

JUST YOUR

cupoe

TYPOGRAPHY FOR YOUR BRAND

typeface or font?

typeface or font?

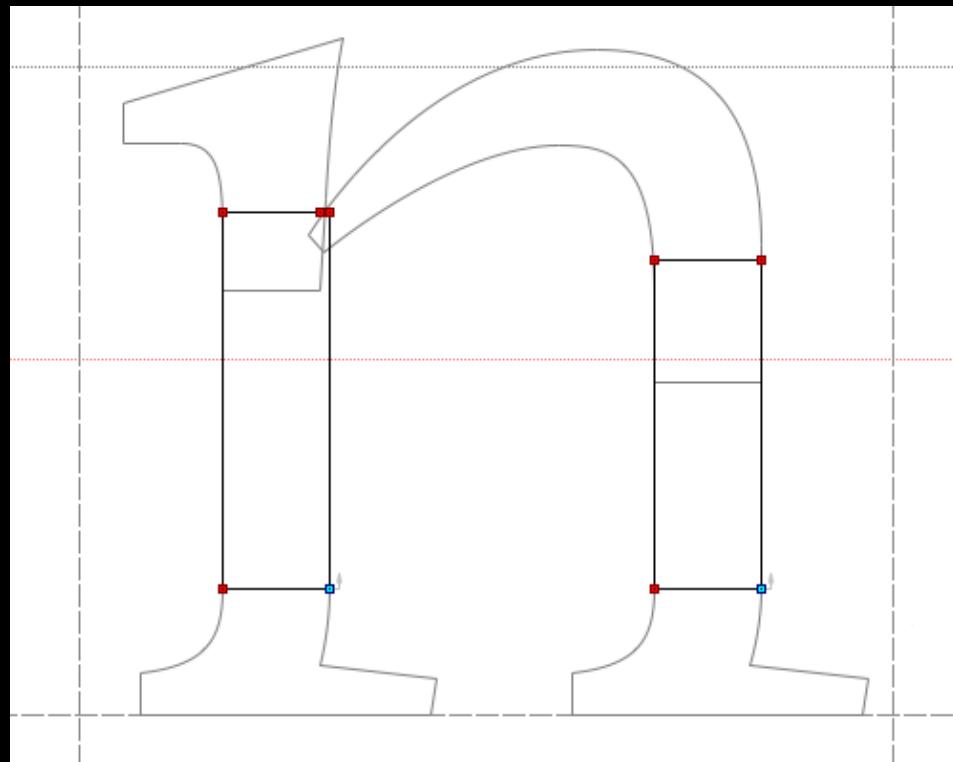
TYPEFACE

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.

Meet Your Type: A Field Guide to Love and Typography
by FontShop

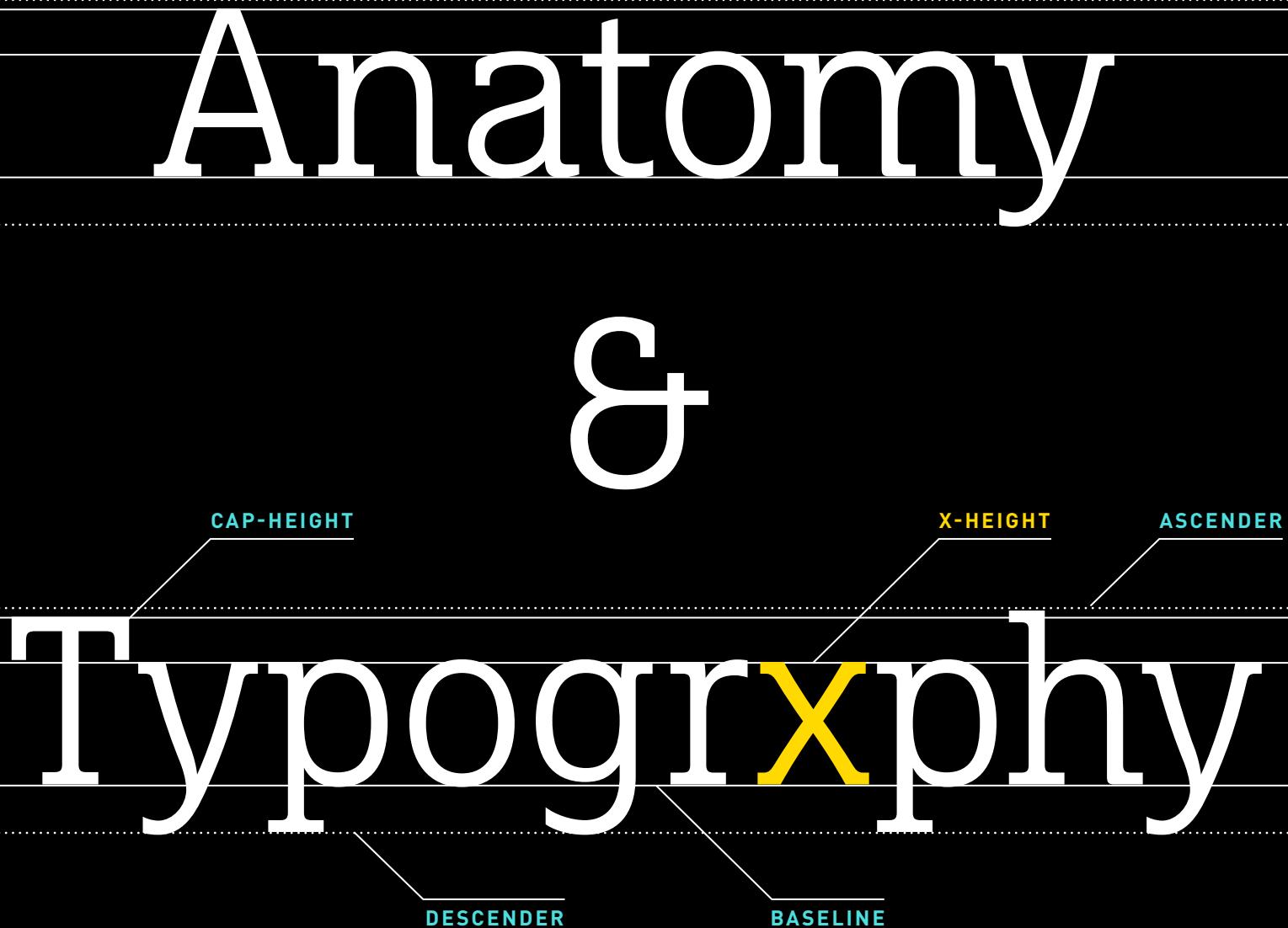


Calluna by Jos Buivenga, 2009, published by exljbris
<http://ilovetypography.com/2009/07/29/calluna-a-text-typeface-with-flow/>

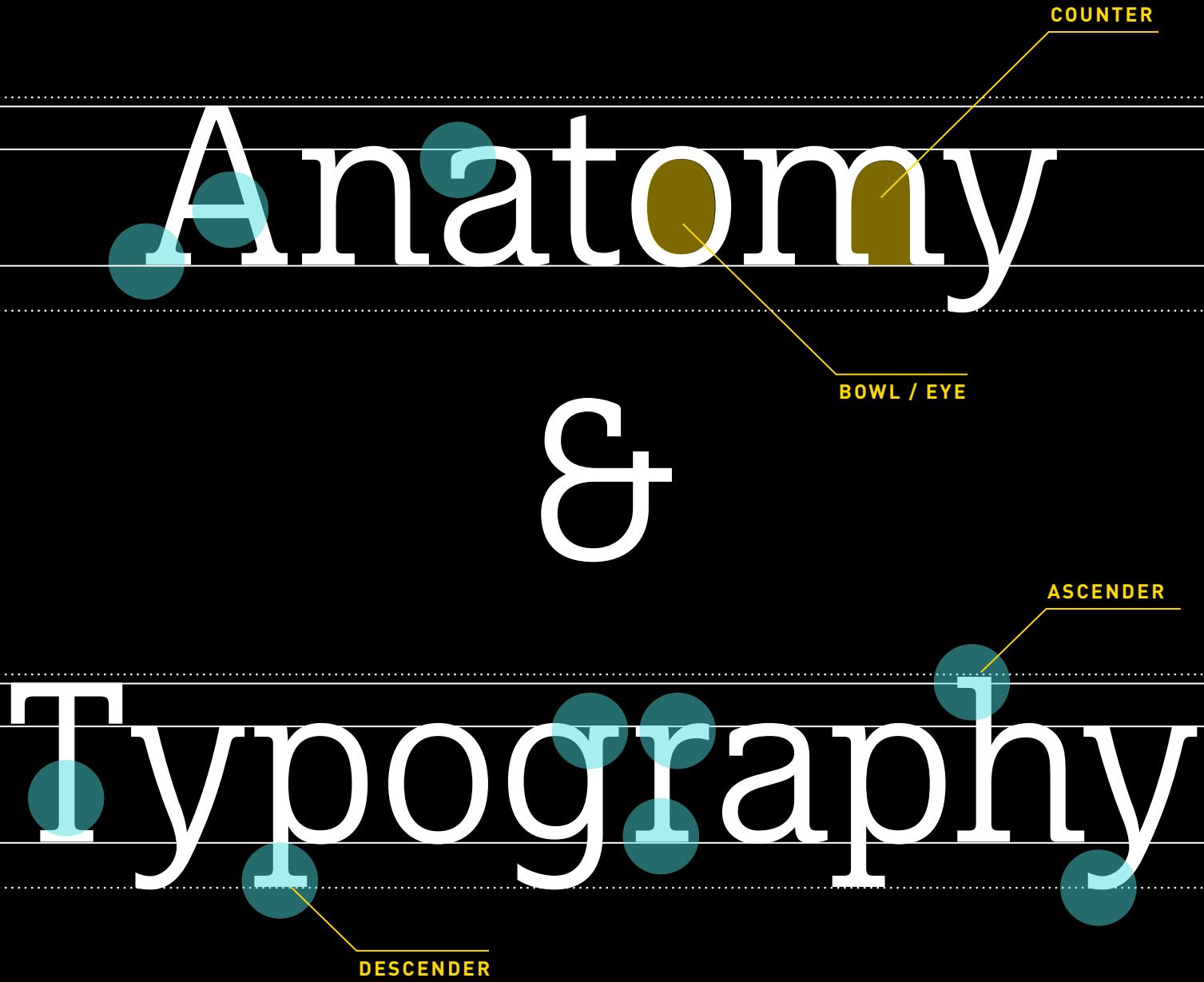
Anatomy of a letterform

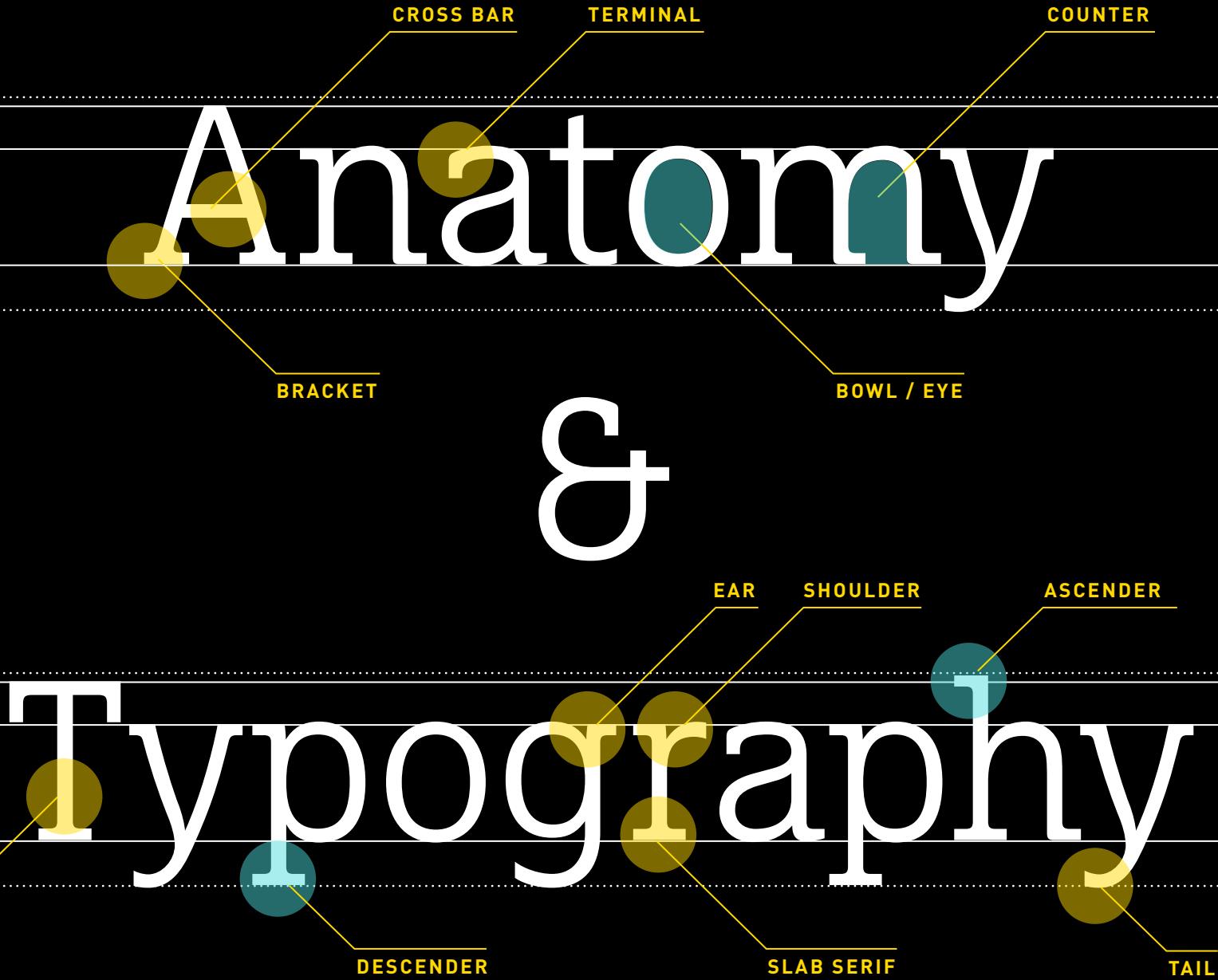


Anatomy & typography



Anatomy & Typography





Tracking

Kerning

Typesetting

Awe → Awe

KERNTYPE a kerning game

Keyboard Shortcuts

kern me

To get started drag or use your ← → keys

Instructions
Your mission is simple: achieve pleasant and readable text by distributing the space between letters. Typographers call this activity *kerning*. Your solution will be compared to a typographer's solution, and you will be given a score depending on how close you nailed it.
Good luck!

Crafted by [Mark MacKay](#) for [Method of Action](#)

[Like](#) 166k [Tweet](#) 79.7K

Multitouch capable
Open this website on your iPad for a multitouch experience



KernType a kerning game
by Mark MacKay for Method of Action

ligatures

ff

ffi

ffj

fft

fi

fj

ft

ftt

tt

æ

œ

Ligatures and stylistic alternates

ff → *ff*

fi → *fi*

Ligatures and stylistic alternates

&

Ligatures and stylistic alternates

& & &

stylistic alternates

Ligatures and stylistic alternates



N N N N N

Diversa by DSType



h h

Acta Poster by DSType



A A E E

Schwager by Latinotype



a a w w

Schwager by Latinotype



ll

Trim by Letters from Sweden



f f f f g g q q

Heimat Sans by Atlas Font Foundry



g g y y

Pluto Sans by HVD Fonts



f p

Rolling Pen by Sudtipos



k k y y

Sanchez by Latinotype



Q Q

Brix Slab by HVD Fonts

.otf

W H A T I S O P E N T Y P E ?

.otf

WHAT IS OPENTYPE?

OpenType is a modern font format developed by Adobe and Microsoft to provide users with an accessible and advanced typographic toolset. OpenType improves on PostScript and TrueType just as the DVD trumped the video cassette.

An OpenType file can contain up to 65,535 characters or glyphs. This allows for extensive language support and makes room for advanced typographic features

like ligatures, various figure styles, fractions, stylistic alternates, swashes, small caps, ornaments, borders, and so on. All these extras can live in one file instead of many. A single OpenType file contains all the information required for a typeface style: metrics, kerning, outline, hints, and bitmaps.

What is OpenType?
by FontShop

Typeface classifications

SANS SERIF

FF META

SERIF

FF META SERIF

He She

Aa

SANS SERIF

Helvetica

Aa

SERIF

FF Meta Serif

Aa

SLAB

FF Marselis

Ma

BLACKLETTER

Fette Fraktur

Aa

SCRIPTS

Rolling Pen

Aꝝ

DISPLAY

Diversa

**SYMBOLS**

FF Info Pict

ЖИ

NON WESTERN

P22 Underground CY

Typeface classifications

AA

la

Aa

Typeface classifications

a a a a

Rm	<i>Roman</i>	Sm	<i>Semi Bold</i>
It	<i>Italic</i>	Hv	<i>Heavy</i>
Obl	<i>Oblique</i>	Bd	<i>Bold</i>
Sl	<i>Slanted</i>	Blk	<i>Black</i>
Th	<i>Thin</i>	Comp	<i>Compressed</i>
Lt	<i>Light</i>	Cond	<i>Condensed</i>
Rg	<i>Regular</i>	Nar	<i>Narrow</i>
Nr	<i>Normal</i>	W	<i>Wide</i>
Bk	<i>Book</i>	Ext	<i>Extended</i>
Md	<i>Medium</i>	Ex, X	<i>Extra</i>
Dm	<i>Demi Bold</i>	Ult	<i>Ultra</i>

Typeface classifications

A B C D E F G H I J K

THIN
EXTRA LIGHT
LIGHT
SEMI LIGHT
BOOK
REGULAR
MEDIUM
SEMI BOLD
BOLD
HEAVY
BLACK

Solitaire MVB Pro by MvB Fonts, 2013
designed by Mark van Bronkhorst

Typeface classifications

condensed, extended, narrow, wide, etc.

A B C

DESIGN SYSTEM A
DESIGN SYSTEM B
DESIGN SYSTEM C
DESIGN SYSTEM D

D

E

DESIGN SYSTEM E

F

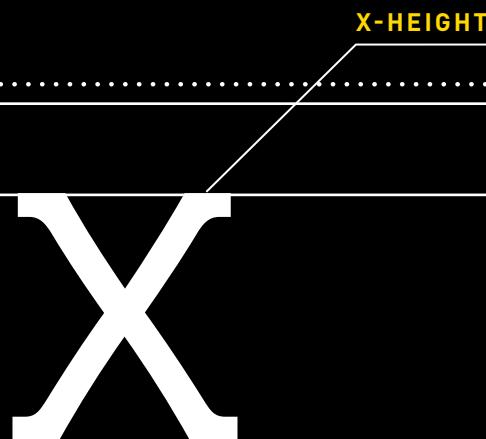
DESIGN SYSTEM F

G

DESIGN SYSTEM G

*Design System by Flat-it Type Foundry, 2011
designed by Ryoichi Tsunekawa*

Anatomy of a letterform



Anatomy of a letterform

EACH FONT SET AT 50 PT.

BRIX SLAB

FF MARSELIS

HELVETICA

DESIGN SYSTEM

hiya, wanna hang out?

Contrast
Color
Direction
Form
Scale
Space
Texture
Weight

“Design is relationships.
Design is a relationship between
form and content.”—Paul Rand

Paul Rand: Conversations with Students
by Michael Kroeger

YAHOO! *Yahoo!* YAHOO! **yAHOO!** *yahoo!*

YAHOO! ***Yahoo!*** Yahoo! YAHOO! *Yahoo!*

yahoo! YAHOO! YahOO! YAHOO! *Yahoo!*

Yahoo! ***Yahoo!*** **YAHOO!** YAHOO! **YAHOO!**

YAHOO! *yahoo!* **Yahoo!** *Yahoo!* **Yahoo!**

YAHOO!

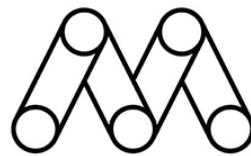
facebook **Linkedin**

MailChimp

flickr **Pinterest**

frog

twitter



mohawk

TED

IIDEO

facebook

Klavika

Linked in

Myriad Pro

You Tube™

Alternate Gothic No. 2

frog

Benton (modified)

vimeo

Black Rose

citibank

Interstate

twitter

Pico Alphabet

flickr

Frutiger

skype™

Helvetica Rounded



P

Path

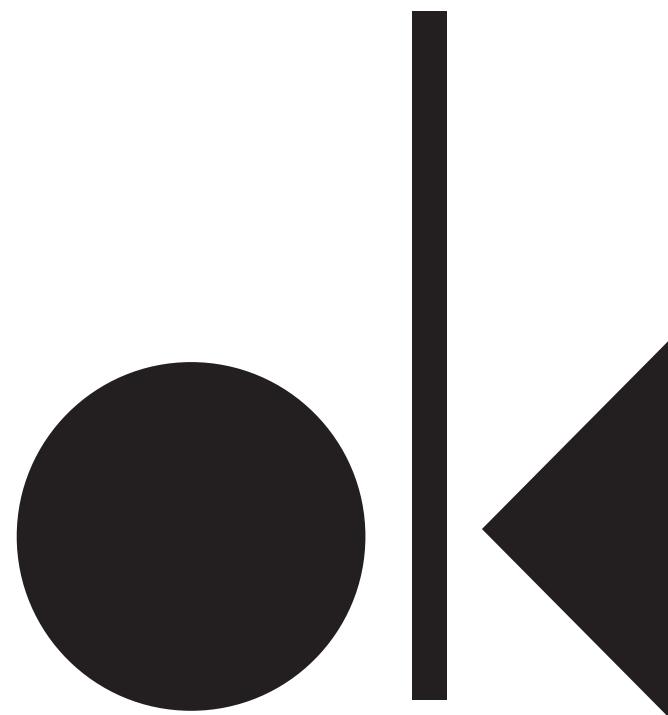
Pinterest

Phillies

But...

“A logo is not a brand,
unless it’s on a cow.”

Logo Design Workbook: A Hands-on Guide to Creating Logos
by Sean Adams, Noreen Morioka





OK Identity system

Designed by Jeffery Keedy

OK							
a	b	c	d	e	f	g	h
IK	*K	OK	ok	ok	OK	OK	OK
i	j	k	l	m	n	o	
IK	OK	OK	OK	OK	OK	OK	IK
p	q	r	s	t	u	v	
OK	ok	ok	ok	ok	ok	ok	
w	x	y	z	1	2	3	

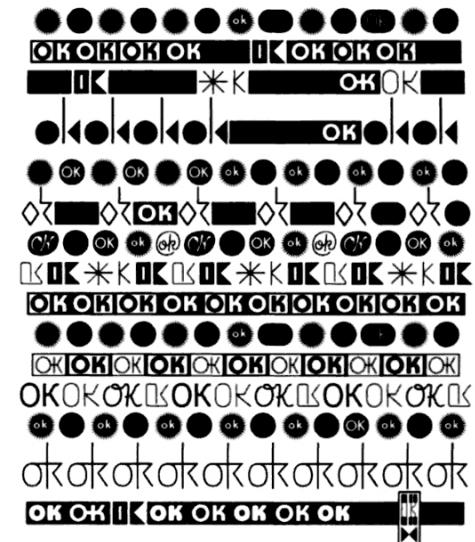
	8303 W. Third St.	Los Angeles, CA 90048	323-653-3501
4	A	B	C

okstore@aol.com	8303 W. Third St.	Los Angeles, CA 90048	323-653-3501
D	E	F	G

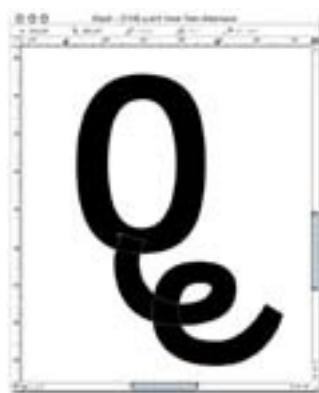
store@aol.com	8303 W. THIRD ST.	LOS ANGELES, CA 90048
H	I	J

323-653-3501	8303 W. THIRD ST.	LOS ANGELES, CA 90048
K	L	M

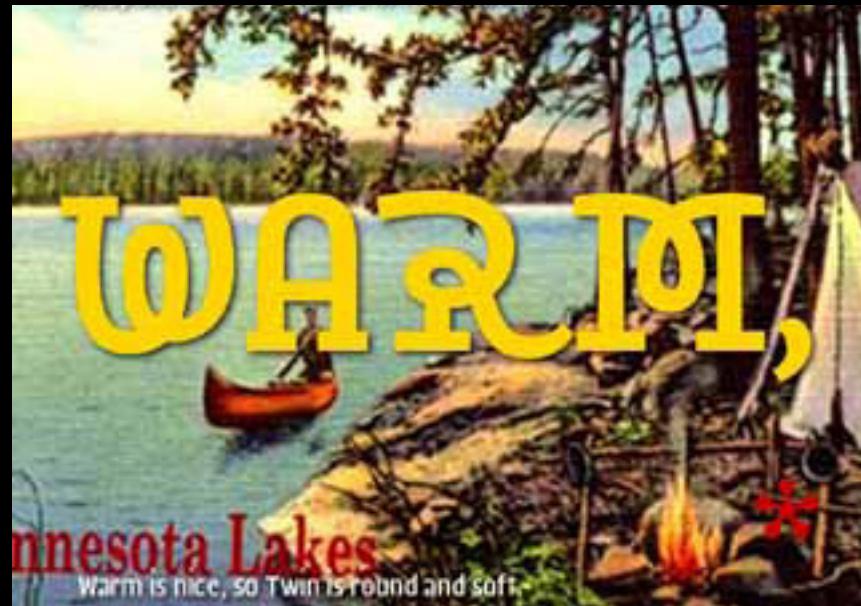
323-653-3501	
N	OK Logo font
O	



EE·aa·g·Fff·ji·pn·Ss·ll·qQ
St. Eden qualified
Social quants eat justified Liberties stern Et
Echoes Erstnile Public Footpath rednecia Fs.
danish tipografed lettError ijsje eten. Eh.
En hard roepen hoe daar is Lars en Paul, naa die luisteren natuurlijc helesaal niet, belli, naar dies.
EEFPSS·aabbccdeeffghijjilnopppqrstu·



Twin typeface for Metro Letters: A Typeface for the Twin Cities
University of Minnesota Design Institute, Minneapolis, Minnesota, 2003
by typographers LettError: Erik van Blokland & Just van Rossum



The image displays three characters from the Abf typeface. From left to right: a dot positioned above a square; a square containing a circle; and a square containing a dot.

*Abf Identity and typeface designed for l'Association des bibliothécaires,
Association of French Librarians, France, 2006
by Phillippe Appeloig*

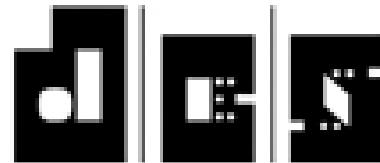
à á è ë ò ù
é ï ñ ã ÿ ñ
í ï ñ ñ ñ ñ
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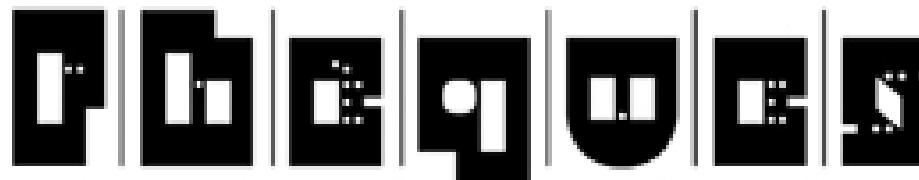
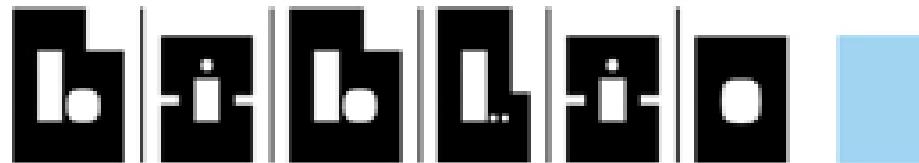
COLLOQUE INTERNATIONAL
SALON PROFESSIONNEL

ABF
55E CONGRÈS
11-14 JUIN 2009

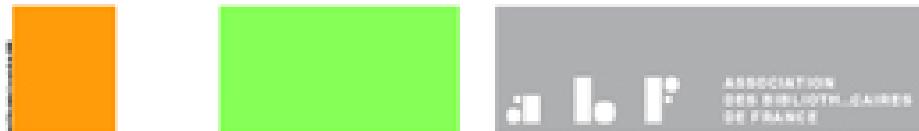


PARIS
PORTE DE VERSAILLES
HALL 5.1

USAGES
ESPACES
ARCHITECTURES



A | V | E | I | V | O | E



ASSOCIATION
DES BIBLIOTHÉCAIRES
DE FRANCE

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
Ø 1 2 3 4 5 6 7 8 9

*Bollywood typeface and printed matter designed for the
Musical theater in Paris 2007-2008 season
by Phillippe Appeloig*

Concert exceptionnel

Vendredi
30 Mai 2008
à 21h

Roy Hargrove

et RH Factor

invitent

MC Solaar

et Ron Carter

T. 01 40 28 28 40 / chatelet-theatre.com

châ
THEATRE
-te-
MUSICAL
let
DE PARIS

Festival de danse

CCN – Ballet de Lorraine

Bronislava Nijinska/
Teru Saarinen Hunt, Noces, Mariage
4 et 5 avril

Ballet d'Europe

Jean-Charles Gü Folavi, Mireille
8 et 9 avril

Ballet de Hambourg

John Neumeier Mort à Venise
16, 17, 18, 19 et 20 avril

Aterballetto

Mauro Bigonzetti War, Cantata
23, 24 et 25 avril

Compañía Nacional de Danza

Nacho Duato/
Tomaz Pandur Alas
12, 13, 14, 15 et 16 mai

T. 01 40 28 28 40 / chatelet-theatre.com

châ
THEATRE
-te-
MUSICAL
let
DE PARIS

Concert exceptionnel

Vendredi
30 Mai 2008
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Roy Hargrove

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invitent

MC Solaar

et Ron Carter

T. 01 40 28 28 40 / chatelet-theatre.com

châ
THEATRE
-te-
MUSICAL
let
DE PARIS

le premier opéra africain

création

Musique Zé Manel Fortes

Lumières Koulay Lamko

Direction artistique Waïs Diop

Direction musicale Massambou Wélé Diallo

Scénographie Jean-Pierre Leurs

Chorégraphie Germaine Acogny / Flora Théfaine

Lighting Jacques Rouveyrolles

Décors et costumes Oumou Sy

Bintou Wéré un opéra du Sahel

25, 26 et 27 octobre 2007 à 20h

T. 01 40 28 28 40 / chatelet-theatre.com

le premier opéra africain

création

Musique Zé Manel Fortes

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Direction musicale Jean-Pierre Leurs

Scénographie Jacques Rouveyrolles

Lighting Oumou Sy

Bintou Wéré un opéra du Sahel

25, 26 et 27 octobre 2007 à 20h

Taowu Regular Level 1

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

Taowu Regular Level 2

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

Taowu Regular Level 3

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

Taowu Outline Level 1

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

Taowu Regular Level 2

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

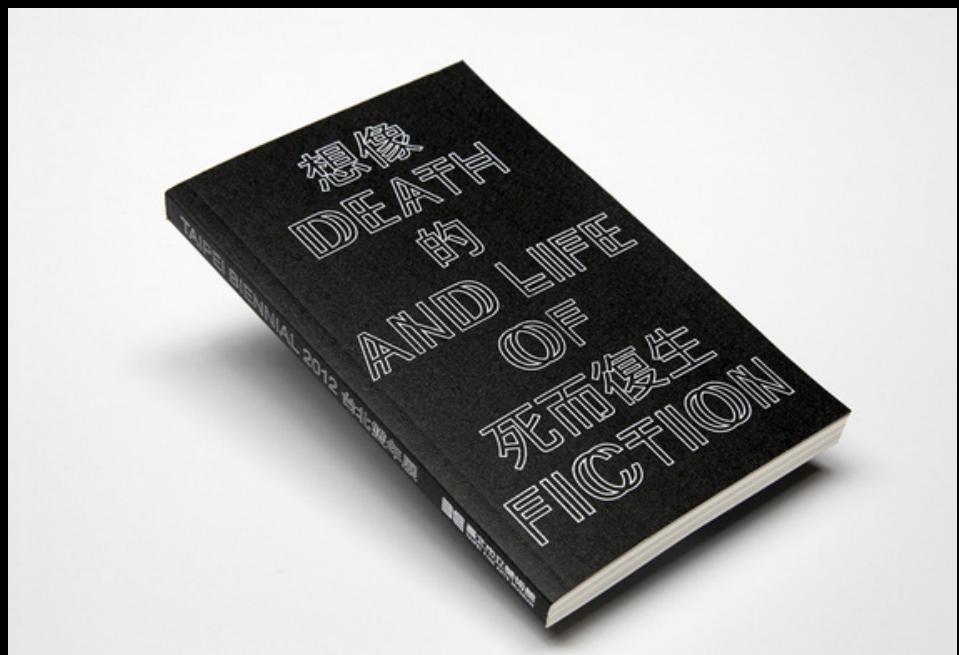
Taowu Regular Level 3

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

Typeface Taowu Sans created for the
Taipei Biennial, Modern Monsters/Death and Life of Fiction, 2012
by Zak Kyes, Zak Group

M M M M M M M O
O O O O O O O D
D D D D D D E E
E E E E R R R R R
R N N N N N N N

Typeface Taowu Sans created for the
Taipei Biennial, Modern Monsters/Death and Life of Fiction, 2012
by Zak Kyes, Zak Group



NM



Google wallet, and identity guidelines, 2012

Google design style:

Executive Creative Director: Chris Wiggins

Graphic Designers: Jesse Kaczmarek, Nicholas Jitkoff, Jonathan Lee, Andy Gugel

Guideline design:

Art Director / Team Manager: Christopher Bettig

Senior Graphic Designer / Project lead: Roger Oddone

Designers: Alex Griendlung, Christopher Bettig, Jefferson Cheng, Roger Oddone, Yan Yan, Zachary Gibson

Contributors: Web Studio, Brand Team, Creative Lab

Creating product icons: Typography

Google's pixel perfect typeface for small sizes

ABC



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
0 1 2 3 4 5 6 7 8 9

& [] { } | / \ < >
--- = + ÷ + × •
. : ; ' " ? ! @ # \$ %

Open Sans Semi Bold

AaBbCc

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
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
1 2 3 4 5 6 7 8 9 0



Creating product icons: Final asset proportions / Sizes

Marketing materials logo lockups: Typography / Colors



The typeface used for the entity name is Open Sans with -10 tracking according to the logo size the font weight changes:

Use Open Sans Light

When Google's logo width is greater than:

- For digital use



- For print



Use Open Sans Regular

When Google's logo width is smaller than:

- For digital use



- For print



Marketing materials logo lockups: Minimum size

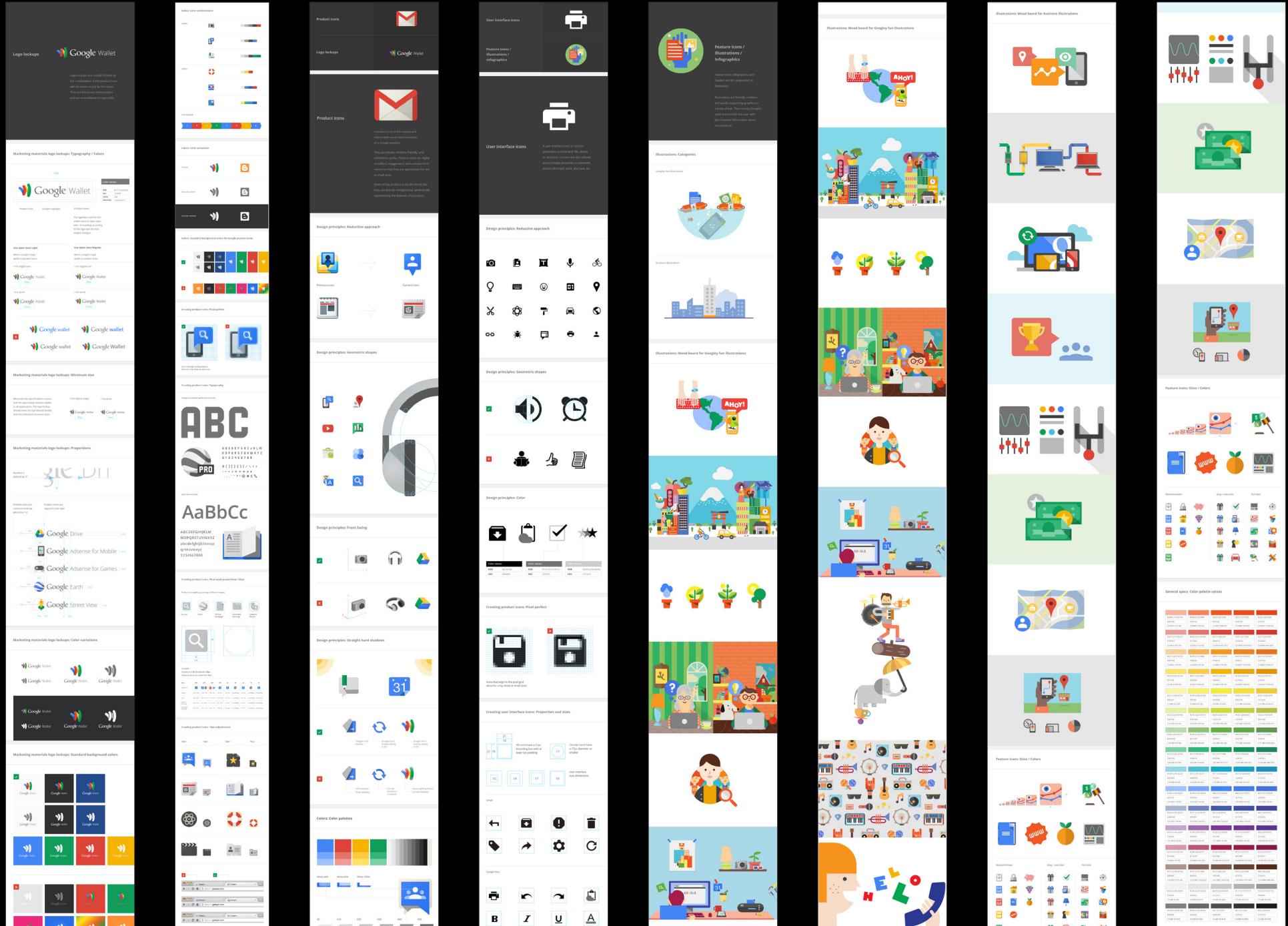
Minimum size specifications ensure that the logo lockup remains legible in all applications. The logo lockup should never be reproduced smaller than the indicated minimum sizes:

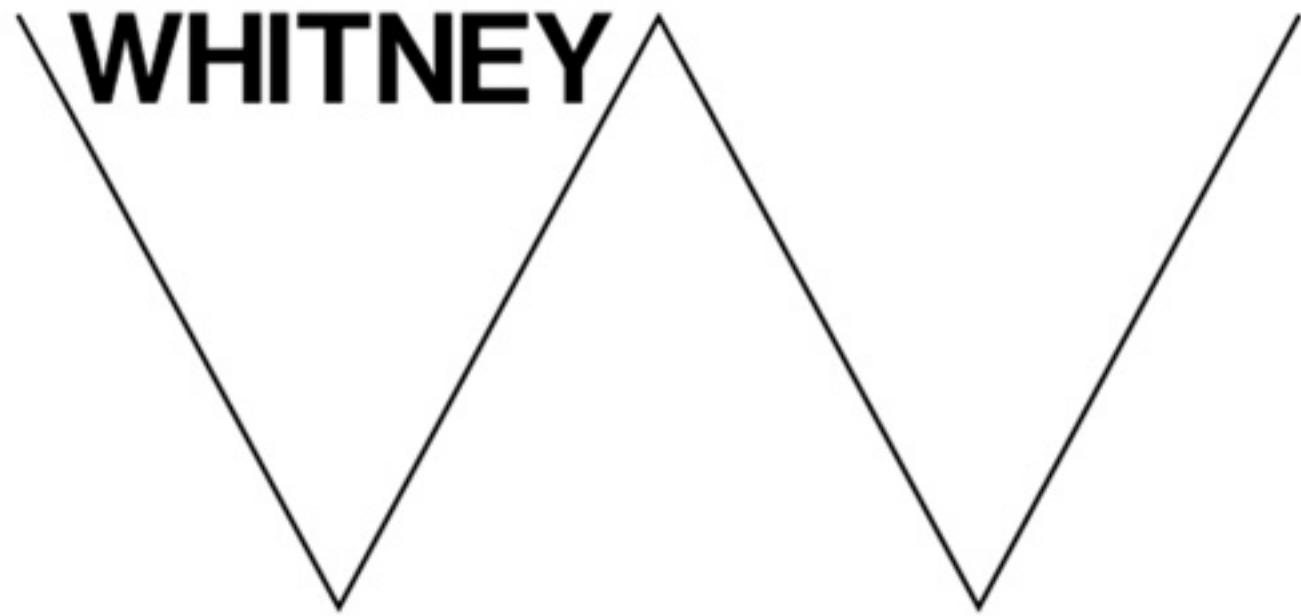
- For digital usage



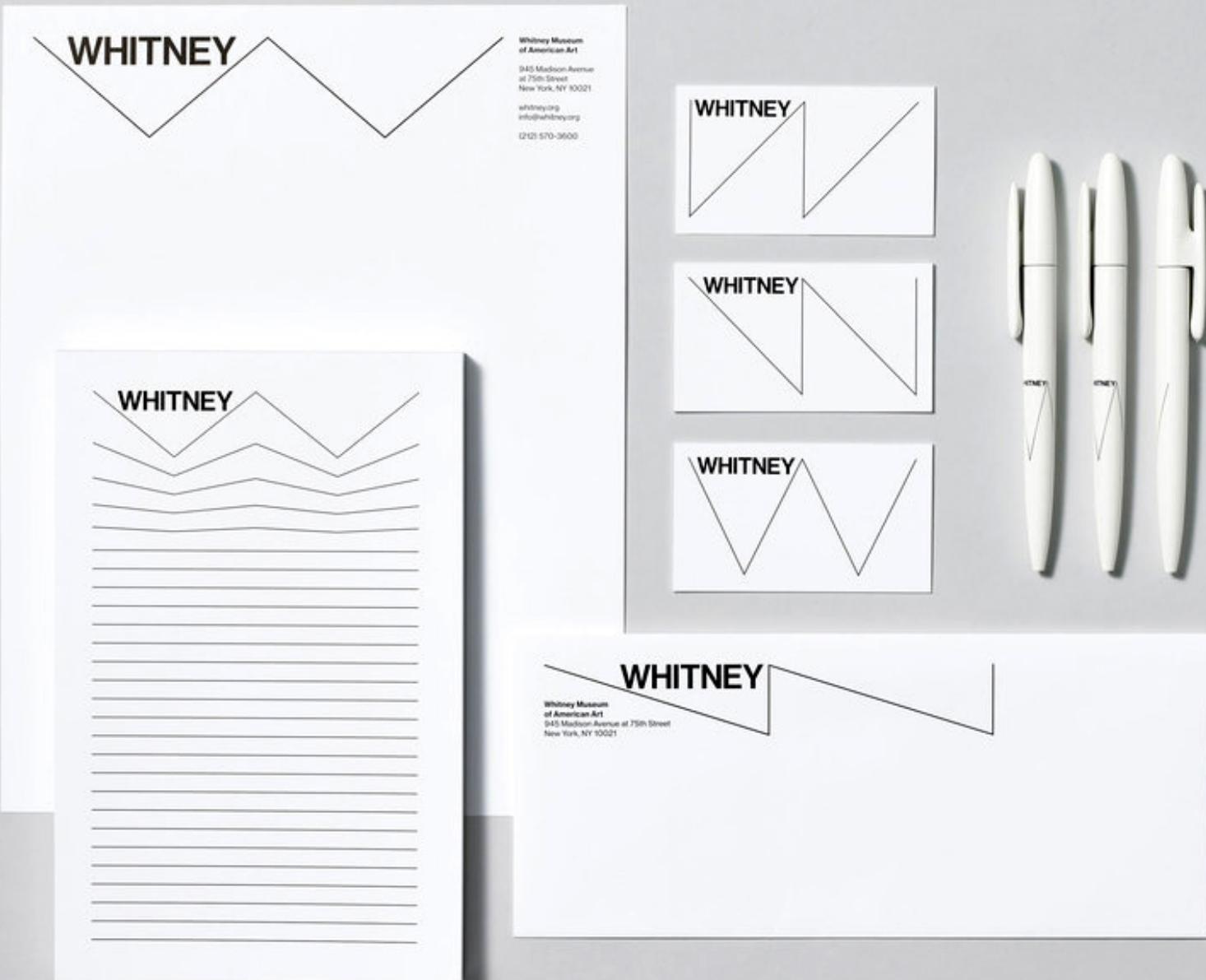
- For print







Whitney Graphic Identity for the Whitney Museum of American Art, 2013
by Experimental Jetset





WHITNEY MEMBER CALENDAR JUNE-JULY 2013

JUNE 2013

12	3	4	5
6	7	8	9
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	
25	26	27	28
29	30		

JULY 2013

12	3	4	5
6	7	8	9
10	11		
12	13	14	15
16	17	18	19
20	21	22	
23	24	25	26

WHITNEY MEMBERS DON'T MISS IT

JUNE/JULY 2013 ALSO ON VIEW

Robert Irwin: Social walls—Whitney Studio Club, 1961–62

David Hockney: The Angels through September 7, 2013

Waggon Brewing



Icons

The Responsive W

The easiest way to create the Whitney sign is by following these steps: first, draw the line in the available space. Then, kern and place the word 'Whitney' inside the line. And lastly, establish the exact line thickness.

1. Drawing the line

The corners of the line should have a 'inner linecap' (a point). This point should always be inside the grid, and not cross over it (no overshoot).

All narrower angles the point would become too sharp. In the 'stroke' settings, set the 'inner linecap' of the line to "4", so that the point is converted to a 'bevel joint' (an angled joint, please do not use round joints).

2. Typesetting

'Whitney' is set in Neue Haas Grotesk Display 65 medium. Track and kern according to settings below. When using Adobe InDesign, use metric kerning. Shown values are in 1/1000 of an em.

kerning: 0 -15 +5 +5 -15 +10
tracking: -20

3. Line thickness

The line thickness is 1/25th of the used font size (4%). If, for example, the size of the word 'Whitney' is set in 100 points, the thickness of the line is $100/25 = 4$ points. (Alternative: line width can also be calculated by dividing the stem width (width of T) by 3.625 - that's 27.5%.)

4. Placing the word 'Whitney'

The horizontal distance between the top and bottom-left points of the letter W makes distance 'a' as shown right. The distance between the bottom-right point of the letter Y to the line should be the same as 'a'.

Macro version:
Use this version only when the word 'Whitney' would otherwise become too small (e.g. on narrow banners or ads).

Started right

Regular version

Started left

Asymmetrical version

Emphasized version

To be used in specific cases, where 'Whitney' needs to match the size of other type (i.e. titles), or needs extra emphasis.

THE RESPONSIVE W

Whitney Museum of American Art

Chart of variations on the 'Responsive W'

Started right

Regular version

Started left

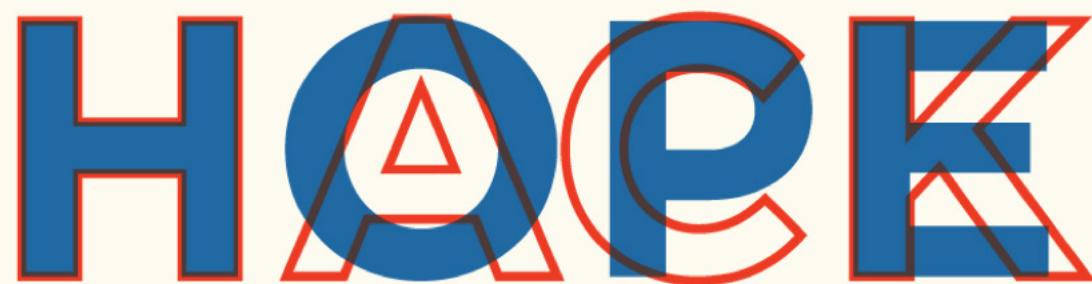
Asymmetrical version

Emphasized version

Experimental Jetset 2012/2013

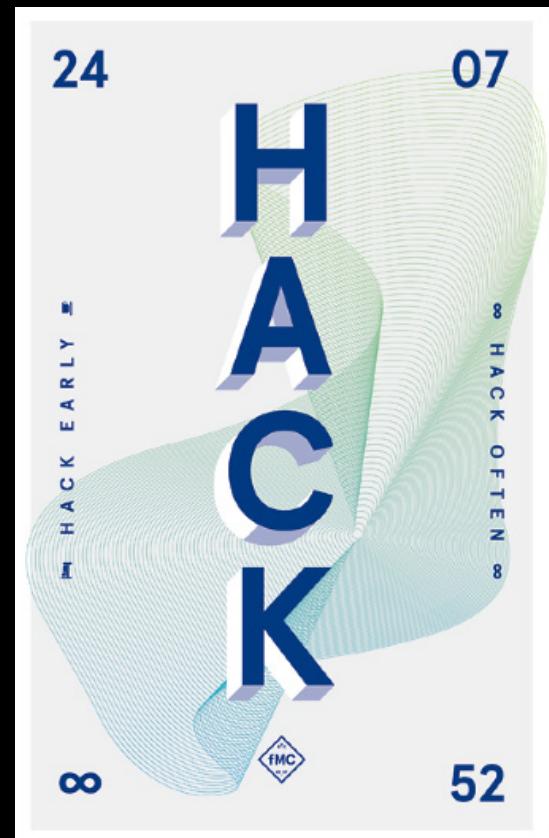
HACK

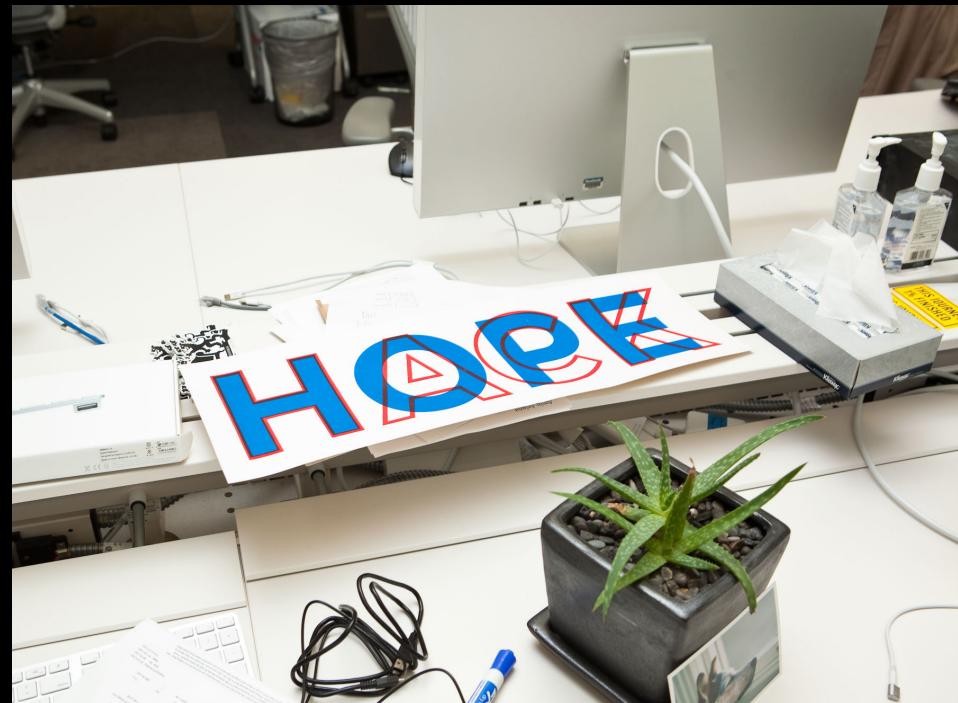
Facebook's Analog Research Laboratory, and Hack collateral, 2011-2013
by Ben Barry, Tim Belonax, and others

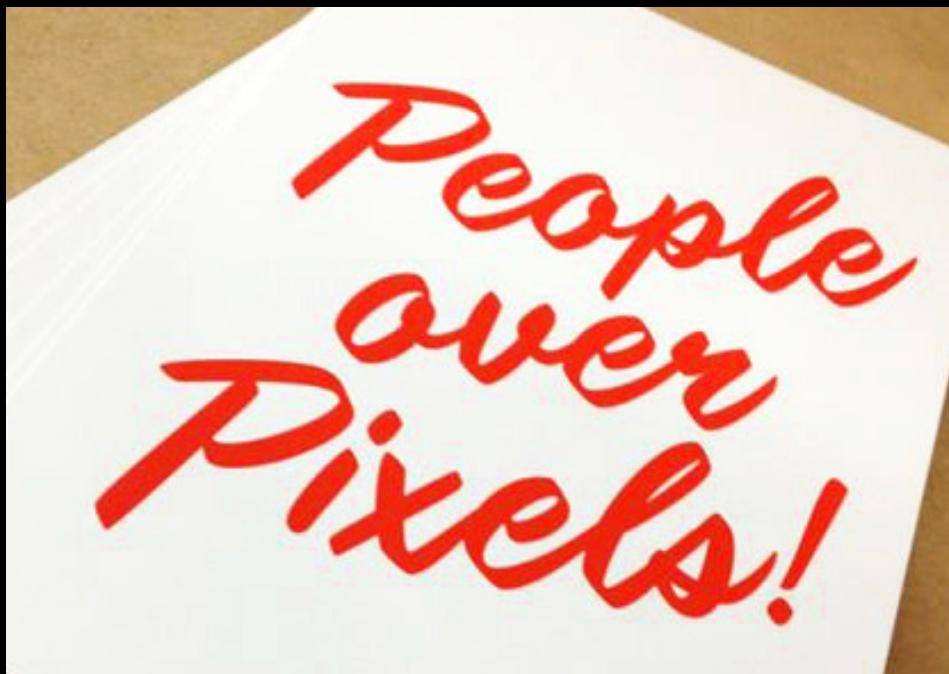


HOPE

President Barack Obama at Facebook April 20, 2011







**B U T H O W D O I G E T
I T O N T H E W E B ?**

www.fontshop.com/plugin/

FontShop. The W... FontShop. The W... Dashboard < Fon... Campaign Monitor FontFont it!

Font SHOP

[Log In](#) [HELP](#)

Fonts **Blog**

Category | Foundry | Designer | Custom Type | Free Fonts

SEARCH FOR FONTS...

BROWSE FONTS

- Category
- Family
- FontLists
- Foundry
- Designer
- Gallery

TOP FONTS

- New Fonts
- Bestsellers
- Popular
- Staff Picks
- Webfonts
- App Fonts

TYPE RESOURCES

- Plugin
- Education
- Glossary
- OpenType
- ID & Research
- Newsletter Archive

The FontShop Plugin Beta Now supports Adobe Creative Suite

Try FontShop fonts in Adobe® Creative Suite®

The free FontShop Plugin lets you preview any of our 150,000+ fonts, in the context of your own artwork in Adobe® Photoshop®, Adobe® Illustrator®, Adobe® InDesign®, or Adobe® Fireworks® (CS5, CS5.5 and CS6). This is a great new way to find the perfect typographic fit for your project.

Features:

- Supports Adobe Photoshop, Illustrator, InDesign & Fireworks
- Preview fonts in your document
- Search by name, designer or foundry
- Collect and tag favorite fonts

Watch the introductory video and read on for details on how to download, install and use the FontShop Plugin.

FREE DOWNLOAD

This is the **beta version**. We welcome your [feedback](#).

* FontShopPluginDemo.indd @ 100% beside your own artwork. And on your own desktop. Before buying. RGB/E. *

FontShop CS Plugin Beta from [FontShop](#) PLUS

System Requirements

- Adobe® Photoshop® CS5/CS5.5/CS6
- Adobe® Illustrator® CS5/CS6
- Adobe® InDesign® CS5/CS6
- Adobe® Fireworks® CS5/CS6
- An internet connection

fontfonter.com

Pin It FontShop. The W... FontShop. The W... Dashboard < Fon... Campaign Monitor FontFont it!

Bookmarklet
DRAG ME
to your Firefox, Chrome or
Safari bookmarks toolbar

FontFonter

Try Web FontFonts on any website.

Enter a website address...

http://

FontFont it!

Or check out...

The screenshot shows four examples of websites with their fonts replaced by Web FontFonts:

- ilovetypography.com**: The text "I LOVE TYPOGRAPHY" is displayed in a stylized font, with "in FF Meta / Meta Serif" below it. The author is NICK SHINN.
- behance.net**: The text "behance.net" is displayed in a clean, modern font, with "in FF DIN" below it. The author is NICK SHINN.
- twitter.com**: The text "twitter.com" is displayed in a blue, rounded font, with "in FF Dax" below it.
- google.com**: The text "google.com" is displayed in a blue, rounded font, with "in FF Pista" below it.

Search for a keyword or phrase...

HOME CODEX MAGAZINE SEARCH CONTACT FREE

I LOVE TYPOGRAPHY in FF Meta / Meta Serif Engaging contextuality BY NICK SHINN

Bēhance NETWORK™ The Creative Professional Platform behance.net in FF DIN Gallery Most Appreciated Projects // All Time

Twitter Discover what's happening right now, anywhere

SEARCH TOPICS Mick Jagger FDP Asamoah Gyan Felipe Melo FDP Ma

Google best typefaces

Everything Find, Try, Download

Images

Videos

FontShop | Find, Try, Download

Millions of typefaces. Browse by name, design, conversion, weblog and magazine. [W] www.fontshop.com/- Cached - Similar

Info

Web FontFonts are high quality, screen-optimized fonts designed specifically for web use. [Learn more »](#)

FontFonter uses custom CSS and other techniques to temporarily replace a site's font styles with Web FontFonts.

Current limitations

- FontFonter is intended for Web FontFont previewing purposes only.
- JavaScript, cookies, mobile browsers, Opera and Internet Explorer are not supported.
- FontFonter uses some HTML tricks that do not work on all sites.
Web FontFonts themselves do not share these limitations.
They work reliably on all websites when used via [WOFF/EOT files](#) or [Typekit](#).

Font Shop FontFonter was created by Tim Ahrens, [FontShop.com](#) and [FontFont.com](#). © 2010 FSI FontShop International.

www.subsetter.com

Pin It FontShop. The W... FontShop. The W... Dashboard < Fon... Campaign Monitor FontFont it!

Google

Contact About FAQ

Version: 1.0.1.248

FontFont Subsetter – Optimize your Web FontFonts in three easy steps. And all for free!



 UPLOAD A WEB FONTFONT
or grab free [FF Nuvo Web Medium](#) first



Reduce or customize your Web FontFont



Download the optimized Web FontFont

Web FontFonts speak many languages, but most of the time you only need a select few. Removing the letters you don't need can greatly reduce the font file size to make your websites faster, optimize bandwidth usage, and reduce high-traffic costs.

Our latest Web FontFonts also let you choose between two different number styles. [Read more...](#)

Don't know how to start? Find out how it works [here](#).

Tools



Online inspiration

Brand New	http://www.underconsideration.com/brandnew/
Design Observer	http://designobserver.com/
Type Directors Club	http://tdc.org/
Type for you	http://www.typeforyou.org/
Typography Served	http://www.typographyserved.com/
Type Radio	http://www.typeradio.org/
Incredible Types	http://incredibletypes.com/
Playtype	https://www.playtype.com/
Typographic Posters	http://www.typographicposters.com/
Fonts in use	http://fontsinuse.com/
FormFiftyFive	http://www.formfiftyfive.com/
Typographica	http://typographica.org/
duopixel	http://duopixel.ca/

Useful books on typography

The Elements of Typographic Style by Robert Bringhurst

Thinking with Type by Ellen Lupton

Typographie: A Manual of Design by Emil Ruder

Wolfgang Weingart: My Way to Typography

Grid Systems: Principles of Organizing Type by Kimberly Elam

Grid Systems / Raster Systems by Josef Müller-Brockmann

Type: A Visual History of Typefaces and Graphic Styles, Vol. 1

A few useful tools

A Designer's Guide to Webfonts

Erik Spiekermann's Typo Tips: Seven Rules for Better Typography

Figuring It Out: OSF, LF, and TF Explained

Helvetica: Complements and Alternatives

Licensing 101: Free Fonts Are Not Always Free

Meet Your Type: A Field Guide to Love and Typography

The Right Font for the Job: Type Selection: Beyond the Look of the Letter

Styles, Weights, Widths: It's All in the (Type) Family

Typeface Anatomy

The Typographer's Glossary: Common Type Terminology

What is OpenType?

thank you

