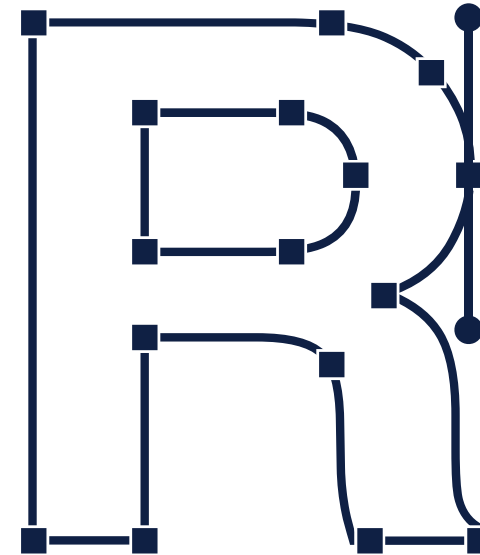




3 Lessons on Choosing Fonts for Your PowerPoint Design

When it comes to
choosing which of these
types to use for your
PowerPoint design,
**it will depend on a few
different factors...**



**Choosing fonts for your PowerPoint design
can be a bit overwhelming.**

There are default typefaces available on your computer, and there are also fonts you can download from the Internet. In that wealth of choices,
you will find a variety of different designs and aesthetics.

THINK ABOUT YOUR THEME



Your PowerPoint design should serve to highlight the core message of your presentation. With that in mind, all your design choices should revolve around the message you're trying to share.

It's More Than a Font That Looks Great

It also has to match what you're trying to say. **Think of the font as some sort of vessel for your message.** After all, it's going to determine how the words on your slides will literally look.

It shouldn't feel disjointed
or inorganic.





Examine the Context of Your Presentation

What is it for? Where will it be delivered? Obviously, a presentation for the board of directors will have a more conventional feel than a seminar for young professionals. When you're looking at several different fonts, try to **determine what kind of narrative they portray** and see if that fits the theme of your presentation.

Know How Fonts are Categorized

One way to check which fonts will work well with your presentations is by taking note of what each one says. As with most things, different fonts have come to mean different things.

Know How Fonts are Categorized

Thanks to the different cultural associations we attach to a certain design or aesthetic, **certain fonts can carry meaning** that allows your message to transcend even further.

According to Dan Mayer of Smashing Magazine, we can **categorize fonts in five different ways**.



These are fonts that are based on "strict geometric forms." Fonts like Helvetica and Franklin Gothic all look clean and modern. Mayer Also describes them as "objective, ... universal and useful."

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Geometric sans

These fonts are usually based on classic and traditional typefaces that were developed from calligraphic forms.

Examples include **Palatino** and **Garamond**.



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Old Style

Humanist fonts are patterned from handwriting. Unlike other fonts, they have less consistency and more unique details. As Mayer writes, these fonts can be "modern yet human, clear yet empathetic".

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—
Humanist Sans



These fonts grew out of from The Old Style category. According to Mayer, both Transitional and Modern typefaces "emerged as type designers experimented with making their letterforms more geometric, sharp and virtuosic".

Examples include **Times New Roman** and **Baskerville** for Transitional and **Bodoni** and **Didot** for Modern.



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Transitional & Modern

These fonts are highly stylized, with smooth strokes that end with solid, rectangular blocks on the end. For Mayer, these fonts convey "a sense of authority".

Examples include
Rockwell, Courier
and **Archer.**



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Slab Serifs

Your PowerPoint design won't look as dynamic if you use a single font for the entire deck. Of course, you'll want to add a bit of variety to keep the audience interested.



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Create Unique Combinations

Create unique combinations

Start combining a few different fonts to achieve a completely unique and interesting look. Ideally, it's **best to limit your font choices to about 2-3 styles.**



This way, your presentation deck maintains a look that's focused, consistent and professional.



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