

Font Naming

By Andy Clymer for Type@Cooper, July 2014

1) Start by making a decision about how your family will be style linked and then fill out the General Identification section of the Font Info.

a) Naming without style linking

Each style will show up sorted correctly in the font menu, but you won't be able to link to another style with the "B" Bold or "I" Italic buttons when they're available.

Font Info: General: Identification

- Family Name — The full family and style name, "Superfont Regular" or "Superfont Black Italic"
- Style Name — Always use "Regular" in this case, even if it's the Italic or Bold Italic style
- Style Map Family Name — Make this the same as the Family Name
- Style Map Style — Always use "Regular" even if it's the Italic or Bold Italic

b) Italic style linking only

Recommended for larger families where every weight has a Regular and Italic style, but there are too many weights to choose which one should be linked to as Bold with the "B" button. Only the Italic will link with the "I" button.

Font Info: General: Identification

- Family Name — Include the name of the weight but not "Regular" or "Italic", for instance "Superfont Bold" is the Family Name for both the Bold and Bold Italic
- Style Name — Use only "Regular" or "Italic" no matter what the weight is, in this case the "Bold" would be "Regular" and the "Bold Italic" would be "Italic".
- Style Map Family Name — Make this the same as the Family Name
- Style Map Style — Make this the same as the Style Name

c) Bold and Italic style linking

Only recommended if you have only the four basic styles — Regular, Italic, Bold and Bold Italic. This will link all four of these styles with the "B" Bold and "I" Italic buttons in an application's interface.

Font Info: General: Identification

- Family Name — Only the family name and no weight name, unlike the other examples. "Superfont"
- Style Name — Use "Regular", "Italic", "Bold" or "Bold Italic"
- Style Map Family Name — Make this the same as the Family Name
- Style Map Style — Make this the same as the Style Name

One major note:

There is a limit to the maximum length that some of these naming fields in the General section can be and RoboFont won't give you a warning when you go over the limit. But, as long as you keep the total number of characters in a combination of the "Family Name" and "Style Name" to a maximum of 28, you'll be fine. However, when we get to the Preferred names in the next section you're free to use more characters.

2) Then, no matter which choice you made above, finish off the other naming fields as follows:

Font Info: OpenType: name Table

- Preferred Family — Change this to be only the family name and to not include the weight name, "Superfont"
- Preferred Subfamily — Change this to be the style name, like "Bold" or "Black Italic"
- Compatible Full Name — Leave this default
- WWS Family Name — Leave this blank
- WWS Subfamily Name — Leave this blank

Font Info: OpenType: OS/2 Table

- usWidthClass — Choose the correct width name
- usWeightClass — The standard calls for a weight value between 100 and 1000, but it's better to choose values between 500 and 1000

Font Info: PostScript: Identification

- FontName — Leave this default
- FullName — Leave this default
- WeightName — Choose a weight name from the following:
 - UltraLight, Thin, ExtraLight, Light, Book, Regular, Normal, Medium, DemiBold, SemiBold, Bold, ExtraBold, Heavy, Black, Ultra, UltraBlack, Fat, ExtraBlack