Typography & Margin Cheat Sheet

Create stunning, heirloom-quality custom word art.

Transform simple printed phrases into deliberate, high-end focal points. Master these physical layers and spatial proportions for a museum-quality finish.



Gallery Proportions

70%
negative space framing the text

20-30% wider
bottom mat margin than top/sides

300gsm
minimum paper weight for deckled edges

3/16 in
lift using hidden foam core spacers

1.2em
line height for professional typography layout

5-10%
added tracking for all-caps serif fonts

Try Unprimed Canvas Scraps

Use unprimed artist canvas scraps as an affordable, perfectly textured alternative to expensive framing linen for your raw linen backing.

The Framing Sequence

1. **Size the text** Multiply paper square inches by 0.30 for your maximum allowed text footprint.
2. **Create deckled edges** Score and tear the heavyweight cotton paper against a sharp metal ruler.
3. **Add float mount** Separate the art from the linen backing to create a beautiful drop shadow.
4. **Anchor the frame** Install the custom bottom-weighted mat board to visually ground the piece at eye level.

Typography Weight Guide

Find your row: **Your text length**

Your text length	Your pick	Why
Single words	Heavier font weights	Anchors the short text beautifully
Longer, complex phrases	Lighter font weights	Prevents layout from feeling heavy

Pre-Print Layout Checks

- ○ Verify your final design is saved in a scalable vector format.
- ○ Print a cheap test copy to check for true-to-size margins.
- ○ Confirm optical centering rather than strict mathematical centering.
- ○ Ensure your side margins are exactly equal for a professional finish.

Project Notes

Enjoy crafting a deeply intentional, museum-quality piece that effortlessly commands the room!