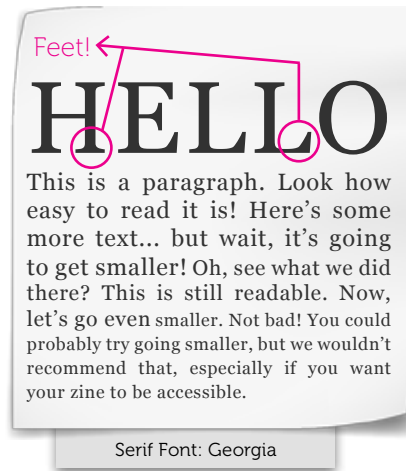For example, having a huge cut-out of a head in the center of a page surrounded by smaller words/phrases branching out puts emphasis on the cut-out of the head (or, as with the example under "Contrast," the black circle dominates by size and value).

This principle is important for creating hierarchy and determining eye flow (the sequence or way in which someone looks through a page). Be careful not to make too many elements look large and important because this might confuse the reader and, as a result, they won't know where to look first or how to navigate through each composition and they could easily miss out on what you are trying to say. Although all of your content is important, emphasizing too much of it could actually take away from its importance, so working in moderation will help preserve your content's awesomeness!
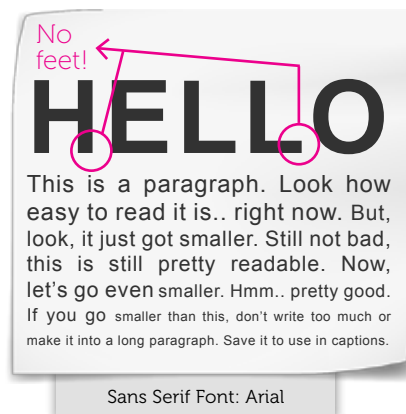
TYPOGRAPHY

Serif
These typefaces have "feet"— lines that stick out of the edges of the letters. These fonts are really easy to read because the feet create a subtle visual connection between the letters. Their readability makes them great for paragraph text.

Feet!

HELLO

This is a paragraph. Look how easy to read it is! Here's some more text... but wait, it's going to get smaller! Oh, see what we did there? This is still readable. Now, let's go even smaller. Not bad! You could probably try going smaller, but we wouldn't recommend that, especially if you want your zine to be accessible.

Serif Font: Georgia

Sans Serif
These are like serif fonts, except without the feet (sans = without). They are usually clean looking and geometric, and they are easiest to read when they are really big or really small, so that makes them perfect for headlines and captions.

No feet!

HELLO

This is a paragraph. Look how easy to read it is.. right now. But, look, it just got smaller. Still not bad, this is still pretty readable. Now, let's go even smaller. Hmm.. pretty good. If you go smaller than this, don't write too much or make it into a long paragraph. Save it to use in captions.

Sans Serif Font: Arial

Display
These are fonts that have a lot of personality and are "dressed up."

Because they are so decorative, and sometimes really detailed, these are best used for headlines or to create abstract visuals. Do not use this in paragraph text; it would be really hard, if not impossible, to read!

Display Font: Burnstown Dam

Script
These are fonts with a lot of swooshes and curls, like cursive or handwriting. These are also best used as headlines, or for little details to give your zine a more handmade feel.

Hello there!

Script Font: Angelina

Handwriting
If you don't have access to a computer, or if you want to get even more intimate with your approach, there is absolutely nothing wrong with writing out paragraphs, headlines, captions, or even illustrating something typographically yourself. This can make your zine look less digitally generated, give it a more personal feel and pull readers in on a more intimate level.

There are many websites on the internet that provide free fonts. Check out the ones we've compiled for you below! If you want to get more hands-on, look through existing magazines and cut-and-paste the text you want to use that has the font you like.

FREE FONTS!

DaFont
Downloadable fonts that are freeware, shareware, demo versions, or public domain. Please read the .txt that usually accompanies these files when you download them for more information. You can also search for fonts by style. dafont.com

Font Squirrel
A collection of fonts organized into categories and free for commercial and non-commercial use. However, please make sure to read licensing information on each font beforehand, just in case! fontsquirrel.com

1001fonts
Free fonts licensed for all use. 1001fonts.com

Lost Type Co-Op
A "Pay-What-You-Want" type foundry (put in $0 for a free download). All the funds go to the respective font designers. losttype.com