

# What Were these Designers Thinking?

Lina Davis

# Too Many Typefaces

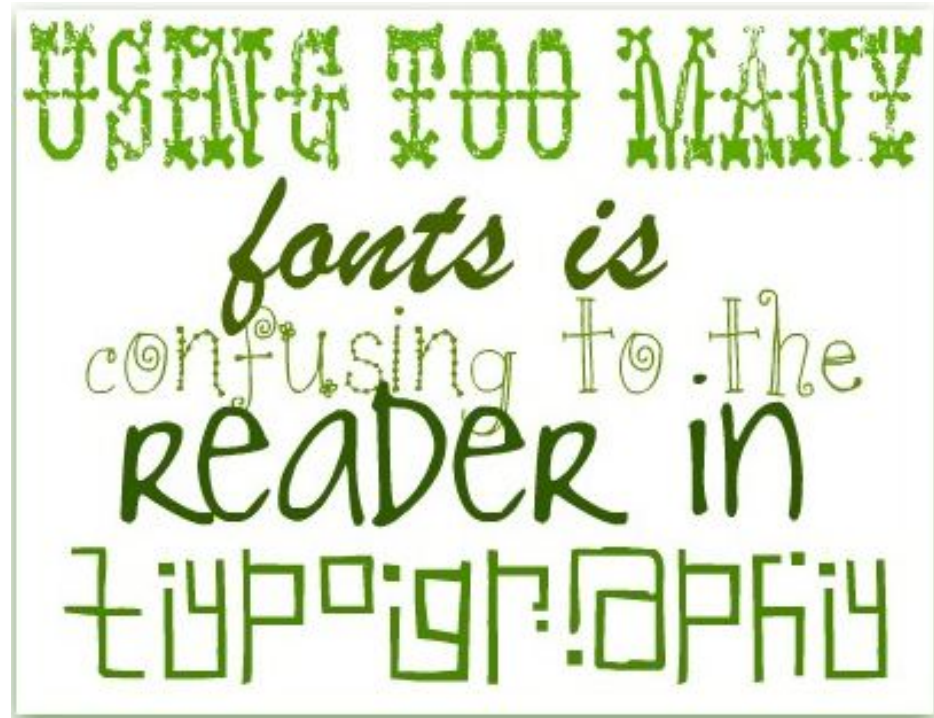
Using so many typefaces and different styles of fonts, it makes the flow of the type confusing and look unprofessional.

*Using* **Too** Many Fonts  
is **bad**, really **bad**.

[creativeherb.com](http://creativeherb.com)

**Oh dear.**

When you use *too many fonts*  
see how they **ALL FIGHT** for attention?



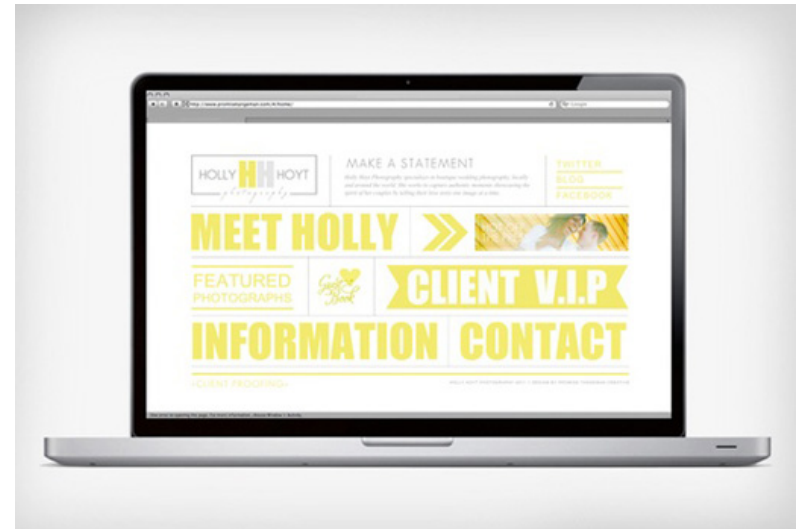
# Terrible Spacing/Kerning

The spacing/kerning of the words and symbols are either too close together or they overlap causing misinterpreted meaning/words.



# Bad Use of Color

Use of colors and type that clash are too bold, hard to read, or unprofessional looking, making the overall design look inexperienced.



# Overlapping Text

The use of overlapping text can be applied in an appropriate way but it can also be used in excess and make designs and type too illegible and confusing.

This text has some problems

Letters that  
are too  
close together  
confuse the  
eye and  
is jumbly

This text has  
other problems,  
although similar  
in nature

IS THIS WHAT YOUR  
CURRENT OFFICE  
SPACE FEELS LIKE?

Everyone knows a downtown office is good for business. Total's also good for well-to-well buildings, crowded parking, and plant life of the plastic and silk varieties.

At Total Center, things are different. No other downtown location provides you with so much fresh air, green grass, earth, sky and water. It's like a mini-oasis in the concrete jungle.

Best of all, the price at Total Center gives you more to breathe in well. In spite of the beautifully manicured grounds, \$11 a square foot has a level of prestige worth \$18-\$20 a few blocks east.

To see how Total Center can improve your working environment, call 575-552-  
Chris Matthews  
A REALTY GROUP

# Too Much Decorative Text

Using decorative text is fine for titles and headings but using it for paragraphs or overusing it makes designs and text look clustered.

