Use a serif font for body text, sans serif for titles, or vice-a-versa.

Don’t use novelty typefaces for body copy.

Use Italics within body text only for emphasis.

Never use all capital letters, PEOPLE WILL THINK YOU ARE YELLING.

Limit the number of fonts to two per page.

Limit the number of different font sizes to three per page.

Simplify.

Add visual interest to your page by contrasting titles with body copy.

Achieve contrast with size, weight, font style, separation or color differences.

Produce the best legibility with high contrasting black text on white paper.

Reduce legibility with low contrasting black text on red or dark paper.

Simplify.

Keep the space between words and letters consistent.

Separate paragraphs with a line space or indents, but not both.

Limit text to 50 - 70 characters per line.

Use the Auto Leading setting as a good standard.

Leading is vertical line spacing (pronounce leading as led-ing).

Place every element on the page with the edge of another element.

Leave plenty of white space around the edges.

Make your document balance, from top to bottom, left to right.

Stand back and view your page as a whole.

Simplify.