Designing for Readability: A Guide to Web Typography

Choose clear and recognizable letterforms

Text is most legible when the eye can easily distinguish between letters. Some typefaces are designed to simply be slick and rhythmic—pleasing to the eye. Legible typefaces have far more nuance among the letters.



Distinctive Letters

Forms that are too repetitive can make text illegible, so each letter should have a distinctive shape.



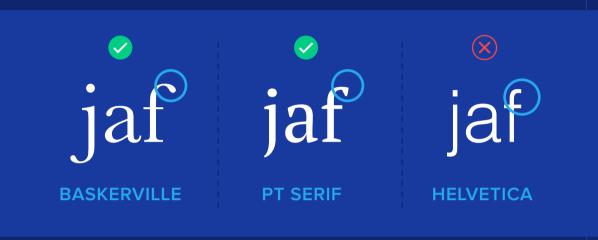
Open Forms

Letters that are airy and open are less likely to blur into closed shapes.



Clear Terminals

Distinguishable beginnings and endings of letters help the eye recognize individual forms.



Letterform Contrast

Body text requires some contrast within letterform stroke width, but shouldn't go too far where certain strokes begin to disappear.



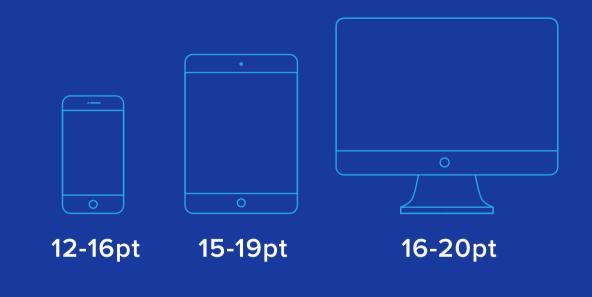
Format text for the highest level of legibility

After a typeface is chosen, formatting it for onscreen reading is just as important. Decisions like color and size always contribute to the reading experience.



Body Text Size

Type size depends on the distance at which a reader is positioned from the screen. General rules apply, but testing a design on all screen types is essential to ensuring a pleasant and legible reading experience.



Leading

The space between lines of text depends heavily on the chosen

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typeface. Follow the general rule: The smaller the typeface, the tighter the leading. vestibulum eldi.

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 Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Fusce auctor, mi at lectus justo maximus.

Line Length

The number of letters on a line can contribute to reader's fatigue, so keep the line length to 45-75 characters per line.



57 |

75

45

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Color Contrast

To make body text legible for all types of readers, choose colors that provide a contrast ratio of at least 4.5:1, according to the Web Content Accessibility Guidelines (WCAG).

