

Font Shop



MEET YOUR TYPE
a field guide to love & typography

... seeking princess to
spend my fortune. Woman must
be willing to invest in order to capitalize
on true love. Call 555-4136

YOUNG, CREATIVE ARTIST TYPE
WHO LIKES LATE NIGHTS ON THE COMPUTER SEEKING
SANS SERIF
with a nice hairline, who is easy to read,
HAS WELL CUT OBLIQUES
and is into forming ligatures. Call me tonight
888-FF-FONTS

Tall, gentle, hard-working design
seeking single, bold cond...

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Why settle for casual flirtation when looking for a long-lasting relationship? **Finding the perfect match is easy if you know the rules.** MEET YOUR TYPE will help you overcome common obstacles, and keep your heart thumping for your one true love:

typography.

TIME FOR “THE TALK”

the elements of type



peach
MILO THIN

fuzz

MILO REGULAR ITALIC



MILOTHIN.OTF = FONT

A B C D E G H I J K
L M N O P Q R S T
U V W X Y Z
a b c d e f g h i j k l
m n o p q r s t u v
W X Y Z

MILO TEXT

TRAINING

bra

MILO EXTRA BOLD



You may notice that you're changing. **You're noticing different letterforms.** You may feel different around them. Don't be embarrassed; these feelings are natural. A few basics can help you through the awkward years.

TYPEFACE

A *typeface* is a single set of characters that share stylistic unity.

A typeface usually comprises an alphabet of letters, numbers, punctuation and diacritical marks.

FONT

Old school typographers defined a *font* as a complete character set of a particular typeface in one size. When type made the leap to the digital realm, a font became an electronic file that rendered the typeface in all sizes.



A typeface is what you see –
a font is what you use to make it happen.

YOU JUST WANT ME FOR MY BODY

type anatomy

Double chin, big feet, or bowed legs. **Little details will tell you a lot about your type.** Go ahead and check them out – it's not shallow. It's your job.

FF DIN PRO



CAP HEIGHT

The distance between the baseline and the top of a capital letter.

BASELINE

The imaginary, yet crucial line where all obedient letterforms sit.

COUNTER

The enclosed negative space within a letter.



More than any other part of the body, the x-height can dramatically affect type readability. Avoid extremely small or very large x-heights if that is important to you.

X HEIGHT

The height of a lower case x or the height of lower case letters.

ASCENDER

Quite ambitious, this part of a lower case letter rises above the x height.

SET WIDTH

Width of a character in relation to the height. Being wider than you are tall isn't always a bad thing.



DESCENDER

The male anatomy of a lower case letter that hangs below the baseline.

TERMINAL

Even though it sounds life-threatening, it is just the endpoint of the letterform.

DOES (POINT) SIZE MATTER?

010

type measurement

You've probably heard the rumor: the bigger your type, the better. While that is sometimes true, on other occasions smaller is better. **No matter what size you're working with, if used properly, it can be effective.**

THE POINT SYSTEM

The point system is used by women everywhere to reward their men for good behavior. A similarly archaic system, using *points* and *picas*, measures typographic dimensions.

POINT SIZE



When concerned about readability, pay as much attention to the x-height as the point size. X-heights that are too small or too large can dramatically affect readability.

Worrying too much about size can lead to an inferiority complex. *Point size* has very little to do with the actual size of your type anyway. Some typefaces can appear much larger than others at the same point size. So measure however you want—points, picas, inches, centimeters, or (gulp) millimeters. Just remember to always print a test page before committing to a size.

12 POINTS = 1 PICA

POINT

PICA

INCH

72 POINTS = 1 INCH

6 PICAS = 1 INCH

196 PT

Oh,
17.5 PT | THE LENGTHS I GO
to please you. | 44 PT

OXTAIL OT

ARE WE MEANT FOR EACH OTHER?

type history & classification

Everyone has a past.
While some things
can be overlooked,
**type history is not
one of them.**

Pre-screen with a
little background
check and avoid a lot
of baggage later.

SERIF



GARAMOND

SANS SERIF



FF SCALA SANS

SLAB SERIF



STYMIC

Based on
the carvings
of the ancient
Romans—now
there's a group
who knew about
lovin'-serifs
feature small
'feet' at the end of
the letterforms.

Lean and clean,
these love
machines were
designed for the
industrial age.
They're hard-
working and
modern, with no
need for fancy
serifs.

The big-boned
cousin in every
type family—their
serifs are blunt
and opinionated.
No nonsense
here—say I love
you like you
mean it.



At FONTSHOP.COM you can browse through thousands
of fonts in these and other categories. Consider it your
personal "little black & yellow book".

BLACKLETTER

FETTE FRACTUR

DISPLAY

ZEBRAWOOD

NON-WESTERN

HELVETICA CYRILLIC

SCRIPT

WAZA

SYMBOLS

ZAPF DINGBATS

Blackletter type was originally designed to mimic the calligraphy of 12th century European monks. Poor lonely, single monks.

Display faces are the crazy ones you date before getting married to someone nice from the Midwest. They're not built for long-reading relationships.

Don't expect your parents to understand the lure of exotic, non-western type. The language of love knows no bounds.

The trashy romance novel you hope will never end-script evolved from cursive styles. Best used when things start to get serious.

Telling someone how you feel can be hard to put into words—enter dingbats, or symbol fonts—the best way to say...

$$\text{♀} + \text{♂} = \text{♥}$$

"If I could rearrange the alphabet I would put U and I together."

Whoa! It seems early, but sometimes **the true test comes when you meet the whole family.** Regardless, it's always good to know 'what you're getting into.'

TRADITIONAL FAMILY

The *traditional type family* includes roman, italic, bold, and small cap styles. Modern families can break the mold and include other styles.

EXTENDED FAMILY

Extended families can branch out to include not-so-distant cousins like hairline, black, extended and condensed styles, to name a few.

'isn't our
family super?'



SUPER FAMILY

The yours, mine, and ours of typography: some families include serif, sans serif, and every style in between. They begin to work as complete typographic systems-in-laws and all.



TRADITIONAL FAMILY: FF Scala

SMALL CAPS

just wait
UNTIL YOU MEET
my family

BOLD

ITALIC

ROMAN (REGULAR)

SUPER FAMILY: FF Scala / Scala Sans

SMALL CAPS

Uncle Rick

BLACK ITALIC

FINALLY MADE

Parole!

CONDENSED BOLD



COULD THIS BE THE ONE?

appropriate typeface selection

In order to attract a mate, you've got to set the bait. Some people are drawn to curvy swashes, some like grungy scripts, and some go for bold and simple. Knowing what your audience wants can help you choose a typeface that will make 'em tingle.



When surveying the dating pool, consider the following: age, income, marital status, dental hygiene, ethnicity, sex, education, geographic location, buying patterns, political interests, etc.

Avoid the embarrassment of typographic rejection by first determining the likes and dislikes of your target audience. Get inside their head. Grab their attention. Unleash the pheromones and cast your spell. Understanding their preferences is essential before wooing them with type.

Who is
your audience?

COUGAR

AQUAMARINE OT

ON THE *prowl*

POSTER BODONI BT

OFFICE ROMANCE

Play the
Game

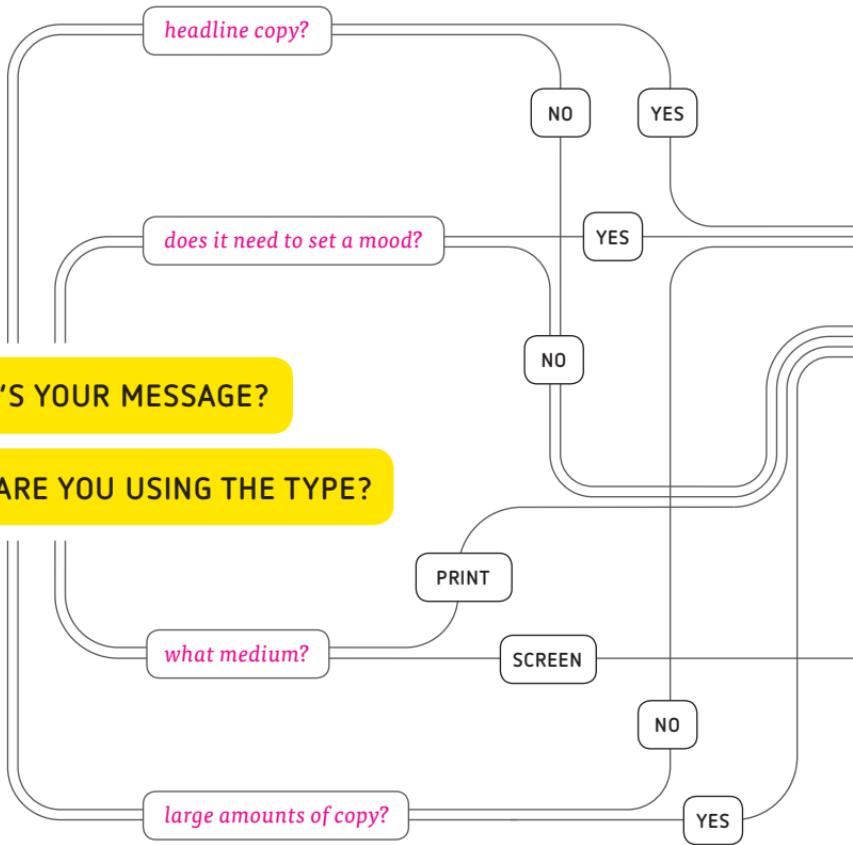
FF FONTEQUE SANS & BOKKA SHADOW

@----->-----

FIRST CRUSH

Make
yourself
PRESENTABLE

TIMES NEW ROMAN



DISPLAY FACE

BOY TOY
FF TOKYO

LIFE OF THE PARTY

FF MINIMUM

Consider this type when you need to make a statement, put on a show for your friends, or just have some fun. These outspoken faces are known for setting a mood, but can sometimes be over the top. They may be great for a summer fling—just don't get too attached.

TEXT FACE

After a wild night on the town, sometimes a little quiet is what you need. Look for someone who is easy to read and in it for the long haul. Classic faces may not be as flashy, but their loyalty and simplicity will win you over in the end.

My & one
ONLY
FF SERIA

SCREEN FONT

MASS TEXT
FF SCREEN MATRIX

friend request

FF META OFFICE

Avoid the disappointment of an online profile that doesn't quite measure up in real life. Some fonts simply look better on screen while others look better in print.

Any love doctor will tell you, to make it work, you've got to be in synch. **So when playing matchmaker, choose your typefaces carefully.** Each one has a role to play – whether the task is commonplace or kinky.

SIMPLICITY

One lover at a time; *maybe* two. No need for three if you've got a winner. Even the most complicated projects, like the Frederick's of Hollywood catalog, can be solved using only one or two typefaces.



When combining two typefaces (even if they're the same point size), you may need to adjust their point sizes to make their x-heights match.

CONTRAST

Opposites attract. If your fonts are too similar to each other, it seldom works. Consider pairing a flashy, extrovert (display face) with an understated, introvert (text face). Also consider pairing another weight from the same family (type family that is).

HONEY - DO

- only use 2-3 typefaces per project
- use typefaces in same form.
- Pair a serif + sans serif

HONEY - DON'T :

- Put 2 competing display faces together
- choose fonts that look too similar



MAKING IT WORK

typographic details

Someone always seems to dominate in a relationship. **It's important to know when to lead and when to follow.** There are clear ways of establishing hierarchy, regardless of who's wearing the pant-suit.

HIERARCHY

Effective hierarchy gets people to look where you want them to look, when you want them to look there. Without it the reader is left confused and frustrated. Emphasis can be stressed by size, weight, color, style and placement.



Emphasis can generally be created by using a single style change – nearly eliminating the need to ever use a bold italic. Ever.

Hierarchy = Rank = Order of Importance

FF CHAMBERS BLACK

crack ¹ THE WHIP

FF AVANCE BOLD

2 Make your type
SCREAM!

BREE THIN

FF CHAMBERS REGULAR



POPPY

3

HONEY,
can you loosen
the handcuffs?



JUSTIFIED

CENTERED

FLUSH LEFT

FLUSH RIGHT

Effective communication will help you avoid classic courting catastrophes like the snuggle-blunder and the miss-kiss. When you talk it out and align yourselves, there'll be no need for a blooper reel.



FLUSH LEFT

Type purists prefer this default for a good reason: it's the easiest to read because we read it most often.



CENTERED

Handy for prim, poetic passages. Not meant for large amounts of text.



FLUSH RIGHT

A nice break from the norm, but a bit hard to read; should only be used for small captions or special callouts.



JUSTIFIED

A crisp, handsome look, but vulnerable to awkward hyphens and rivers (gaps running through the text.)

HOW CLOSE IS TOO CLOSE?

030

kerning, leading, letterspacing

Even in the best relationship, everybody needs a little space. **Take some time to breathe.** Don't ruin a beautiful thing just because someone gets clingy.



While adding space between capital letters is acceptable, extra space between lowercase letters usually causes the love to fade quickly.

LEADING

The amount of horizontal space between two lines of text—*leading* is measured from baseline to baseline. A healthy balance between point size and leading can keep things together and moving ahead smoothly.

KERNING

Adjusting the space between individual letters when awkward pauses come between them.

LETTERSPACING

The overall spacing between letters in a block of text, it is also known as tracking. Generally, the larger the type, the less letterspacing required.

LEADING

xoxoxoxoxoxoxox
oxoxoxoxoxoxox
xoxoxoxoxoxoxoxo
xoxoxoxoxoxoxo

UPTIGHT AND HARD TO READ

xoxoxoxoxoxoxox
oxoxoxoxoxox
xoxoxoxoxoxoxoxo
xoxoxoxoxoxoxo

PLAYING TOO FAST AND LOOSE

xoxoxoxoxoxoxox
oxoxoxoxoxox
xoxoxoxoxoxoxoxo
xoxoxoxoxoxoxo

AHH, PERFECTION

CORPULENT

KERNING

IT'S GETTING AWKWARD

Lust
Love

COMPATIBLE CHARACTERS

FF META PRO MEDIUM

LETTERSPACING

lonely

WE'RE DRIFTING APART

healthy

LOVE AT FIRST SIGHT

smother

I NEED SOME SPACE



Generally, larger type requires tighter kerning.

DELICATO BOLD

The longer you're with someone, the more flaws you notice. When things get really bad, remember your mother's warning: you can't change 'em. True love is unconditional.

Love them the way they are.



Instead of resorting to type distortion, consider using FONTSHPOT'S TYPE NAVIGATOR. Search for the perfect typographic proportions like width, height and weight at typenav.fontshop.com

If you feel the urge to widen, shorten or outline your type – resist! Abuse is not the answer. Type designers have meticulously created the ideal proportions for each letterform. If the type isn't working, never feel ashamed to get out of the relationship and find a different type that suits you better.

DISTORTION:



VERTICAL



HORIZONTAL



FAUX ITALICS



“I’m not
stretched, I’m
just big boned”

FF META & FF META SERIF



Don’t forget to hold
down the shift key when
scaling to preserve
natural proportions!

special characters

Some characters are in a class of their own. While they may seem flamboyant or eccentric, don't be afraid to give them a try. Adding a little spice can be very liberating.

**LIGATURES**

An elegant expression of typographic fondness, ligatures create a single character out of two.



1 2

NUMBERS

*Old style figures*¹ are designed to work within text, while *lining figures*² align better in charts and graphs.

**SMART QUOTES**

Make sure to always activate *smart quotes* and standard *ligatures* in your application preferences.

**SWASH CHARACTERS**

On occasion, some typographers prefer characters with a little more style and flourish than those set in straight letterforms. Used in moderation, these alternate or *swash characters* are a great way to dress up boring type.



Make sure to always activate SMART QUOTES and LIGATURES in your application preferences.



TIME TO COMMIT

font licensing and font creation



When you're sure you've found the one, you gotta lock it down. **Licensing a font sounds like a big commitment**, but making it official supports the development of the next generation of beautiful type. Do it for the kids.

FONT LICENSE

I, (insert name), do take you, (insert typeface), to be my lawfully wedded font. To love, honor and cherish – and not pass around in class, post online, email to friends, siblings, or co-workers – from this day forward until death do us part. Amen.



Cold feet? Shack up first. Many type foundries offer a try-before-you-buy option. Preview before you purchase your favorite fonts at [FONTSHOP.COM](#).

Congratulations! You've just committed to a single-user font license. Luckily, type foundries are open to polygamous relationships and will gladly license their fonts to multiple users.

Now that you've found your match, **it's only natural to want to make beautiful type together.** Maybe it's time to start thinking about expanding your family.

If you decide to create your own typeface, the fertility experts at FONTSTRUCT.COM can provide all the necessary tools for the typographic incubation process.

Designing a typeface is a huge commitment. Prepare for long hours, sleepless nights and lots of nasty surprises – it's definitely not for everyone. For those willing to take on the challenge, designing original type can be a rewarding experience.

Don't be embarrassed if it's not happening for you. Some people aren't able to conceive. For them, adoption might be the best bet. After all, there are plenty of fonts out there just waiting to be adopted, nurtured, and loved.



BE ADVISED:
Abduction is not the same as adoption.

The honeymoon is over. Isn't this what you expected? It doesn't have to be this way: **if you feel the magic start to fade, refer to this handy list of interventions.** We never said it would be easy, we only said it would be worth it.

FONT SELECTION Make sure the typeface and everything associated with it is appropriate for your project. There is nothing worse than dating someone who is stuck in the seventies when everyone else has moved on to the eighties.

NUMBERS When set in body copy, numbers can look large. Try reducing the point size of the numbers slightly so they blend in better.

READABILITY Columns that are too short or too wide are hard to read. An ideal measure is 60–70 characters per line, or 40 when romancing online.



When small type is **REVERSED** on a dark background, adding a bit of tracking can help readability.



CLUTTER Avoid distracting background patterns or busy photos behind the type.

POINT SIZE Always choose the body copy size first, and make everything else work with it.

SPACING ISSUES Tighten up the letterspacing when using large type, such as in a headline.

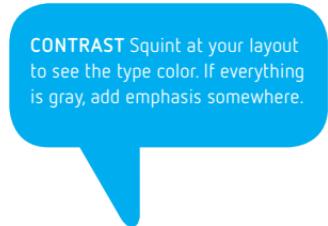
LEADING The bigger the body copy, the smaller the leading, especially if you use all caps.

BOREDOM Consider adding drop caps, rules, or other special graphic devices into the mix.

HIERARCHY Design a clear visual path for the viewer to follow. Just like your significant other, the most important text should get the most attention.

Use fewer fonts and typeface styles in your project. The old adage ‘two’s company three’s a crowd’ works with type as well.

WIDOWS & ORPHANS Show compassion to orphans (words abandoned at the beginning of a column) and widows (words left alone at the end of a paragraph).



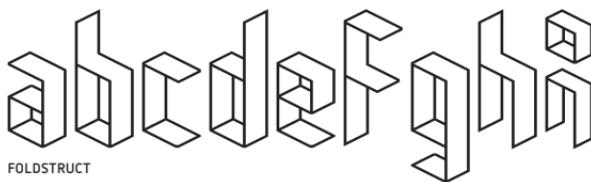
CONTRAST Squint at your layout to see the type color. If everything is gray, add emphasis somewhere.

When it comes to love, some people are clearly more experienced than others. **Look to these tried and true FontShop resources as your own typographic support group**—always on hand when an ugly relationship is getting you down.



FontStruct fontstruct.com

Hate the game? Make the typeface of your dreams with this online font generator. You don't even have to wait for a visa!



Tools



LEFT

BASELINE

IT ONLY GETS SWEETER

more FontShop resources

046



The image displays three magazine covers side-by-side. On the left is 'NeuFont', which has a red circular logo at the top right containing the text 'NeuFont'. In the center is 'Sift', showing a man's face and the text 'Coming In With The Co... Talking Trash, Tea, and Wellingtons with The...'. On the right is 'Starsky', featuring a large, bold title 'Wishing on a starsky' and a portrait of a man.

NeuFont

Pain at the pump
Le pain et la pompe
Le pain et la pompe
LES POMMES FRITES

Sortie

AGJMOUW
deglxywz

Starsky

D'Artagnan
et Dumbarse

The Scarlet Pimperton's
soufflé addiction proved to be his dénouement

Font fontshop.com/blog/fontmag

Talk about free love! Create a FontShop account, and get this acclaimed typography publication and regular new font updates for nothing.

“Baby, if you were on a page, they’d call you fine print.”

TheFontFeed fontfeed.com

Impress them with your typographic knowledge. This über blog has it all: interviews, eye candy and new typefaces, all gleaned from sources worldwide.

FontShuffle apple.com/iphone/apps-for-iphone

Say goodbye to boring dates! Bust out this handy app when your date just isn't cutting it. Just don't let him catch you drooling at all the other FontFont hotties.

FontShop Education fontshop.com/help/education

Everyone needs a mentor. Come here for answers to all of your type-related questions. There's even some info for your know-it-all professors.

FontCase fontshop.com/products/fontcase

It's hard to keep track of them all, so let this award-winning font manager keep your fonts organized and at your fingertips.

Type Glossary fontshop.com/help/glossary

The language of love has a lingo all its own. Use this official Type Glossary to gain fluency in essential type terminology.

Books

Designing Type by Karen Cheng

Designing With Type: The Essential Guide to Typography

by James Craig, William Bevington, Irene Korol Scala

Stop Stealing Sheep by Erik Spiekermann

The Complete Manual of Typography by Jim Felici

The Elements of Typographic Style by Robert Bringhurst

Thinking With Type by Ellen Lupton

Type: The Secret History of Letters by Simon Loxley

Magazines

Communication Arts commarts.com

Creative Review creativereview.co.uk

Eye eyemagazine.com

HOW howdesign.com

Idea idea-mag.com

Print printmag.com

Websites & Blogs

100types.com

aiga.org

bitique.co.uk

dailydropcap.com

designobserver.com

designworklife.com

formfiftyfive.com

friendsofatype.com

grafikcache.com

ilovetypography.com

ministryoftype.co.uk

tdc.org

thinkingwithtype.com

thevisualdictionary.net

typographer.org

typographica.org

typophile.com

welovetypography.com

“What’s a nice ligature like you doing in a place like this?”

TERMS OF ENDEARMMENT

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MEET YOUR TYPE

I'm obviously a typomaniac. Other people like looking at girls' bottoms. I get my kicks out of looking at type.

ERIK SPIEKERMANN

Font Shop