

# Taking Up Space

*Taking Up Space* is an occasional column written on graphic design issues by Brian Grebow, BG Communications.

## Stand tall!

When John Sculley, former president of Apple, said “Today we have the technology to create the truly ugly page,” he surely did not mean to avoid a radical typeface. He meant that too many typefaces on a single page or document could make it unreadable.

With more and more people creating their own documents, using some good and some bad design principles, one can dare to use some interesting typefaces like Schmutz, Carumba, or even Litterbox. (Go to [philsfonts.com](http://philsfonts.com) to see some of the latest.) Why not try to use some of those crazy typefaces? Don’t use them meekly. Don’t use them in a small way. Be bold, brave and stand tall and proclaim, “Yes, I know that I am using an ugly typeface!”

Once you get the courage to use these misfits of type, you might be surprised how well they fit. They could be used on invitations, as part of labels, as a big word to attract attention on a publication, and so on. Maybe

create a logo using characters from the odd typeface. With so many variations, you might actually create something that does communicate.

Remember, though, even if the typeface is terrible, design rules still apply.

- Put the type on a contrasting background.
- Increase its appearance by making it bigger, bolder, or stronger on the page.
- If you use it as a central feature, pick up the feature and use it elsewhere in the publication such as in an initial cap.
- Make sure it doesn’t compete with other typefaces on the page. They are usually so dominant that it is best to let them have first place. But if it does have first place, make sure the reader knows that. Stand tall with that face!

