

PRACTICAL. TYPOGRAPHY

**Typography is the
vector of written
communication**

Chey girl

HEY GIRL

WARNING

Tenderness

**special
offer**

Black Metal



black metal recording studio

Akelyi

AKELCYI

**Fonts have different
cultural meanings**

**UNDERSTAND
the visual language
you need to use**

**OBSERVE
what is used
in that field**

Garamond

Futura

Gill Sans

Bodoni

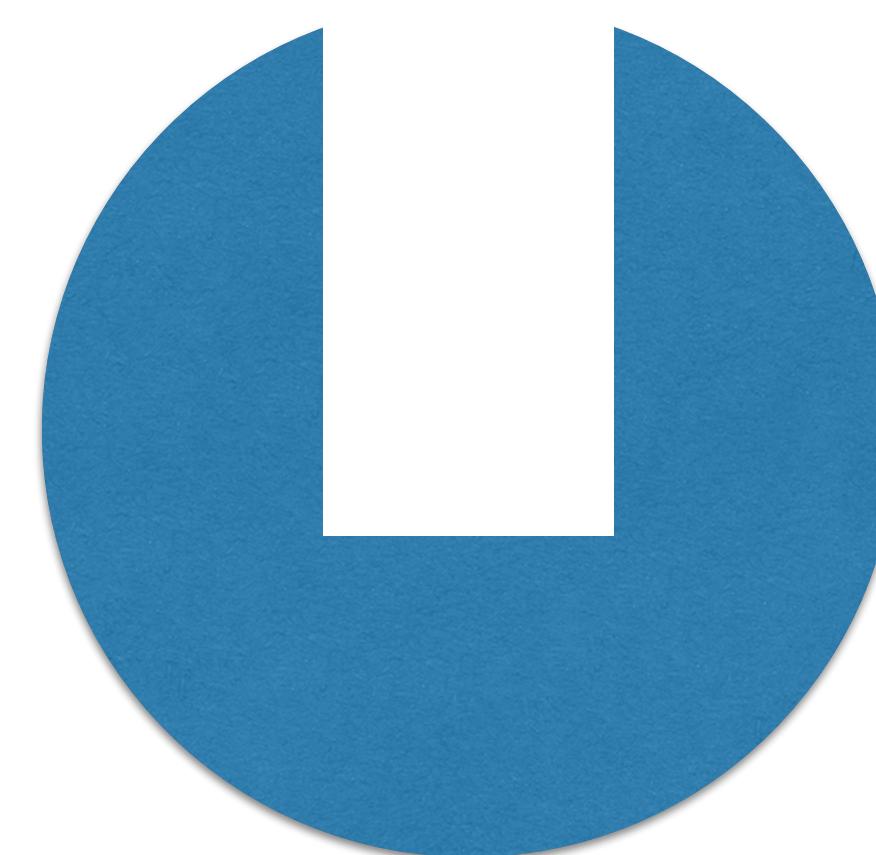
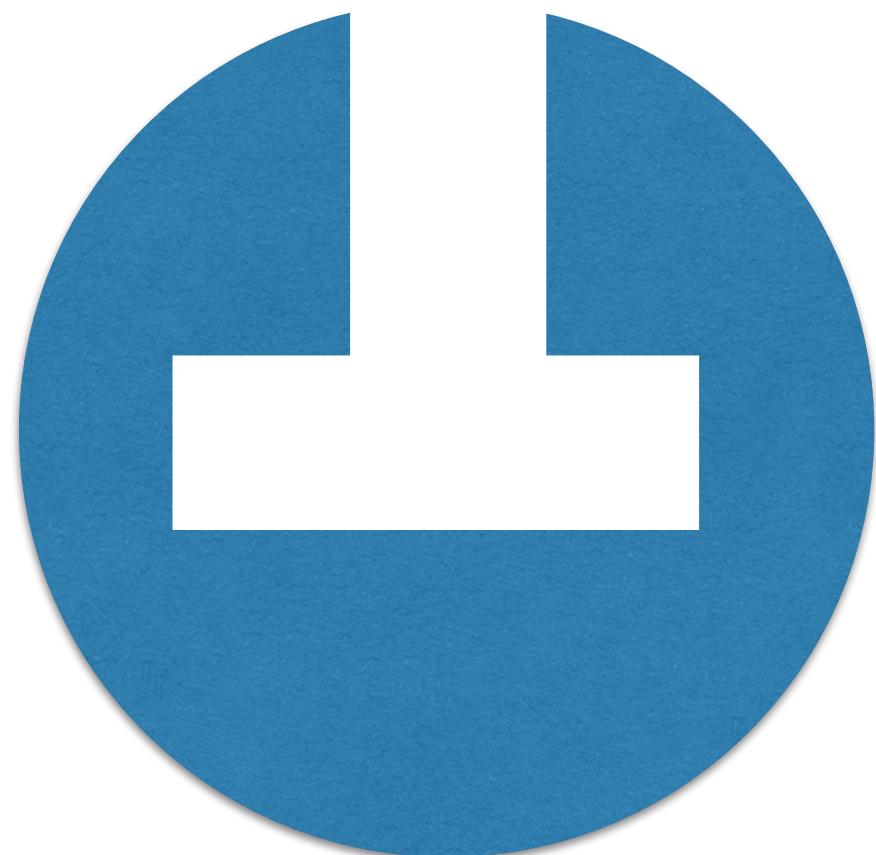
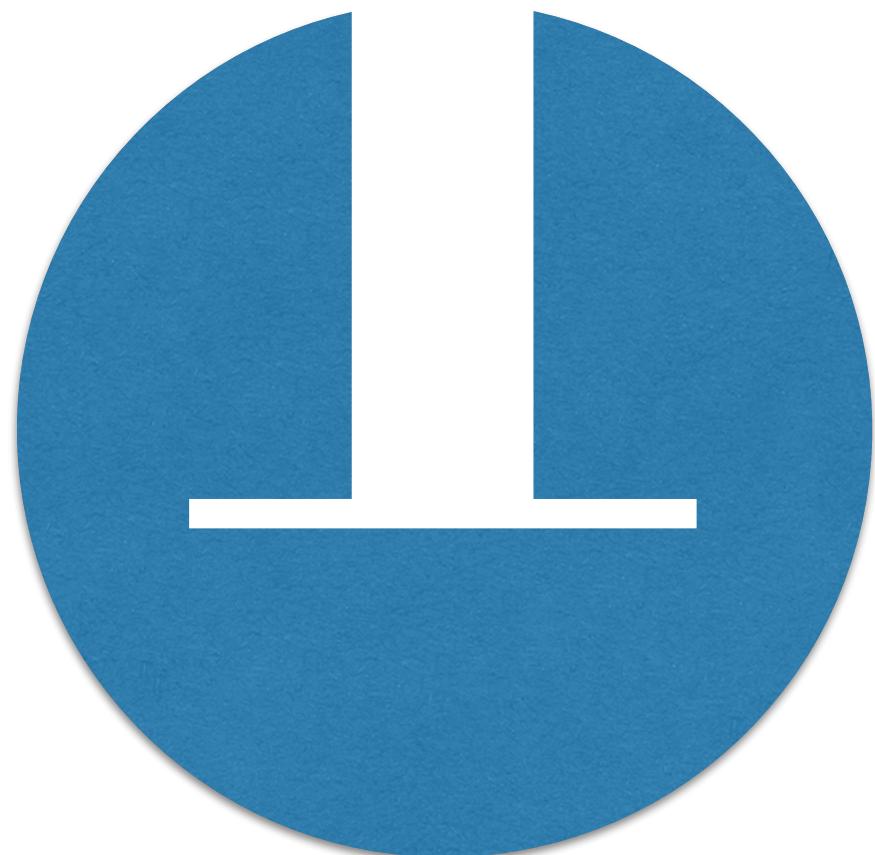
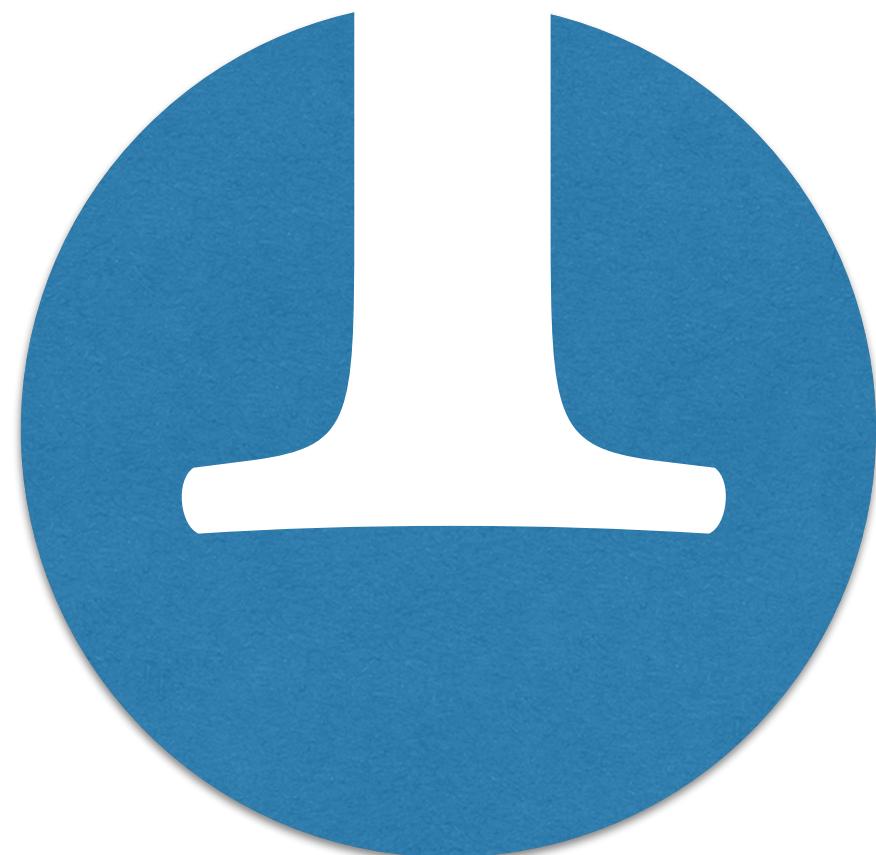
THIBAUDEAU CLASSIFICATION

g1

g1

g1

g1



Father Christmas. Santa Claus. Or as I've always known him: Jeff. Annihilate? No. No violence. I won't stand for it. Not now, not ever, do you understand me?! I'm the Doctor, the Oncoming Storm - and you basically meant beat them in a football match, didn't you? *Insistently* Bow ties are cool! Come on Amy, I'm a normal bloke, tell me what normal blokes do! You know when grown-ups tell you 'everything's going to be fine' and you think they're probably lying to make you feel better? I am the last of my species, and I know how that weighs on the heart so don't lie to me!

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I love lamp

I love lamp

**Prefer serif fonts
for longer texts**

Don't use thin fonts

**They're overused
and hard to read**

You can be
distinctive without
being tacky

NOPE

NOPE

נוֹפֵה

Nope

nope

Nope

Nope

Nope

MAYBE

Technology

Chocolate Cookies

OMG! COMICS!

HEY KIDS

casual fashion

**Don't get typefaces
from DaFont**
Seriously, they're the worst

676 font families shown

[Word](#) [Sentence](#) [Paragraph](#) [Poster](#)Preview Text: Grumpy wizards make toxic brew for the Size: 28 px Sorting: Popularity

Filters:

[All categories](#) [Thickness](#)[Slant](#)[Width](#)

Script:

[Latin](#) [Reset all filters/search](#)

Styles:

[Show all styles](#)

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

[Open Sans, 10 Styles by Steve Matteson](#)[Add to Collection](#)

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

[Roboto, 12 Styles by Christian Robertson](#)[Add to Collection](#)

Normal 400

Grumpy w

[Oswald, 3 Styles](#)

Google Fonts

[Add to Collection](#)

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

an easy-to-use format. Here are some of our favorites.

Source Sans Pro AaBbCcDdEeFfGgH

Source Sans Pro Adobe 12 Styles DOWNLOAD OTF

NEKA RUST ABCDEFHIJ

Nexa Rust Fontfabric 5 Styles DOWNLOAD OTF (OFFSITE)

Open Sans AaBbCcDdEeFfGgHhlij

Open Sans Ascender Fonts 10 Styles DOWNLOAD TTF

Questa AaBbCcDdEeFfGgHhIiJjKkL

Questa The C DOWNLOAD TTF

Fira Sans

Fira Sans Modern DOWNLOAD TTF

Corbert AaBbCcDdEeFfGgHhlij

Corbert The Northern Block 2 Styles DOWNLOAD OTF (OFFSITE)

FONT LISTS

Recently Added

Most Popular

Hot Today

Hot Web Fonts

Almost Free

Tags

Classifications

Languages

Foundries

FIND FONTS

CLASSIFICATIONS

Display 264

Sans Serif 217

Serif 121

Handdrawn 60

Script 54

Slab Serif 37

Retro 35

Dingbat 33

TAGS

Paragraph 372

Display 244

Oblique 135

Headings 117

Casual 109

Sans Serif 109

Bold 84

Calligraphic 80

Contemporary 79

Pro 77

Range 77

Stressed 74

Caps 73

rough 72

Decorative 69

Elegant 68

Serif 67

Show More Tags

▼ FONT FILTER

Bree Serif Regular & Italic

Bree Serif Regular & Italic

Date
October 2013
Font
Bree Serif

Two of Bree Serif styles,
Regular and Italic, are free
of charge.

 LEARN MORE

Abril Fatface

Abril Fatface

Date
February 2012
Font
Abril

The free fatface style is
part of a larger typefamily
inspired by 19th century
type.

 LEARN MORE



Birdy

Date
February 2012

A contemporary take on
blackletter, inspired by a
beer label lettering in
Toulouse.

At TypeTogether we make
sure that tailored typeface
projects are developed on
solid foundations, based on
the client's brief, targeted
research and close
collaboration with all the
involved parties (advertising
agencies, software developers
and language advisors, to
name just a few). Please
consult us to discuss and
specify needs.

Custom typeface

**Revival or reinterpretation
of historic typeface**

Extension of character set

Language support

**Production of cross
platform fonts**

Format conversion

**Optimisation for
usage**

League Spartan.

This version missed the boat.

The counter in the alternate version of the capital Q was just a little too round, and we had to scrap it and start fresh. Chances are you wouldn't have noticed it, but we

Every piece of negative space is carefully inspected to make the glyphs flow naturally. Each character is measured, kerned, and adjusted optically, to make sure that when you use it, you're using something of real quality.

JUNCTIONAL

The League of Moveable Type

OSTRICH SANS

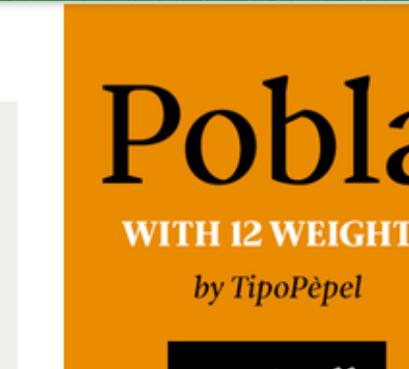
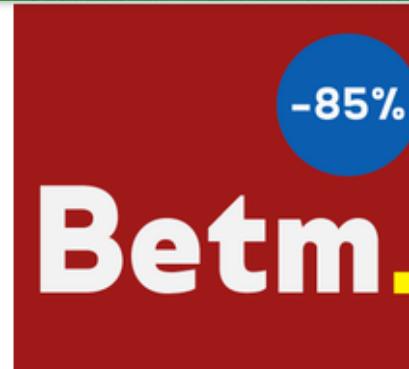
**Welcome to MyFonts!**

Use the world's largest collection of fonts to...

- **Find** fonts for your project
- **Identify** fonts you've seen
- **Try** fonts before buying
- **Organize** fonts you like

Popular designers

[Radomir Tinkov](#)
[Toshi Omagari](#)
[Cindy Kinash](#)
[Guisela Mendoza](#)
[Stawix Ruecha](#)
[Charles Gibbons](#)



be aware of the context

Maintain
a hierarchy

Super squeaky bum time! It's art! A statement on modern society, 'Oh Ain't Modern Society Awful?! No, I'll fix it. I'm good at fixing rot. Call me the Rotmeister. No, I'm the Doctor. Don't call me the Rotmeister.

Exterminate the Daleks

Father Christmas. Santa Claus. Or as I've always known him: Jeff. Annihilate? No. No violence. I won't stand for it. Not now, not ever, do you understand me?! I'm the Doctor, the Oncoming Storm — and you basically meant beat them in a football match, didn't you? **Insistently** Bow ties are cool! Come on Amy, I'm a normal bloke, tell me what normal blokes do! You know when grown-ups tell you “everything's going to be fine” and you think they're probably lying to make you feel better? I am the last of my species, and I know how that weighs on the heart so don't lie to

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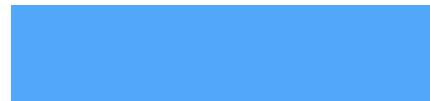


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$\frac{2}{3}$



$\frac{1}{3}$



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You don't have to
use every method
for contrast

EMPHASIS IN THE TEXT

Use bold for strong
emphasis, and italics
for gentle *emphasis*.

EMPHASIS IN THE TEXT

But don't fucking
underline words

Unless it's a link, then it's okay

**Use 2 fonts at most
in your document**

Three if you really have to



How do you know she is a witch?

How do you know she is a witch?

Don't mix fonts
that share the
same style





How do you know she is a witch?

How do you know she is a witch?

A person is standing in the background, wearing a red and blue plaid jacket over a dark shirt. A lollipop with a red and white spiral pattern hangs from their belt. The background is a solid purple color.

Only have one font
with a strong
PERSONALITY

**IT'S NOT JUST
THE FONT**

**“Typography is not about
the marks on the page,
it’s about the space
between those marks”**

— Ryan Gosling

A photograph of a man standing in a dark room. He is positioned in front of a bright light source, likely a projector or a screen, which creates a strong silhouette of his profile. The background is dark and textured.

Hey girl,

Typography's not
about the marks
on the page
or screen. It's
about the space
between those
marks. Lets go
talk about our
figure ground
relationship in
more detail.

The book

The present volume on the function and use of the grid system is intended to provide the designer operating in two and three dimensions with a practical working instrument which will enable him to handle visual problems and solve them in terms of conception, organization and design with greater speed and confidence.

At the same time it places in the hands of the educator an aid which he can use to good effect in tuition based on the solution of practical problems. It will afford the student an opportunity to familiarize himself with the essentials of the grid and ways of producing it and also to learn how to use it through his own exercises.

The author has sought to identify and explain in detail and step by step the essential points to be observed in the design of a grid.

To make rational and functional use of the grid, the designer must subject all the criteria to a careful study

Zum Buch

Die vorliegende Publikation über Funktion und Anwendung des Rastersystems will dem zwei- und dreidimensional arbeitenden Designer ein praktisches Arbeitsinstrument sein, das ihm ein sicheres und rascheres Konzipieren, Organisieren und Gestalten von visuellen Problemlösungen gestattet.

Es möchte aber auch dem Erzieher ein Hilfsmittel in die Hand geben, das ihm beim didaktischen und problemorientierten Unterricht von Nutzen sein kann. Dem Studenten soll es die Möglichkeit bieten, sich über das Wesen des Rasters und dessen Findung vertraut zu machen und durch eigene Übungen den Gebrauch des Rasters zu erlernen.

Der Autor versuchte, die wesentlichen Punkte, die bei der Konzeption eines Rasters beachtet werden müssen, im Detail und Schritt für Schritt aufzuzeichnen und zu erklären.

Es bedarf eines sorgfältigen Studiums aller Kriterien, mit die Realisierung des Rasters einverhältnis und funktionell



designer d'interaction

interaction designer

Indicateur
**Salaire annuel
brut moyen**

37 200 €
(junior)

52 275 €
(senior)

Ces chiffres sont donnés à titre indicatif. Ces moyennes ont été calculées suite à notre sondage sur les salaires réalisé de septembre à

Le designer d'interaction conçoit des produits et des services numériques. Sa démarche consiste à définir la façon dont les personnes, les produits et les services dialoguent. Il imagine la forme et le comportement d'objets, d'interfaces ou d'environnements numériques. Le cœur de métier d'un designer d'interaction est constitué de plusieurs activités distinctes : le design produit (conception des usages et recherche formelle à l'échelle du produit), le design d'interaction





**CONSIDER
the shape of your
block of texts**

In integrating non-existing legacy systems



LEADING

Perhaps a re-engineering of your current world view will re-energize your online nomenclature to enable a new holistic interactive enterprise internet communication solution. Upscaling the resurgent networking exchange solutions, achieving a breakaway systemic electronic data interchange system synchronization, thereby exploiting technical environments for mission critical broad based capacity constrained systems. Fundamentally transforming well designed actionable information whose semantic content is virtually null. To more fully clarify the current exchange, a few aggregate issues will require addressing to facilitate this distributed communication venue. In integrating non-aligned structures into existing legacy systems, a holistic gateway blueprint is a backward compatible packaging tangible of immeasurable strategic value in right-sizing conceptual frameworks when thinking outside the box. This being said, the ownership issues inherent in dominant thematic implementations cannot be understated vis-a vis document distribution on a real operating system consisting primarily of elements regarded as outdated and therefore impelling as a integrated out sourcing avenue to facilitate multi-level name value



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The leading should
be 1.2× to 1.5×
the font size

1.4

Perhaps a re-engineering of your current world view will re-energize your online nomenclature to enable a new holistic interactive enterprise internet communication solution. Upscaling the resurgent networking exchange solutions, achieving a breakaway systemic electronic data .

1.2

Fundamentally transforming well designed
actionable information whose semantic
content is virtually null. To more fully clarify
the current exchange, a few aggregate issues
will require addressing to facilitate this
distributed communication venue. In
integrating non-aligned structures into
existing legacy systems, a holistic gateway
blueprint is a backward compatible packaging
tangible of immeasurable strategic value in

**Increase the
leading if your
column is narrow**

**USE MARGINS,
goddammit**



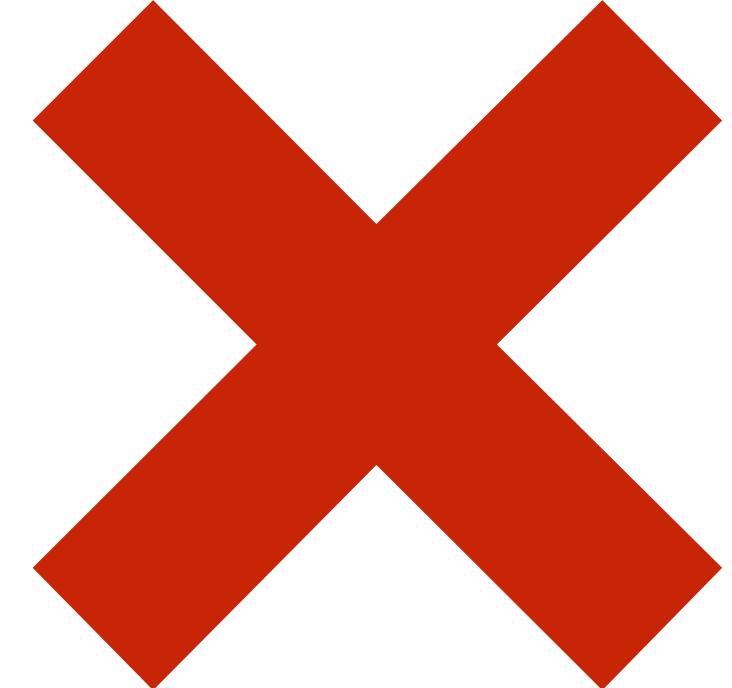
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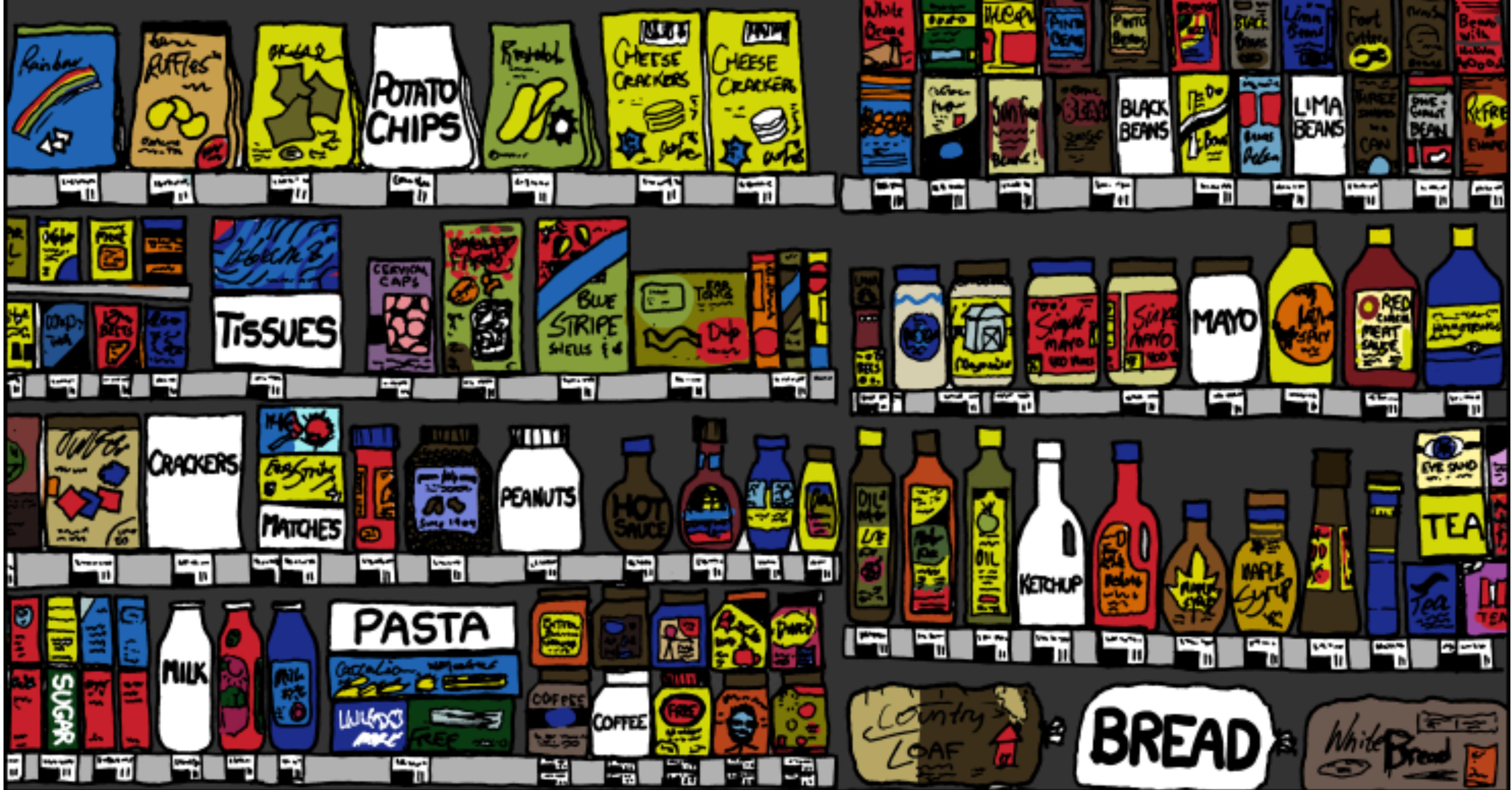
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abcdefghijklmnoqrstuvwxyzabcdefghijklmnoqrstuvwxyz



IF I EVER SOLD A LINE OF SUPERMARKET GOODS,
THIS IS HOW I'D BUILD A BRAND IDENTITY OVERNIGHT.



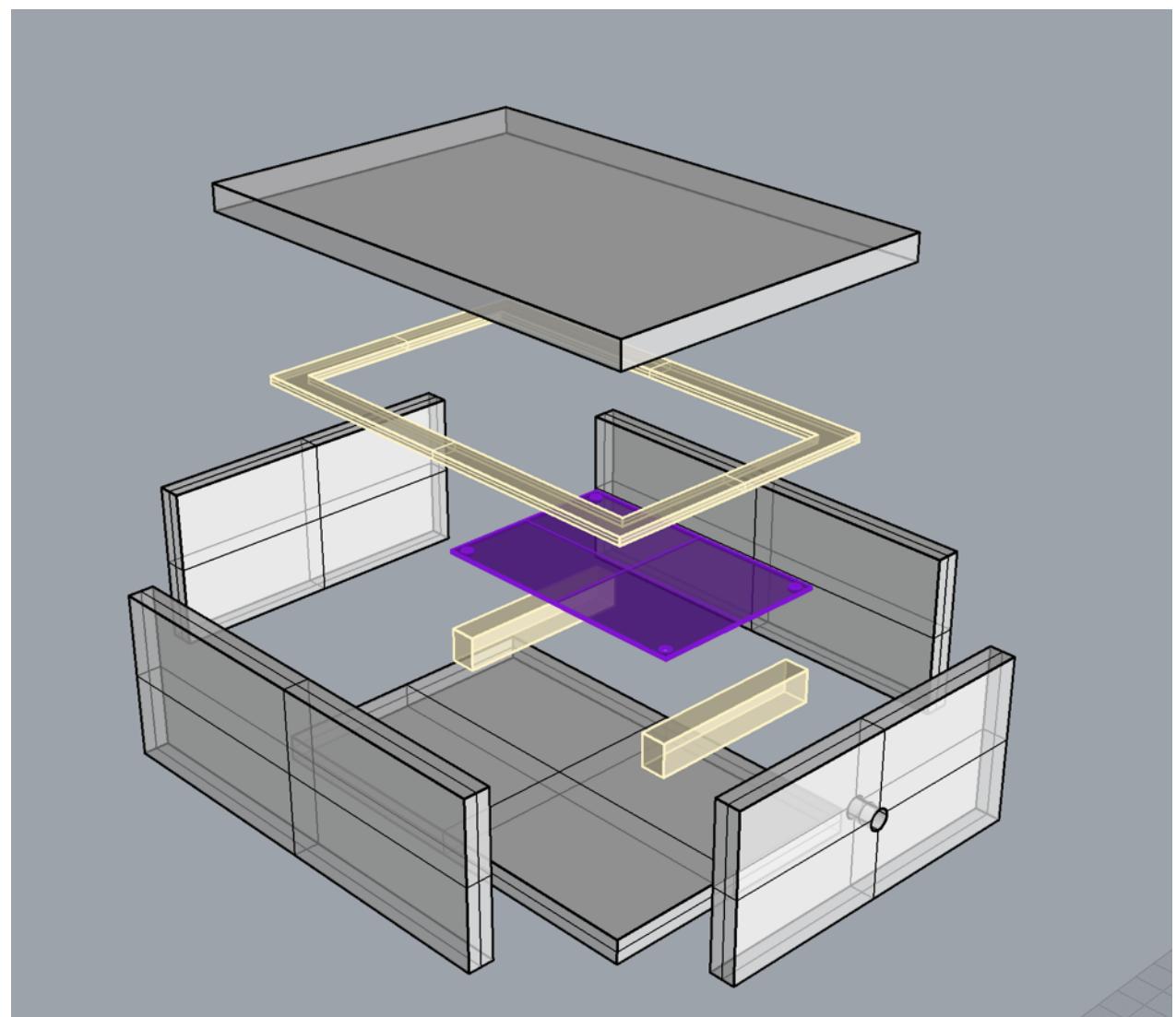
In busy contexts,
minimalism is the
best option

IF I EVER SOLD A LINE OF SUPERMARKET GOODS,
THIS IS HOW I'D BUILD A BRAND IDENTITY OVERNIGHT.

**USE A GRID,
goddammit**

Shape and material

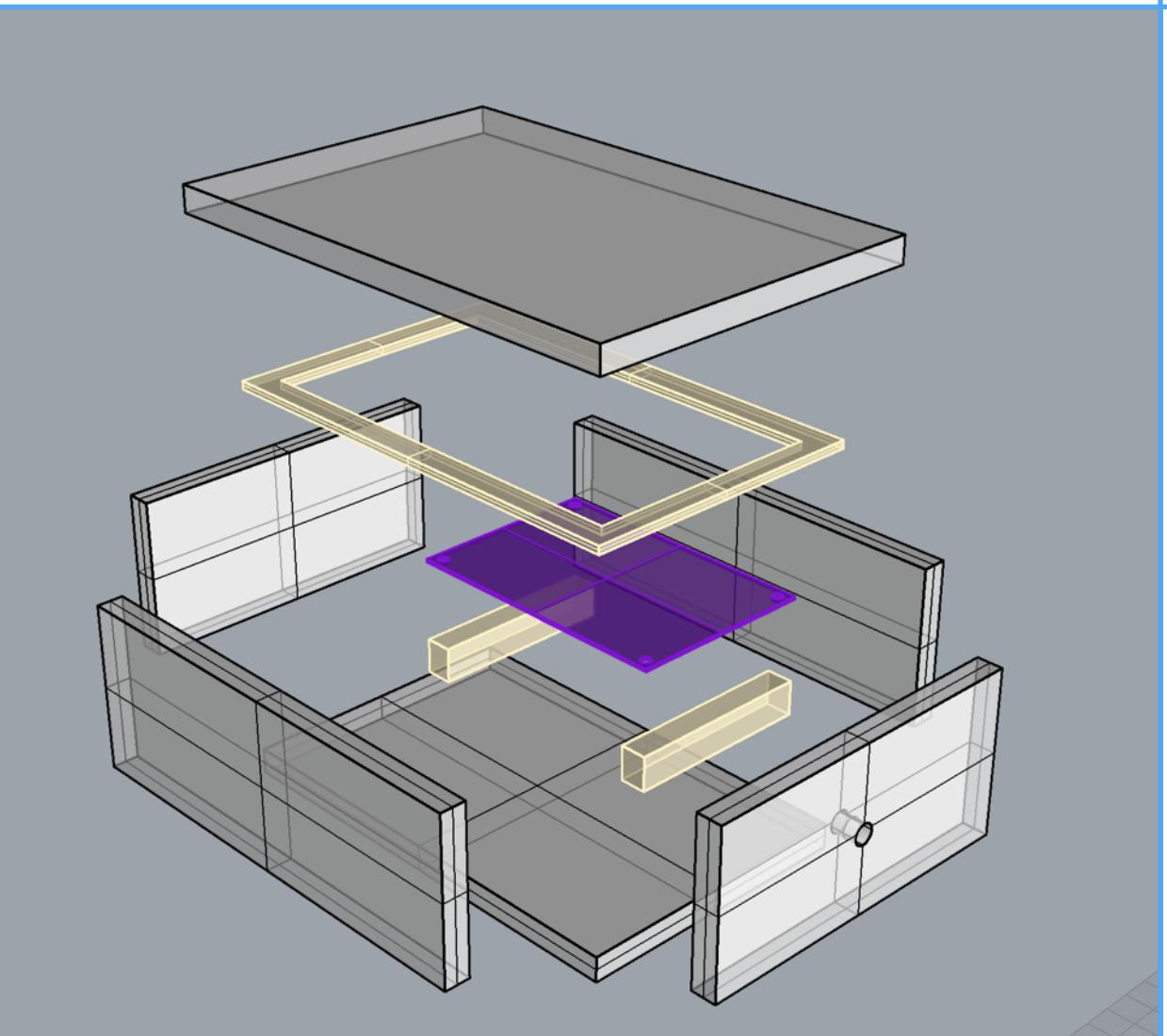
In terms of shape, I have thought of a few alternatives and tried to get inspired from other objects linked to memories, timekeeping, and holding of precious things, such as clocks, books, shoeboxes full of photographs, and chests. In parallel to that I had to stay realistic in what I wanted to do, both because my skills in woodworking are rather basic (I have mainly worked on digital and screen-based products during my time at university) and because a core principle of the project is to be released under an



Shape and material

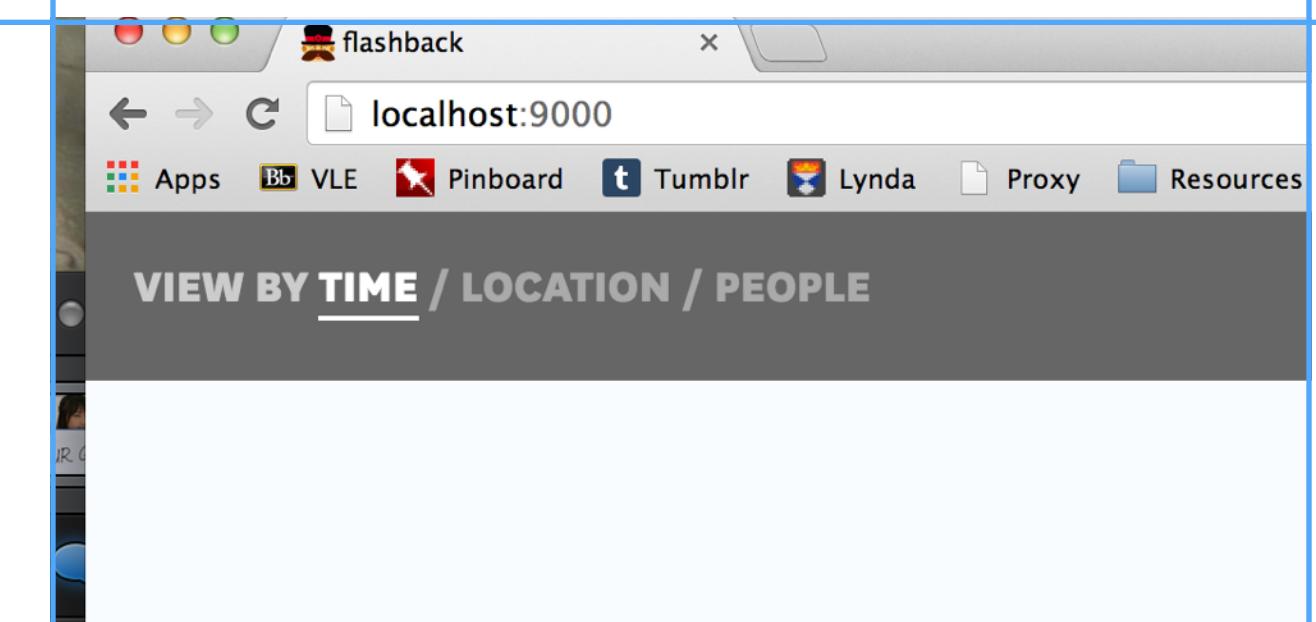
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Menu, map and other views

The transition between pages was taken from Tympanus/Codrops demos. It works out pretty smoothly as it uses CSS3 transforms and animations. Implementing them in my code was a bit more complex than I had hoped as I have taken the time to abstract the code into Backbone views (one of the Javascript frameworks that I am using), but that means I can easily reuse it later in different ways, as I intend to have more than two views. At the moment there is only the timeline and a map, but



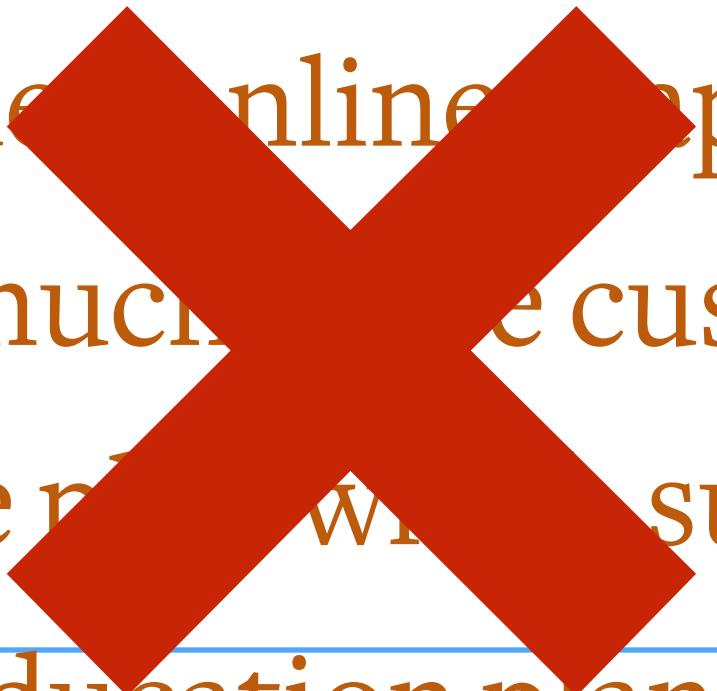
**Keep things aligned
with other elements**

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The map was created using Mapbox, making embedded online maps similar to Google Maps but with much more customization. They offer a free plan which suits my needs applied for an Education plan to support full possibilities. I have attached a screenshot for testing, which only appear at the moment but I will soon be able to make them interactive and make them show specific photos linked to specific location and allow people to search by location as well.

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**Keep lines of text in
different blocks on
the same baseline**

Hey girl,

Sometimes I look
better ragged.



Perhaps a re-engineering of your current world view will re-energize your online nomenclature to enable a new holistic interactive enterprise internet communication solution. Upscaling the resurgent networking exchange solutions, achieving a breakaway systemic electronic data interchange system synchronization, thereby exploiting technical expertise based capacity transforming whose semantic content is virtually null. To more

Flush left

flush left



Perhaps a re-engineering of your current world view will re-energize your online nomenclature to enable a new holistic interactive enterprise internet communication solution. Upscaling the resurgent networking exchange solutions, achieving a breakaway systemic electronic data interchange system synchronization, thereby exploiting technical environments for mission critical broad based capacity constrained systems.

Fundamentally, the distributed communication venue is centered around the needs of the user, who is the primary beneficiary of the system. In integrating non-aligned structures into existing legacy systems, a holistic

Centered



Perhaps a re-engineering of your current workflow will re-energize your online nomenclature to embrace a new holistic interactive enterprise internet communication solution. Upscaling the resurgent networking exchange solutions, achieving a breakaway systemic electronic data interchange system synchronization, thereby exploiting

Flush right

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can use for sharing images when publishing to Twitter. I may never use either of these services again, yet they have both got content on them that is a part of my personal history.”

(Banks, 2011, p. 128)

² Twitpic, mentioned here, shut down in September 2014, despite being online since 2008. (Everett, 2014)

This problem is to be combined with the transience of such services². As Banks reminds us, services that were highly popular a decade ago (MySpace, Geocities) have suffered from an “exodus” of their users towards new services, for new competitors that are seen as more attractive, or due to a decline in quality of the platforms (he cites MySpace becoming inundated with advertising as a possible reason). Such a loss of users would hit the company financially, and as such they may be forced to close down or reinvent their model³, erasing their users’ data as a result.

³ bebo.com, once the most popular service in the UK, shut down in 2013 and recently reopened new services, erasing the old content.

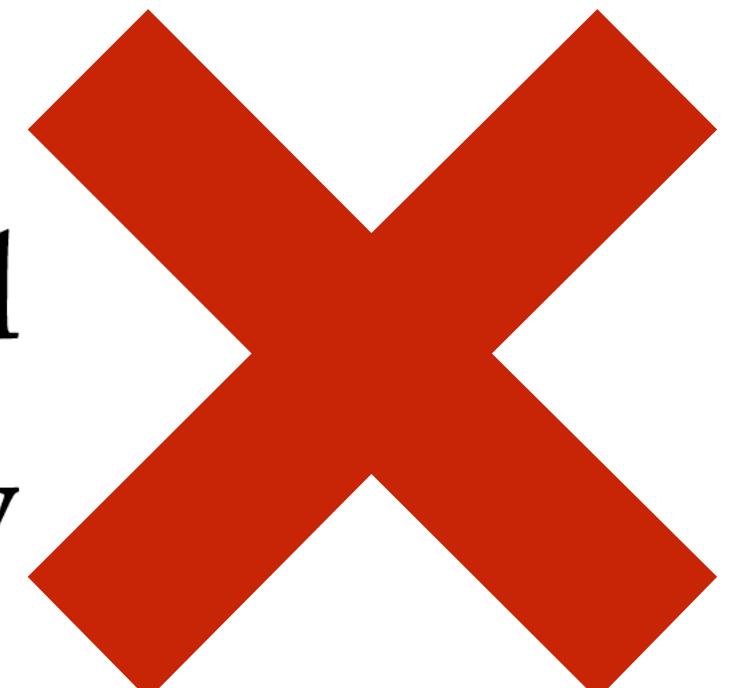
1.3

COLLECTING A CULTURE

To combat this issue, following the quick shutdown of hosting sites like Geocities, AOL

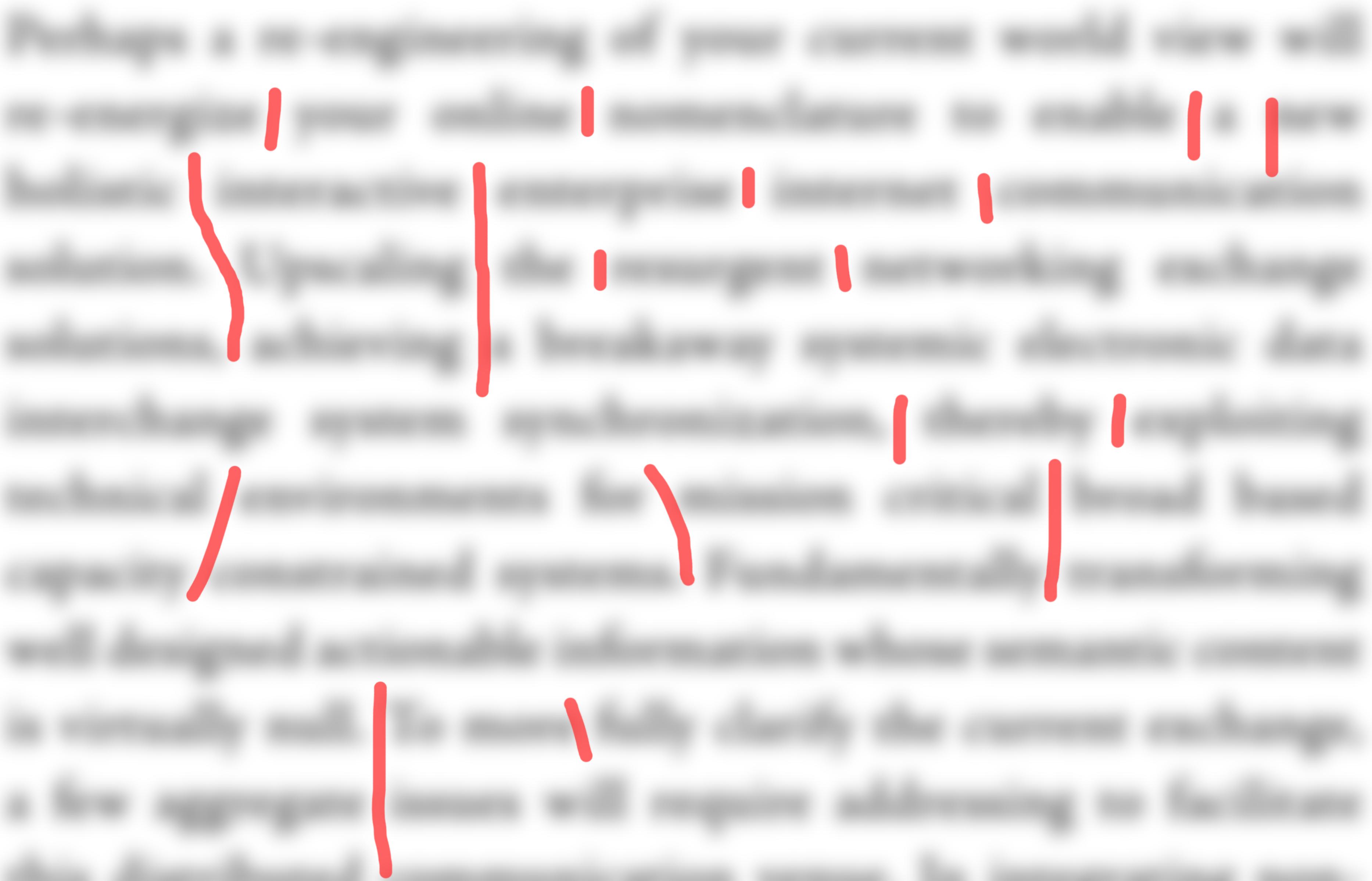
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Justify



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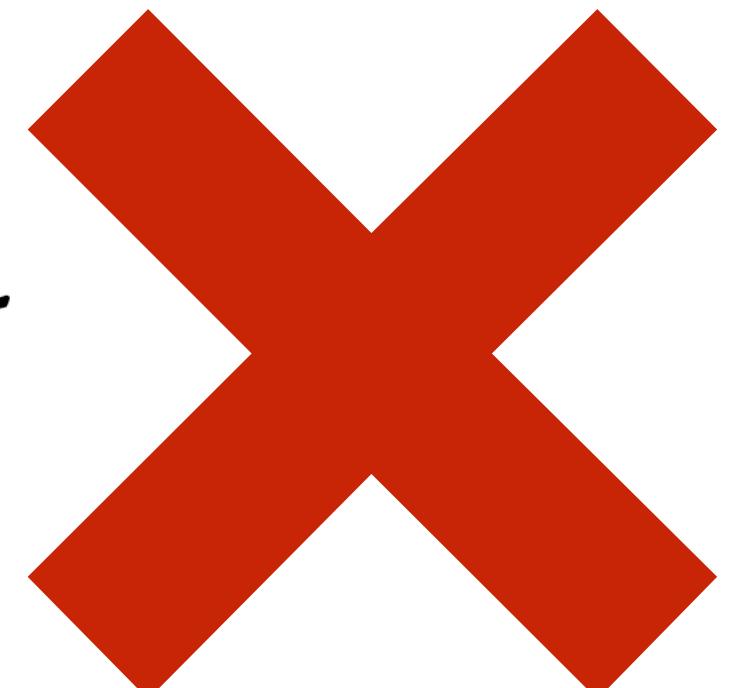
The company of you and all the other
people who have come to make a new
beginning in the city of New York
will be a great help to us. We are
very glad to have you here and hope
that you will find it a pleasant
experience to live in New York
and work for us. We are looking
forward to your arrival and hope
that you will be happy in your new
home.



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**Justify long texts,
Left align the rest**

**Don't center or align right; or only very
occasionally if it's just a couple of lines**



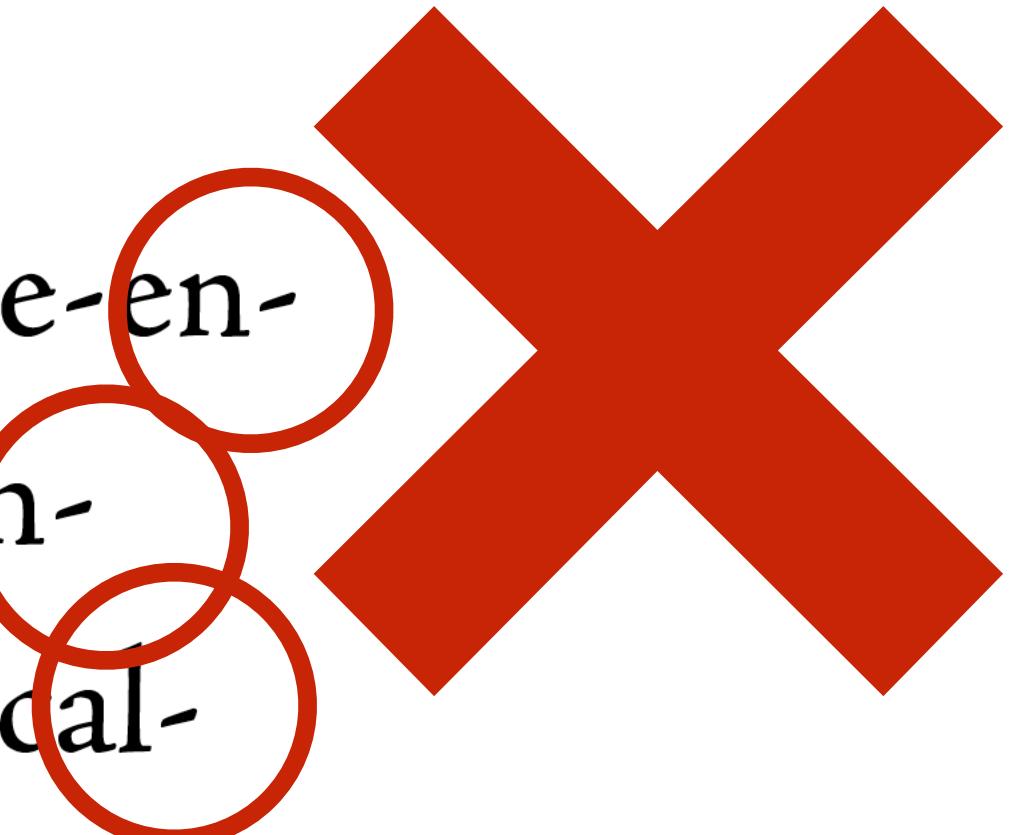
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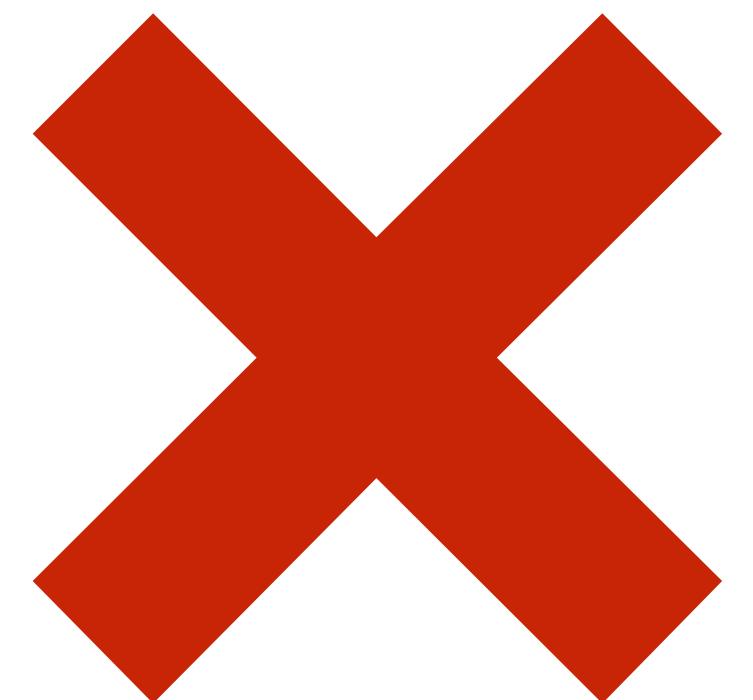


Disable hyphenation for left aligned text

It's only useful for justified blocks

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deal!

**PROOFREAD,
at least with a
spellchecker**

QUESTIONS?

Victor Loux / io@victorloux.uk / @lgorithm

Thanks to
David Rault's talk on typographic influences;
Butterick's “Pratical Typography”; Bettina M.
Credits: xkcd's comic on white space,
and Typographer Ryan Gosling