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Feck Perfuction

Learn the Rules. THEN BREAK THEM.

1

DON'T DECORATE CRAP. No one cares what your type looks like if your words are not worth reading.

2

THERE ARE NO UGLY TYPEFACES. There are only ugly designers.

3

There is no right font. You are a magician, make your own.

Sometimes the wrongest type-choice is the best type choice.




Avoid any tricks available from a pull-down menu.

Technology is not the answer – **you are the answer.**

Avoid trends. Create your own style and **STOP FOLLOWING THE HERD.**

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FOLLOWING THE RULES makes you look like everyone else.