MOOD*Rings*

Fonts establish a tone creating a personality for your content

Choosing a font deserves careful attention with regards to the tone and mood you hope to reflect in your content and design. Remember to use decorative fonts primarily for emphasis and always make sure they are easily read. For most copy in your book, a clean serif and/or sans serif combination are commonly recommended.

ie: ▶

Traditional

Understated

Elegant

GRUNGY

Playful

Personal | Impersonal