

1

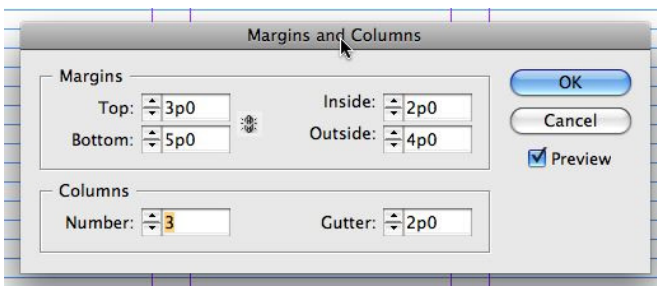
CHOOSE A FONT

- Important to consider legibility
- Try not to go below 9pt
- As a rule leading should be 2pts more than your typeface point size (10pt type 12pt leading)
- Choose a font suitable for your project, consider reader and topic

2

CHOOSE COLUMNS

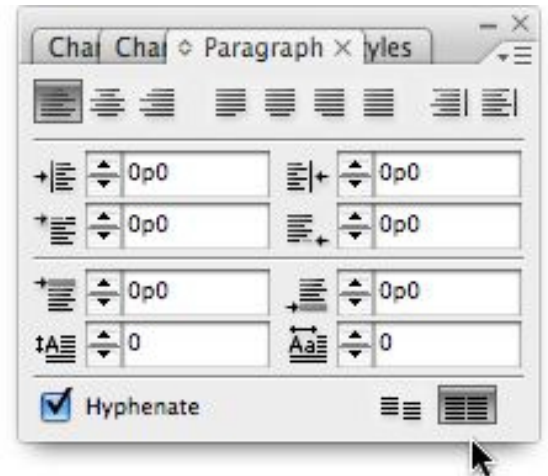
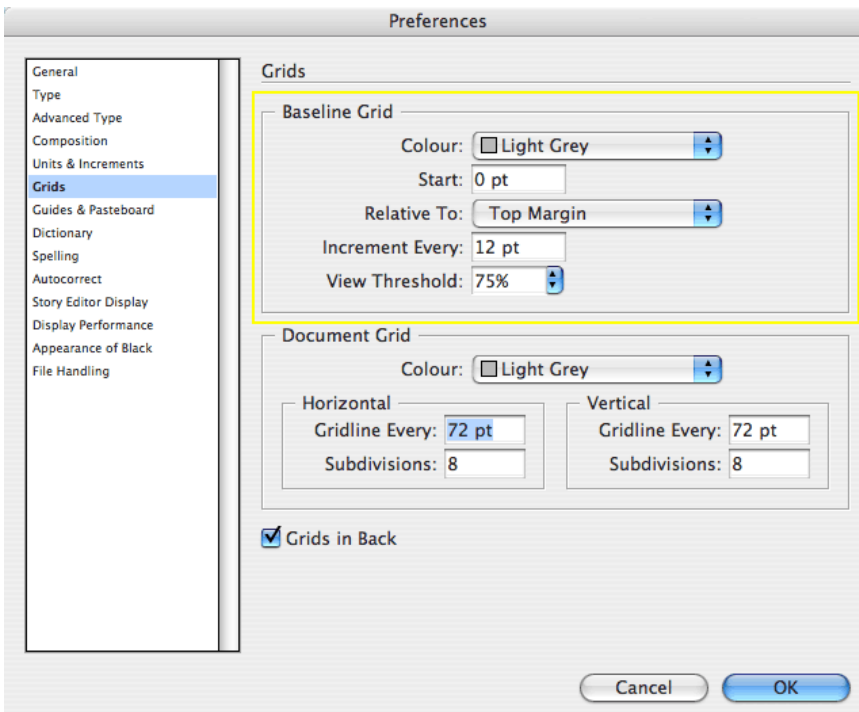
- Set up in master pages for uniformity, left and right pages (Layout-->Margins and Columns)
- Studies show that 8-10 words per line is the most legible
- Consider border dimensions and the space between the columns
- **Common for the space between columns to be half of the margin width**



3

SET UP VERTICAL BASELINE GRID

- Set up in Preferences (InDesign-->Preferences-->Grids)
- Start the grid relative to your margins (if top margin is 3p then set start to 3p)
- Set the increment based on the line-height you want (example: 12pt for 12pt type)
- In the Paragraph window set text to snap to grid (lower right icon)



4

HEADLINE EXAMPLE

- Key here is to set the leading up that it will align nicely to our already set up baseline grid
- Example: 88pt with a leading of 72pt.
- Leading to be a multiple of the already established baseline grid
- In the Paragraph window set text to snap to grid (lower right icon)

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INTRO PARAGRAPH EXAMPLE

- Key here is to set the leading up that it will align nicely to our already set up baseline grid
- Example: 18pt type with a leading of 24pt.
- Again a multiple of our 12pt grid
- In the Paragraph window set text to snap to grid (lower right icon)

RESOURCES

HOW TO SET UP A CONSISTENT BASELINE IN INDESIGN

<http://creativecurio.com/2008/02/setting-up-a-consistent-baseline-in-indesign/>

AS ALWAYS, GOOGLE “HOW TO SET UP A CONSISTENT BASELINE IN INDESIGN”