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What font do I use on my stamp?

Reproduction of a font is something that most of us give little thought to when designing our stamps.

We need to avoid serif fonts. Let's look at the letter 'f' in different fonts to see why.

Times New Roman Ff

AmeriGarmnd BT Ff

Baskerville Ff

Notice: The small cross strokes at the ends of the strokes. These are called serif. Fonts that provide these are said to be serif fonts.


We need to try for sans-serif fonts instead such as:


Arial Ff

Helvetica Ff

Verdana Ff

Notice that the three small cross strokes have disappeared.

Serif Font
Serifs are circled 

Sans-Serif Font
Characters have squared
Edges – No serifs 

These differences can have significant effects on our ability to reproduce your artwork without the need for corrective work on during the making process. Please note that this applies to fonts that are small in size (about 8 or 9pt and below)

The use of serif fonts will likely increase any of the following.

- 1.The need for corrective work.
- 2.The cost to you.
- 3.Disappointment in the quality of the finished stamp.

