

CHARACTER COUNTS?

Don't fret – double the alphabet.



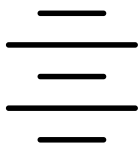
LETTER SPACING?

Tiny font, broad spacing. Big font, tighter spacing.



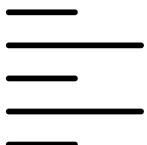
LINE HEIGHT?

Put an X through it.



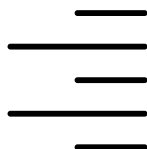
IF IT'S SIMPLE, IT'S CENTERED.

Watch for dingleberries.



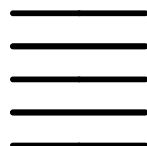
IF IT'S LONG, IT'S LEFT.

Paragraphs, lists, and groups of text.



IF IT'S PRICE, IT'S RIGHT.

Numbers, prices, and tabular data.



ONLY IN PRINT IS IT JUSTIFIED.

And only if hyphenated.