

## Typographical Rules

An excerpt taken from Robin Williams’  
“The Mac is Not a Typewriter”

- Use only one space between sentences.
- Use real “quotation” marks.
- Use real, apostrophes.
- Make sure the apostrophes are where they belong.
- Use en and em dashes where appropriate. option - (–), and shift + option - (—)
- Use the special characters whenever necessary, including super and subscript.
- Spend the time to create nice fractions. Option Shift 1 makes a proper fraction bar.
- If a correctly-spelled word needs an accent mark, use it. For example – é.
- Don’t underline.
- Never use all caps in body text; rarely use it in headlines.
- Kern all headlines where necessary.
- If printing to a postscript printer never use a city-named font.
- Never use the space bar to align text.
- Use a one-em first-line indent on all indented paragraphs.
- Use a decimal or right-aligned tab for the numbers in numbered paragraphs.
- Leave no widows or orphans.
- Never have more than two hyphenations in a row.
- Avoid too many hyphenations in any paragraph. Edit your H+J’s.
- On every line of text in the document, watch all line breaks carefully. Be sensible.
- Keep the line spacing consistent.
- Adjust the spacing between paragraphs; rarely use a full line of space between paragraphs in body text.
- Either indent the first line of paragraph or add extra space between them —not both.
- Never justify the text on a short line.
- Hang the punctuation off the aligned edge.
- Use serif type for body text unless you are going to compensate for the lower read ability of sans serif.
- Never combine two serif fonts on one page.
- Never combine more than two typefaces on one page (unless you’ve studied typography). So the gist is: if you’re going to use more than one face, use one serif and one sans serif.
- Use italic and bold sparingly.
- Use proper punctuation with parentheses.
- Align the first baselines of juxtaposed columns (columns beside one another).
- Encourage white space.
- Don’t crowd text inside a box – let it breathe.
- Be consistent.
- Use some sort of bullet when listing items, not a hyphen.
- Avoid abbreviations.
- Use small caps for 3 A.M. and 6 P.M. space once after the number, and use periods.
- Reduce the size of the punctuation marks in headlines.
- Set the space before an *italic* word also in italic.