CHECKLIST

Print typography decisions checklist

- [ ] Identify paper stock and printing method before choosing typefaces
- [ ] Match typeface weight and detail to intended viewing distance
- [ ] Build hierarchy through weight, size and spacing
- [ ] Verify font licensing covers commercial printing
- [ ] Request a proof on final stock before approving the print run
- [ ] Adjust leading and tracking for comfortable reading
- [ ] Ensure file format and colour mode match printer requirements