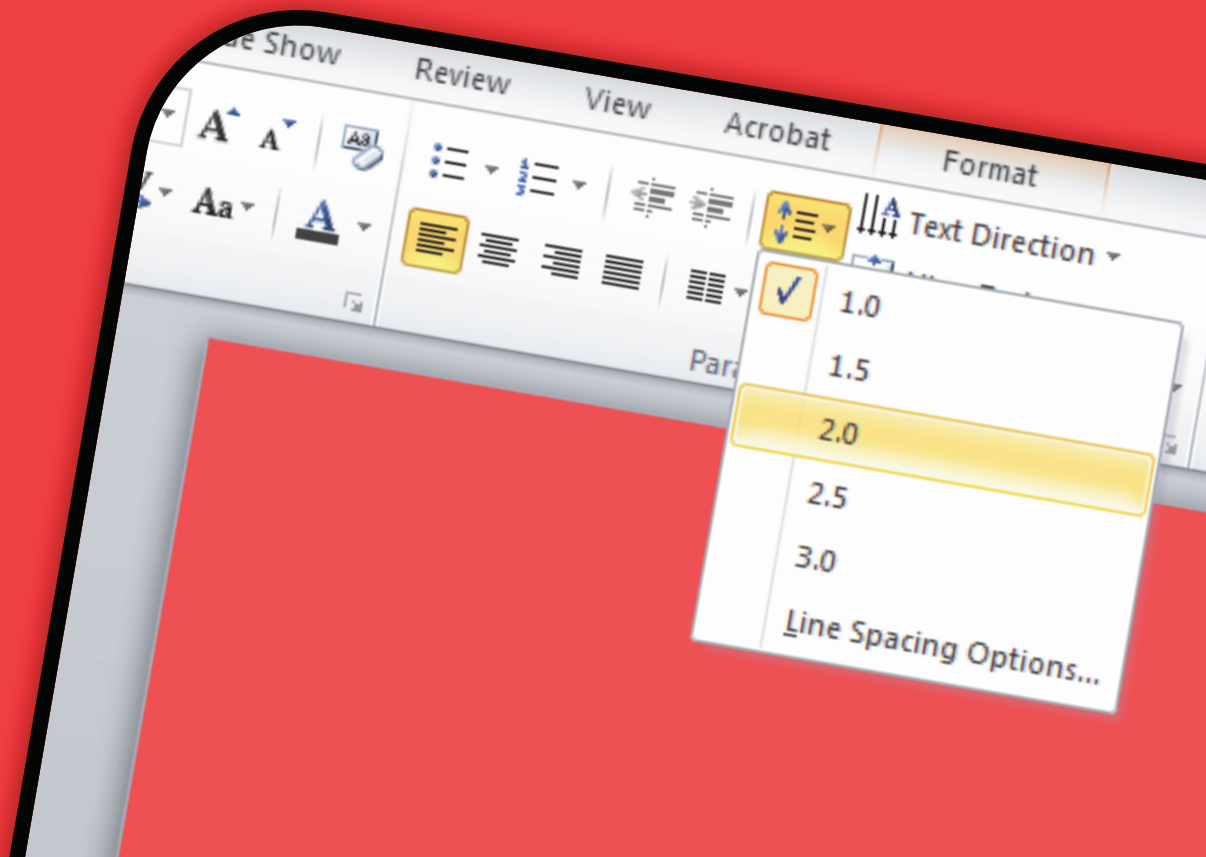
typography

and it can give a whole new look to your text...

This is loose spacing
which gives a fresh look
and a feeling of openness

This is tight spacing
which gives a bold look
and is perfect for headlines and logos

Line spacing adjusts
the space between your lines.





**KEEP
CALM**

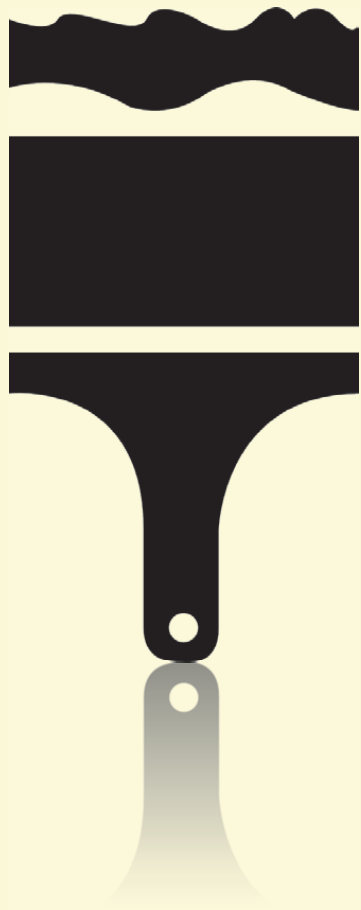
AND



**ADJUST YOUR
LINE SPACING**



**IT
HELPS
YOU CREATE
NICE TYPOGRAPHY**



#5

TEXT

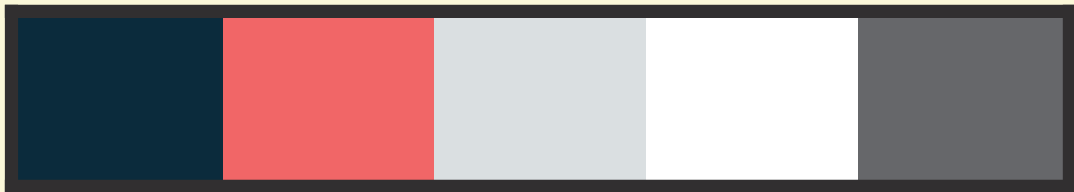
COLOR

Last but not least

THE
COLORS

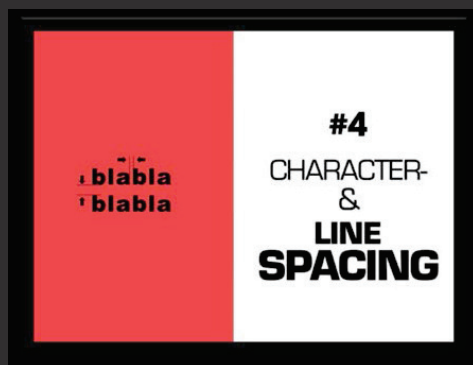
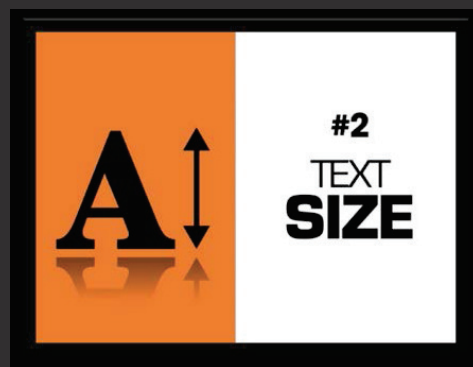
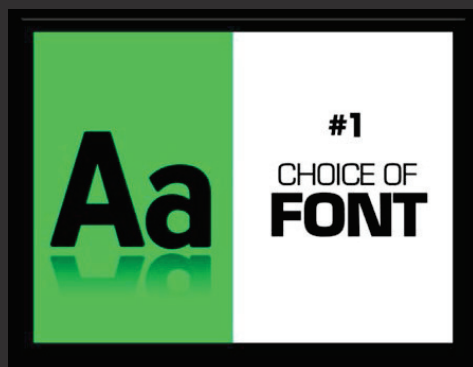
**The
choice
of colors
can have great
impact on your
typographic design.**

Get inspired by color schemes



hot!

and make it



By CA. Archit Nevatia

Contact: archit.nevatia90@gmail.com

Icons

Font icon made by Zurb from Flaticon.com

Letter Size icon made by Freepik from Flaticon.com

Contrast icon made by Adam Whitcroft from Flaticon.com

Paintbrush icon made by Freepik from Flaticon.com

Inspiration

"Make it better" Kinetic Typography on YouTube

Slides That Rock

Resources

Flaticon.com

Dafont.com (free fonts)

Kuler.adobe.com (color palette)

Corner Ribbon by Brankic1979