

Digital Presentation Design

Basic guidelines to improve the readability and communication value of your digital presentations

Use Sans Serif Fonts

So what are serifs anyway? In typography, a serif is the small extra stroke found at the end of the main vertical and horizontal strokes of some letters. They tend to improve readability in printed materials, but have the opposite effect in digital mediums.

Common Serif Fonts



- Times New Roman
- Georgia
- Palatino

Common Sans Serif Fonts



- Arial
- Helvetica
- Tahoma

Use Colors with High Contrast

The highest contrast you can achieve is with black and white, but that can be boring! Feel free to warm up your presentations with different color combinations for your text and backgrounds, but the colors you choose need to have sufficient contrast or your viewers will struggle to follow along. Below are some examples of good and bad combinations:

	White Text
	White Text
	White Text
	White Text
	White Text
	White Text
	White Text

	Black Text
	Black Text
	Black Text
	Black Text
	Black Text
	Black Text
	Black Text