Typeface Design Brief

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Type Design Brief

Brief developed by dialog with client
(which might be yourself)

- Who is the client?
- Replacing existing typeface? Why? Like/dislike?
- Purpose: what's it for? (Function/content)
- Design category?
- Optimal Size Range?
- Media?
- # Styles?
- Character Set?
- Typographic Extras?

Resources & Links

Type Design Brief
http://www.quora.com/What-does-a-typical-brief-for-a-new-typeface-look-like

For better fonts.

http://www.fontlab.com/

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