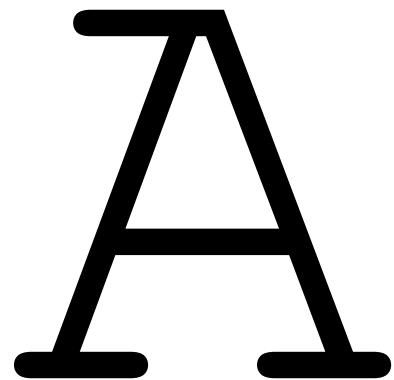


Tipografía **FONTS**

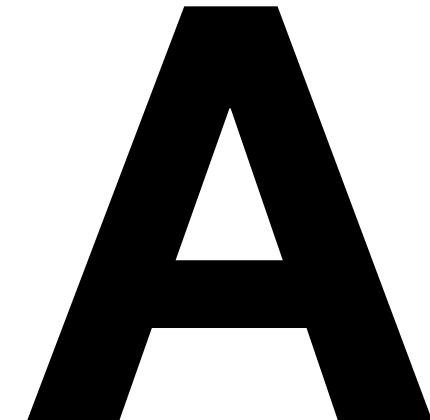
- Forma parte importante del diseño en general
- Existen variedad en cuanto a estilos para determinada función
- Pueden ser un arma de doble filo si no se determina su uso o condición
- Cada tipografía cuenta con una personalidad
- Puede llegar a dar personalidad una aplicación

Grupos tipográficos

Serif

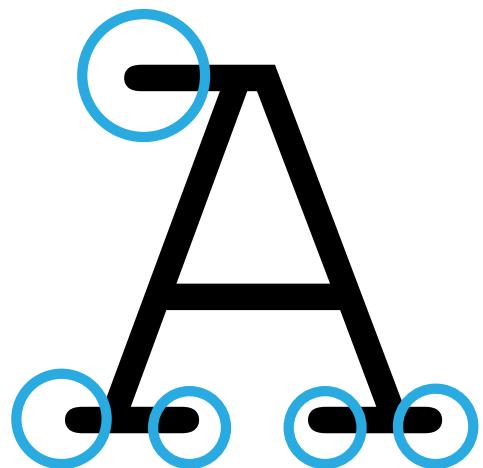
A large, bold black letter 'A' with traditional serif endings on its vertical stems.

San serif

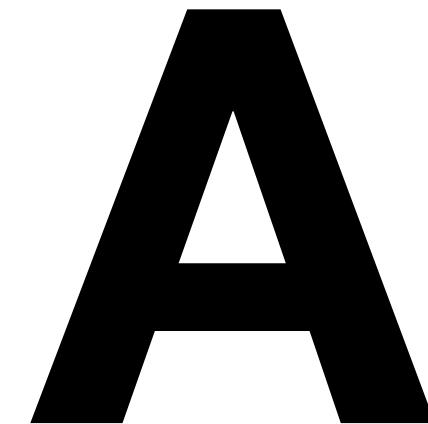
A large, bold black letter 'A' with a clean, modern sans-serif design, lacking traditional serif features.

Grupos tipográficos

Serif



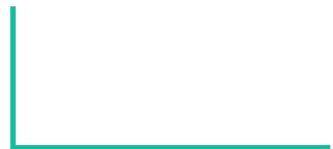
San serif



Grupos tipográficos ejemplos:

Serif

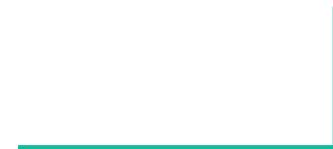
Forms and color
FORMS AND COLOR
Forms and color
Forms and color



informativo

San serif

Forms and color
Forms and color
Forms and color
Forms and color



Función Serif: Comprensivo

Forms and color

Forms and color

← Forms and color →

CLARENDON
CUT BY BENJAMIN FOX
FOR ROBERT BESLEY

This typeface was successful upon release as a display face with the booming advertising and printing industries of the nineteenth century. A revival in America during the 1920s proved it to be robust under the new demands of high-speed newspaper printing.

AT THE FANTASTIC IN LONDON
FANN STREET 1845 DURING THE INDUSTRIAL ERA

THE TYPEFACE THAT REFLECTS
THE HEARTY, STOLID, BLAND
& UNSTOPPABLE
ASPECTS OF THE BRITISH EMPIRE!

Besley and Company foundry's Clarendon (1842) is acknowledged as one of the first bold typefaces and was extensively imitated or pirated

MAIN DEFINING TYPE FEATURES

TRUNCATED/BRACKETED SERIFS
FAT BALL TERMINALS
LOW CONTRAST
CLASSIC ROMAN FORMS
THICK STROKES & THICK SLAB SERIFS
VERTICAL AXIS

The name Clarendon is used to describe many different cuts of type. Clarendon is the name of a whole genus of Victorian typefaces.

A B C D E F G H I J K L 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 n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & ! ? { } [] ()

A useful typeface that a printer can have are the Clarendons; they make a striking word or line either in a hand bill or title page. They will not overwhelm the other lines because they have been made with great care. Clarendons are distinct and striking as they possess a very graceful outline, avoiding on one hand the clumsy inelegance of the Antigue or Egyptian character. It is popular amongst printers unlike other faces that appear as ordinary Roman letter thickened by long use under the machine.

Besley tried to patent the typeface in 1853 by Hermann Eisener. This typeface remains a popular choice for over a century and many of today's most recognized logotypes are based on the Clarendon style. This type entered pop culture history in terms of use in certain noted environments. One being the wild west in North America in wanted posters. Other instances capture a circled look too. Clarendon-like fonts experienced another boost after the World War 2 during the economic boom.

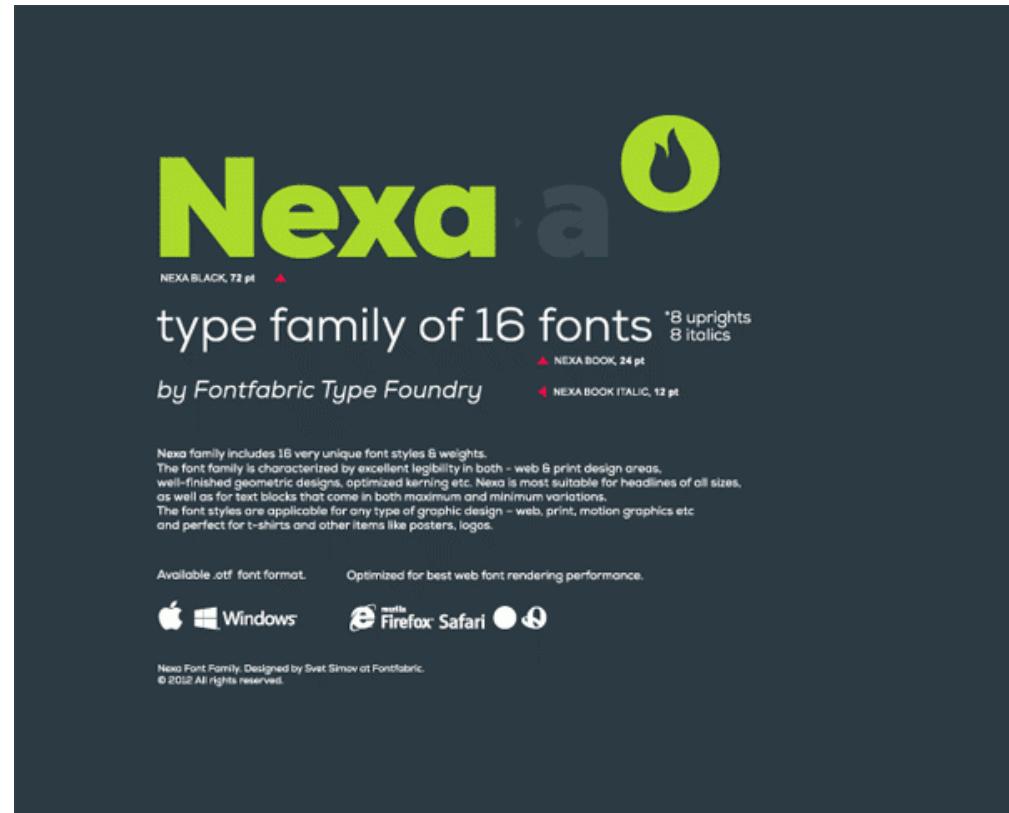
(Facilita el proceso de lectura y comprección)

Función San Serif :

Presenciales, representativos, significativos

Forms and color

Forms and color



(Sobriedad, neutralidad, formalismo, futurismo)

ESTILOS tipográficos ejemplos:

Forms and color

Forms and color

Forms and color

FORMS AND COLOR

forms and color

Forms and color

ESTILOS tipográficos ejemplos:

Hornswaggled
Lobster

DRIFTWOOD

BLACKOUT

Caviar
Dreams

kitchen police

Voltaire

Matchbook

Spicy Rice

TOP SECRET

Estéticos
de propósito
específico (**Marcas,**
reconocimiento instantáneo,
representación artística,
temáticos, etc.)

NO aptos como
para contenido

NO informativo

Personalidad de la tipografía :

Personalidad de la tipografía (Ejercicio):

**TOO LOUD?
TOO BAD!!**

Refinada



Caricaturesca

Steiner

Artistico

A B e D F G

Futurista

Personalidad de la tipografía (Ejercicio):

**TOO LOUD?
TOO BAD!!**

*Definitely
not fun*

Steiner

A B e D F G

Refinada

Caricaturesca

Artístico

Futurista

Personalidad de la tipografía (Ejercicio):

MODEKA

Moderno

Logo Design

Futurista

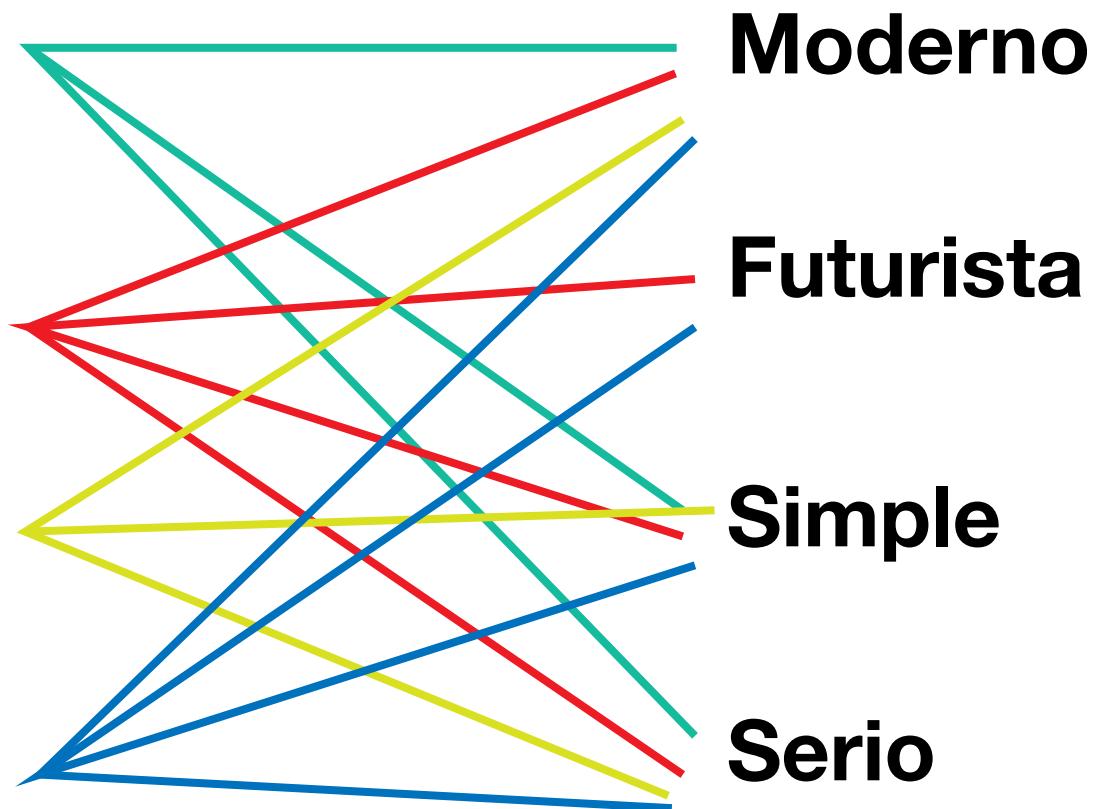
PHANTOM

Simple

NOIR VÉ

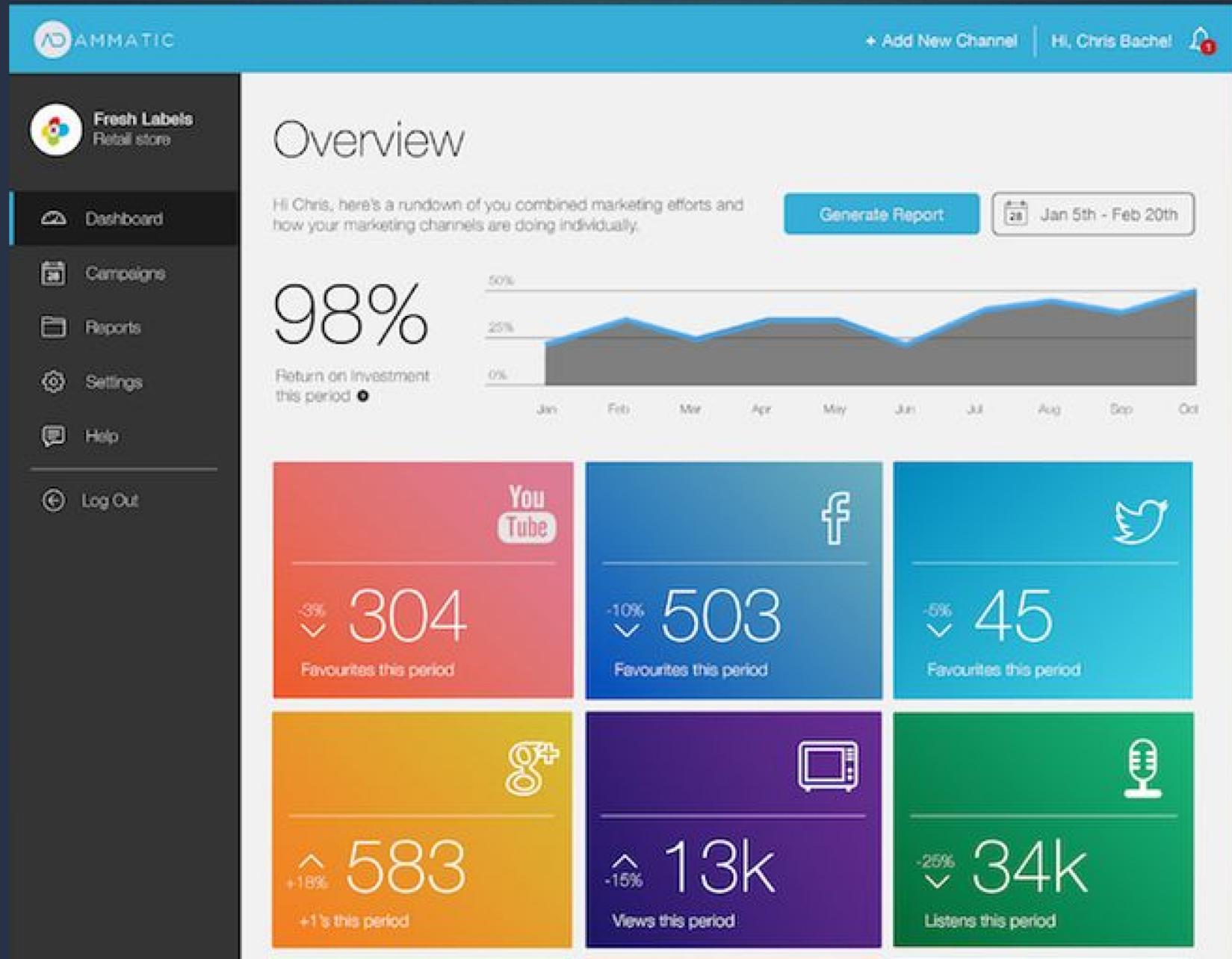
Serio

Personalidad de la tipografía (Ejercicio):



En Software: San Serif (Recomendable)

Simple
Amigable
Seria
moderna



Familia tipográfica :

Familia tipográfica:

Roboto Thin

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

Roboto Thin Italic

Roboto Light Italic

Roboto Italic

Roboto Medium Italic

Roboto Bold Italic

Roboto Black Italic

Presencia en estilos tipográficos:

gordo

flaco

GRANDE

PEQUEÑO

Largo

Corto

Presencia en estilos tipográficos:

GRANDE
gordo

Largo
flaco

PEQUEÑO
Corto

Presencia en estilos tipográficos:

GRANDE

gordo

Largo

flaco

PEQUEÑO

Corto

PEQUEÑO

flaco

Corto

gordo

Largo

GRANDE

Presencia en estilos tipográficos:

GRANDE
gordo

Largo
flaco

PEQUEÑO
Corto

PEQUEÑO

flaco
Corto
gordo
Largo
GRANDE

PEQUEÑO

flaco
Corto
gordo
Largo
GRANDE (Tracking)

Visualizar el equilibrio (peso/fuerza)

Display 4

Light 112sp

Display 3

Regular 56sp

Display 2

Regular 45sp

Display 1

Regular 34sp

Headline

Regular 24sp

Title

Medium 20sp

Subheading

Regular 16sp (Device), Regular 15sp (Desktop)

Body 2

Medium 14sp (Device), Medium 13sp (Desktop)

Body 1

Regular 14sp (Device), Regular 13sp (Desktop)

Caption

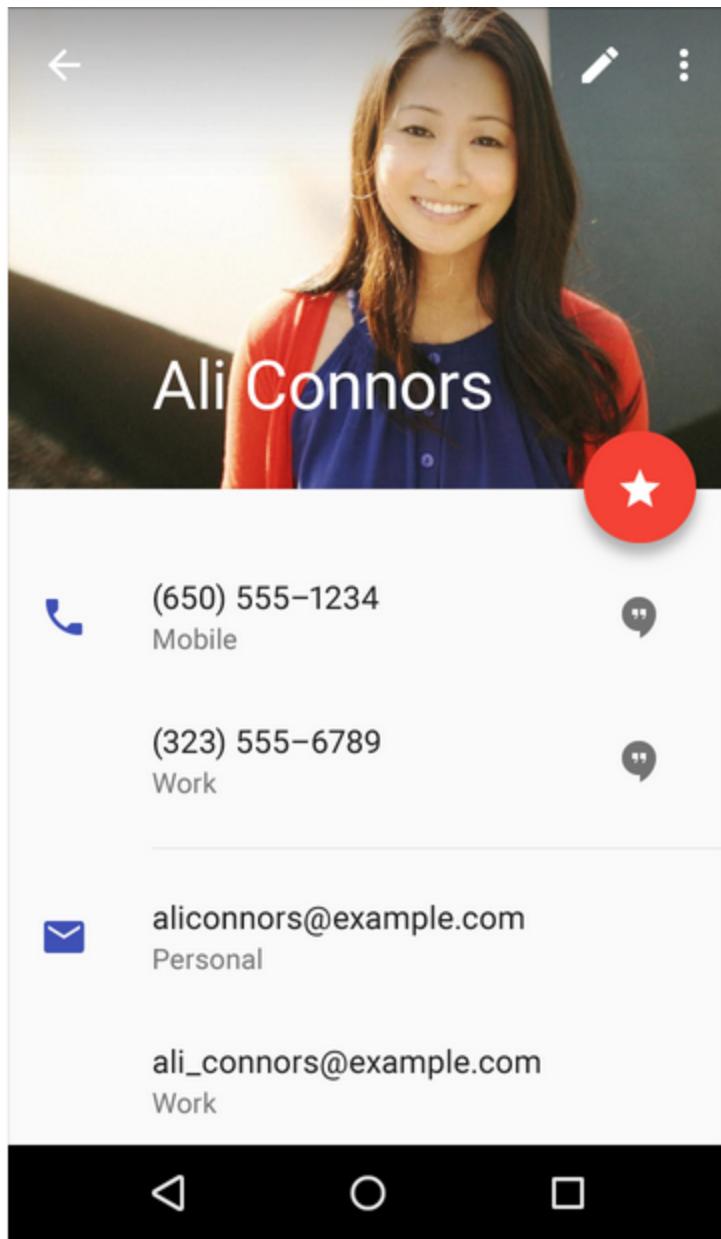
Regular 12sp

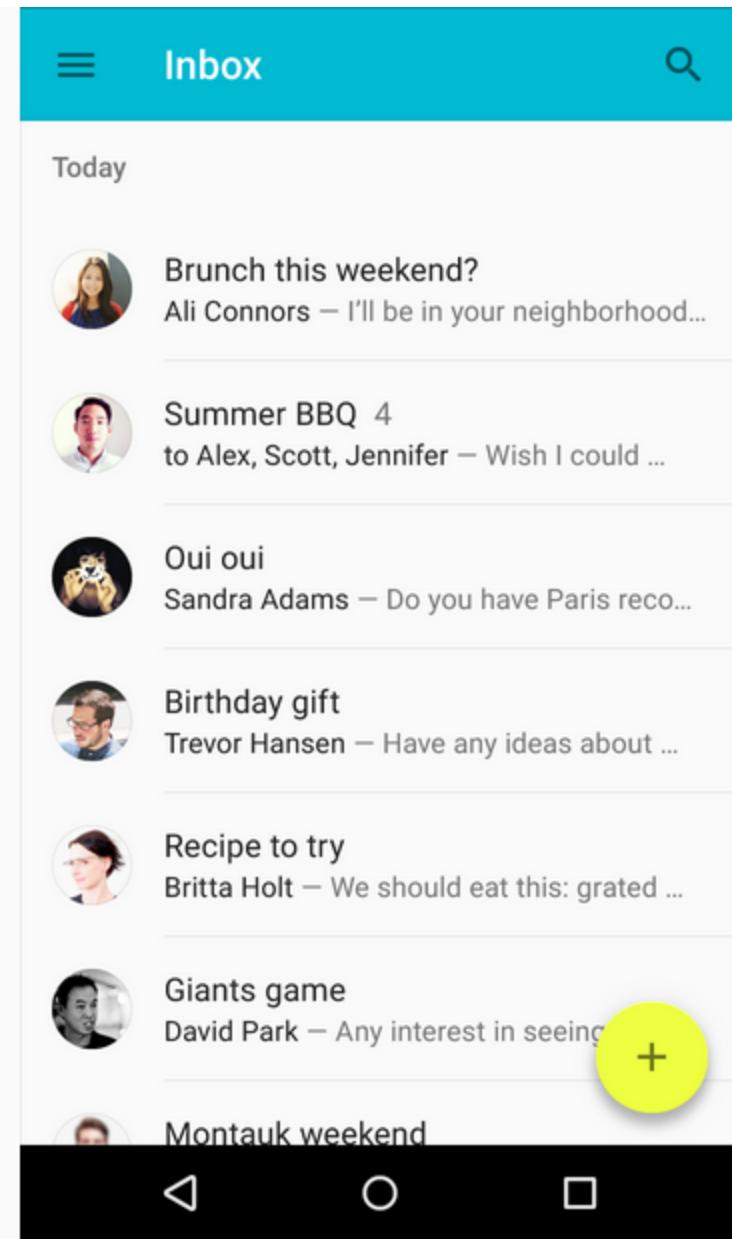
Button

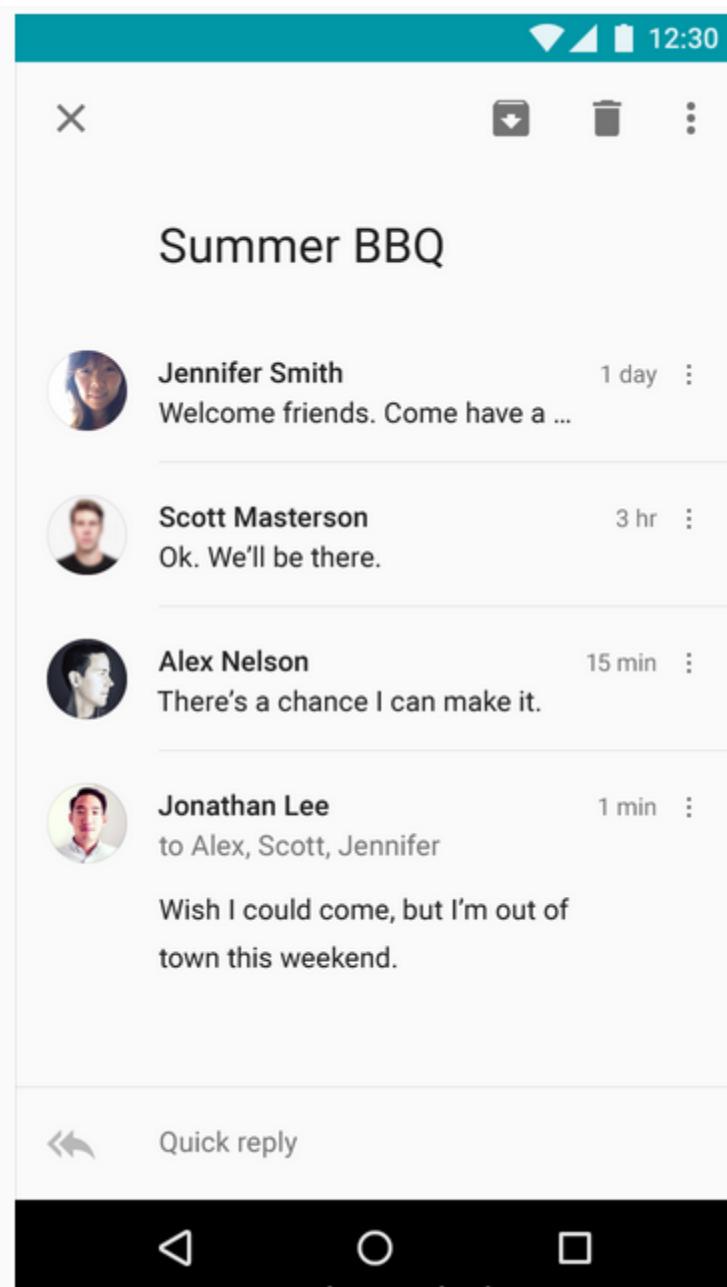
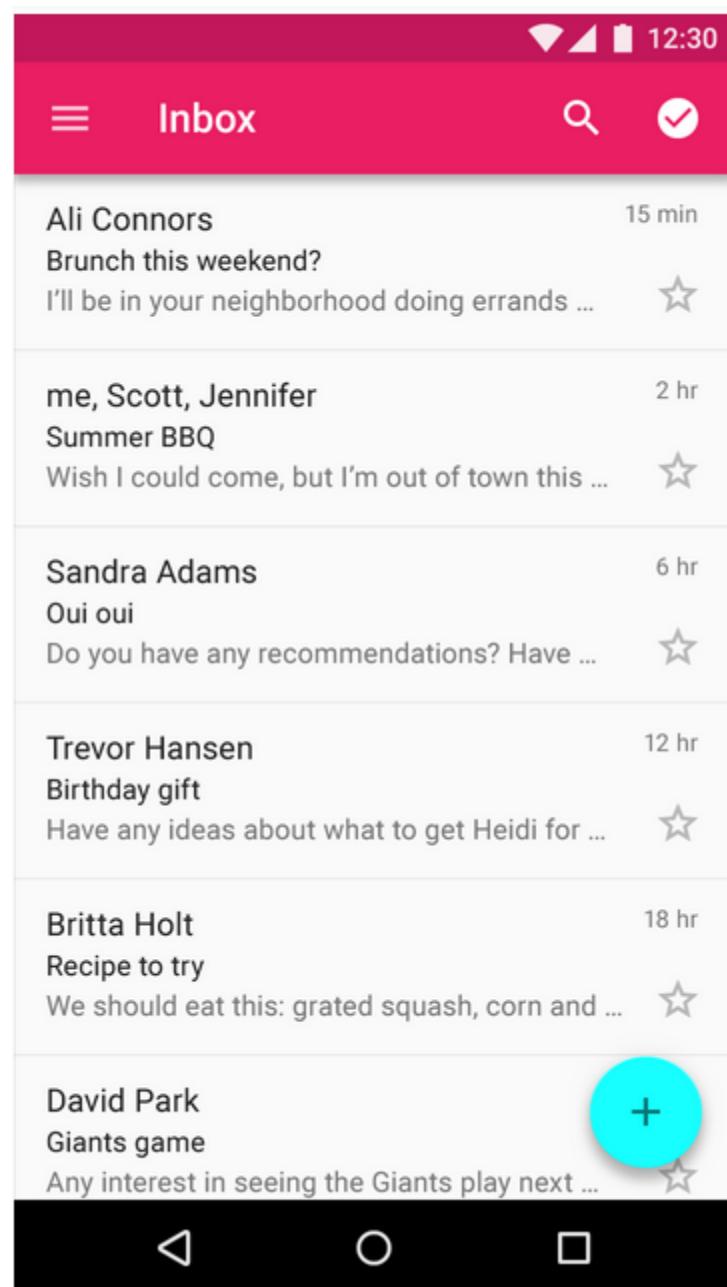
MEDIUM (ALL CAPS) 14sp

Contraste y orden gerarquico:

Display 4	Black 54%
Display 3	Black 54%
Display 2	Black 54%
Display 1	Black 54%
Headline	Black 87%
Title	Black 87%
Subheading	Black 87%
Body 2	Black 87%
Body 1	Black 87%
Caption	Black 54%
Menu	Black 87%
Button	BLACK 87%



- 
- The inbox screen shows a list of messages:
- Brunch this weekend?**
Ali Connors — I'll be in your neighborhood...
 - Summer BBQ** 4
to Alex, Scott, Jennifer — Wish I could ...
 - Oui oui**
Sandra Adams — Do you have Paris reco...
 - Birthday gift**
Trevor Hansen — Have any ideas about ...
 - Recipe to try**
Britta Holt — We should eat this: grated ...
 - Giants game**
David Park — Any interest in seeing ...
 - Montauk weekend**
- A yellow circular button with a plus sign is located in the bottom right corner of the inbox screen.



Headline 1 (h1)

Din - Ultra Light 60 px (tracking -3.6 px)

Headline 2 (h2)

Din Next Lt Pro - Medium 35 px (tracking -1 px)

Title (h3)

Din Next Lt Pro - Light 35 px (tracking -1 px)

Subhead (h4)

Din Next Lt Pro - Regular 30 px (tracking -0.75 px)

Body

Din Next Lt Pro - Light 25 px (tracking -0.75 px)

Menu

Din Next Lt Pro - Regular 20 px (tracking 0 px)

Sub-menu/Dialogues

Din Next Lt Pro - Light 20 px (tracking 0 px)

Caption

Din Next Lt Pro - Light 18 px (tracking 0 px)

Din Next Lt Pro - Regular 14 px (tracking 0 px)

Din Next Lt Pro - Regular 16 px (tracking 0 px)

Din Next Lt Pro - Regular 14 px (tracking 0 px)

Din Next Lt - Regular 12 px (tracking 0.25 px)

interlineados y párrafos :

CARACTERES POR LÍNEA

Lorem ipsum delur

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. magnis dis parturient montes.

50

Optimo

En una diagramación por columnas promedio se recomienda usar un rango de 45 a 55 caracteres por línea, esta ayudara facilitar la legibilidad y su propósito como contenido de texto, sin ser "pesada" a la vista.

Donec quam felis

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo liula
eget dr. Aenean massa.

penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec idiculus
mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis,

75

Bueno

Rango de 70 a 80 caracteres por línea en cada columna, es considerado un grado optimo para su función como contenido de texto.

Lorem ipsum delur

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis
natoque enatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nequis,

Aenean commodo ligula eget dolor. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis
dis turient montes, nascetur ridiculus mus. Donec quam felis, ul

+80

Malo

CONSEJOS PARA SELECCIONAR UNA BUENA **FONTS**

- Verifica la legibilidad de caracteres (Aa Oo)
- Verifica que puedas usar caracteres como Ññ y acentos en tu familia tipográfica
- Verifica los formatos o extención de la familia tipográfica (OTF,TTF, etc)
- Verifica su funcionalidad en diferentes navegadores
- Procura usar una fuente no menor de 8 pt. como tamaño minimo (7pt caso extremo) (**DESKTOP**)
- Verifica sus **licencias de uso**
(las galerias con OFL son las mas recomendables)