

## Tips for Titles

### How Do I Add a Title

- You must be in Layout Mode
- Insert Dropdown – Title
  - The default title will be the name of the MXD file. Change as required
- Move to desired location by clicking on arrow and dragging it to desired location

### Tips

- Should be the largest piece of text but should not be huge – balance is key
- Should be short and descriptive
- Use nouns as a description
- Subtitles can also be used (add them the same way as title)
  - Should be subservient to title in either size, position, or style (double click the title, change text as desired, click on Change Symbol... button – change the desired attributes)
- Avoid redundant terms
  - Map of
  - Chart showing
  - Legend
- Single symbols should never be in the legend but labeled on the map
- Should only contain non-obvious symbols
- Avoid placing boxes or outlines around legends, they create a visual barrier
- Avoid punctuation and underlining – it can be confused with map symbols
- Keep all legend elements together on a map
- Don't use all capital letters – it makes it more difficult to read