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Business Plan Fonts, Text Sizes, and Helpful Hints

Serif and Sans-Serif Guidelines:

- A serif font has slight “tails” on the letters that lead the eye from letter to letter. Serif fonts are best for text (sentences and paragraphs), and cause less eyestrain. Examples of accepted serif fonts are: Times Roman, and Century.
- A sans-serif font has letters that do not have the connecting “tails.” Sans-serif fonts quickly cause eye-fatigue when used in text. They are best used in headlines or bullets (short phrases). Examples of accepted sans-serif fonts are: Arial

Font Size Guidelines:

- 10-point is smallest type size that should ever be used because a type size smaller than 10-point causes rapid eyestrain.
- Use 11-point for ages 30-40
- Use 12-point for ages 40-70
- Use 14-point for ages 70+

Hints for Effective Writing:

- Use only 4-6 lines per paragraph (large long paragraphs are difficult to read).
- Do not right-justify because it causes eyestrain.
- If your document causes eyestrain, the reader loses interest and finds the content frustrating.

Examples of Font Type and Size:

(This line is written in Arial, 18 point)

(This line is written in Arial, 16 point)

(This line is written in Arial, 14 point)

(This line is written in Arial, 12 point)

(This line is written in Arial, 11 point)

(This line is written in Arial, 10 point)

(This line is written in Arial, 9 point)

(This line is written in Times-Roman, 18 point)

(This line is written in Times-Roman, 16 point)

(This line is written in Times-Roman, 14 point)

(This line is written in Times-Roman, 12 point)

(This line is written in Times-Roman, 11 point)

(This line is written in Times-Roman, 10 point)

(This line is written in Times-Roman, 9 point)