

Body Text

- Easy accessibility (not too showy or ornate)
- Quiet in tone (color is not too dark, or light, or with too have of a contrast in stroke weight)
- Very legible (no chance to confuse letters)
- Relatively even set width (no accordians)

lwtm vs. **tmel**

Headlines

- Adds flavor
- Choose a different classification from the body text
- Then strive for harmony >> yields something more calm, ordered

OR

Strive for contrast >> yields energy