

Size Don't be a wimp.

Weight Contrast heavy weights with light weights, not medium weights.

Structure Look at how the letterforms are built—monoweight or thick/thin.

FORM Caps versus lowercase is a contrast of form, as well as roman versus italic or script. Scripts and italics have similar forms—don't combine them.

Direction

Think more in terms of horizontal type versus tall, narrow columns of type, rather than type on a slant.

Color Warm colors come forward; cool colors recede. Experiment with the "colors" of black text.