Font **Shop**

# MEET YOUR TYPE
*a field guide to love & typography*

# CONTENTS

Why settle for casual flirtation when looking for a long-lasting relationship? **Finding the perfect match is easy if you know the rules.** MEET YOUR TYPE will help you overcome common obstacles, and keep your heart thumping for your one true love:

typography.

TIME FOR "THE TALK"
*the elements of type*

1

peach

fuzz

FF MILO REGULAR ITALIC

FF MILO THIN

TRAINING

Ag

FF MILOTHIN.OTF = FONT

ABCDEGHIJK
LMNOPQRST
UVWXYZ
*abcdefghijkl
mnopqrstuv
wxyz*

bra

FF MILO EXTRA BOLD

You may notice that you're changing. **You're noticing different letterforms.** You may feel different around them. Don't be embarrassed; these feelings are natural. A few basics can help you through the awkward years.

**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.

A typeface is what you see –
a font is what you use to make
it happen.

# YOU JUST WANT ME FOR MY BODY
## *type anatomy*

Double chin, big feet, or bowed legs. **Little details will tell you a lot about your type.** Go ahead and check them out–it's not shallow. It's your job.

**X-HEIGHT**

The height of a lower case x or the height of lower case letters.

FF DIN PRO

**ASCENDER**

Quite ambitious, this part of a lower case letter rises above the x height.

**SET WIDTH**

Width of a character in relation to the height. Being wider than you are tall isn't always a bad thing.



**CAP HEIGHT**

The distance between the baseline and the top of a capital letter.

**BASELINE**

The imaginary, yet crucial line where all obedient letterforms sit.

**COUNTER**

The enclosed negative space within a letter.

**DESCENDER**

The male anatomy of a lower case letter that hangs below the baseline.

**TERMINAL**

Even though it sounds life-threatening, it is just the endpoint of the letterform.

You've probably heard the rumor: the bigger your type, the better. While that is sometimes true, on other occasions smaller is better. **No matter what size you're working with, if used properly, it can be effective.**
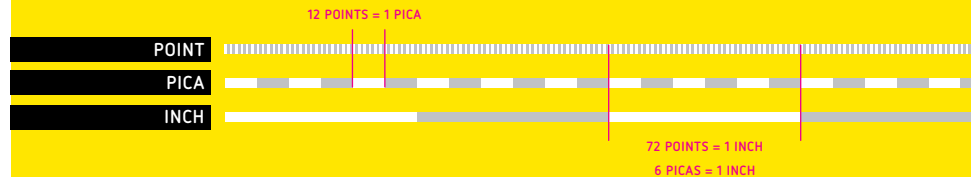
**THE POINT SYSTEM**

The point system is used by women everywhere to reward their men for good behavior. A similarly archaic system, using *points* and *picas*, measures typographic dimensions.

**POINT SIZE**

When concerned about readability, pay as much attention to the x-height as the point size. X-heights that are too small or too large can dramatically affect readability.

Worrying too much about size can lead to an inferiority complex. *Point size* has very little to do with the actual size of your type anyway. Some typefaces can appear much larger than others at the same point size. So measure however you want – points, picas, inches, centimeters, or (gulp) millimeters. Just remember to always print a test page before committing to a size.

12 POINTS = 1 PICA

POINT

PICA

INCH

72 POINTS = 1 INCH
6 PICAS = 1 INCH

196 PT

# Oh,

17.5 PT **THE LENGTHS I GO**
*to please you.* 44 PT

OXTAIL OT

Everyone has a past. **While some things can be overlooked, type history is not one of them.** Pre-screen with a little background check and avoid a lot of baggage later.

### SERIF

**GARAMOND**

Based on the carvings of the ancient Romans — now there's a group who knew about lovin' — serifs feature small 'feet' at the end of the letterforms.

### SANS SERIF

**FF SCALA SANS**

Lean and clean, these love machines were designed for the industrial age. They're hard-working and modern, with no need for fancy serifs.

### SLAB SERIF

**STYMIE**

The big-boned cousin in every type family — their serifs are blunt and opinionated. No nonsense here — say I love you like you mean it.
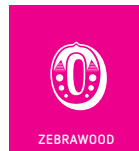
### BLACKLETTER

**FETTE FRAKTUR**

Blackletter type was originally designed to mimic the calligraphy of 12th century European monks. Poor lonely, single monks.
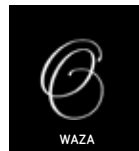
### DISPLAY

**ZEBRAWOOD**

Display faces are the crazy ones you date before getting married to someone nice from the Midwest. They're not built for long-reading relationships.

### NON-WESTERN

**HELVETICA CYRILLIC**

Don't expect your parents to understand the lure of exotic, non-Western type. The language of love knows no bounds.
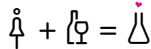
### SCRIPT

**WAZA**

The trashy romance novel you hope will never end — script evolved from cursive styles. Best used when things start to get serious.

### SYMBOLS

**ZAPF DINGBATS**

Telling someone how you feel can be hard to put into words — enter dingbats, or symbol fonts — the best way to say...

At FONTSHOP.COM you can browse through thousands of fonts in these and other categories. Consider it your personal "little black & yellow book".

*"If I could rearrange the alphabet I would put U and I together."*

## MEET THE PARENTS
*type family*

Whoa! It seems early, but sometimes **the true test comes when you meet the family.** Regardless, it's always good to know 'what you're getting into.'

**TRADITIONAL FAMILY** | The *traditional type family* includes roman, italic, bold, and small cap styles. Modern families can break the mold and include other styles.

**EXTENDED FAMILY** | *Extended families* can branch out to include not-so-distant cousins like hairline, black, extended and condensed styles, to name a few.

**SUPER FAMILY** | The yours, mine, and ours of typography: some families include serif, sans serif, and every style in between. They begin to work as complete typographic systems–in-laws and all.

'isn't our family super?'



TRADITIONAL FAMILY : FF Scala

just wait *BOLD*

SMALL CAPS UNTIL YOU MEET

ITALIC *my* family ROMAN (REGULAR)

SUPER FAMILY : FF Scala / Scala Sans

*Uncle Rick* BLACK ITALIC

SMALL CAPS FINALLY MADE

Parole! CONDENSED BOLD

# COULD THIS BE THE ONE?

*appropriate typeface selection*

In order to attract a mate, you've got to set the bait. Some people are drawn to curvy swashes, some like grungy scripts, and some go for bold and simple. **Knowing what your audience wants can help you choose a typeface that will make 'em tingle.**

When surveying the dating pool, consider the following: age, income, marital status, dental hygiene, ethnicity, sex, education, geographic location, buying patterns, political interests, etc.

Avoid the embarrassment of typographic rejection by first determining the likes and dislikes of your target audience. Get inside their head. Grab their attention. Unleash the pheromones and cast your spell. Understanding their preferences is essential before wooing them with type.

WHO IS YOUR AUDIENCE?

COUGAR?

AQUAMARINE OT

ON THE
*prowl*

POSTER BODONI BT

OFFICE ROMANCE?

Play the
Game

FF FONTESQUE SANS & FF BOKKA SHADOW

Make
*yourself*
PRESENTABLE

TIMES NEW ROMAN

FIRST CRUSH?

## WHAT'S YOUR MESSAGE?

## HOW ARE YOU USING THE TYPE?

headline copy?

does it need to set a mood?

what medium?

large amounts of copy?

NO

YES

YES

NO

PRINT

SCREEN

NO

YES

### DISPLAY FACE

**Life of the party**
FF MINIMUM

**BOY TOY**
FF TOKYO

Consider this type when you need to make a statement, put on a show for your friends, or just have some fun. These outspoken faces are known for setting a mood, but can sometimes be over the top. They may be great for a summer fling–just don't get too attached.

### TEXT FACE

After a wild night on the town, sometimes a little quiet is what you need. Look for someone who is easy to read and in it for the long haul. Classic faces may not be as flashy, but their loyalty and simplicity will win you over in the end.

My **& one ONLY**
FF SERIA

### SCREEN FONT

**friend request**
FF META OFFICE

**MASS TEXT**
FF SCREEN MATRIX

Avoid the disappointment of an online profile that doesn't quite measure up in real life. Some fonts simply look better on screen while others look better in print.

Any love doctor will tell you, to make it work, you've got to be in synch. **So when playing matchmaker, choose your typefaces carefully.** Each one has a role to play — whether the task is commonplace or kinky.

**SIMPLICITY** | One lover at a time; *maybe* two. No need for three if you've got a winner. Even the most complicated projects, like the Frederick's of Hollywood catalog, can be solved using only one or two typefaces.

When combining two typefaces (even if they're the same point size), you may need to adjust their point sizes to make their x-heights match.

**CONTRAST** | Opposites attract. If your fonts are too similar to each other, it seldom works. Consider pairing a flashy, extrovert (display face) with an understated, introvert (text face). Also consider pairing another weight from the same family (type family that is).

# MAKING IT WORK

*typographic details*

Someone always seems to dominate in a relationship. **It's important to know when to lead and when to follow.** There are clear ways of establishing hierarchy, regardless of who's wearing the pant-suit.

**HIERARCHY**

Emphasis can generally be created by using a single style change — nearly eliminating the need to use a bold italic. Ever.

Effective *hierarchy* gets people to look where you want them to look, when you want them to look there. Without it the reader is left confused and frustrated. Emphasis can be stressed by size, weight, color, style and placement.

Hierarchy = Rank = Order of Importance
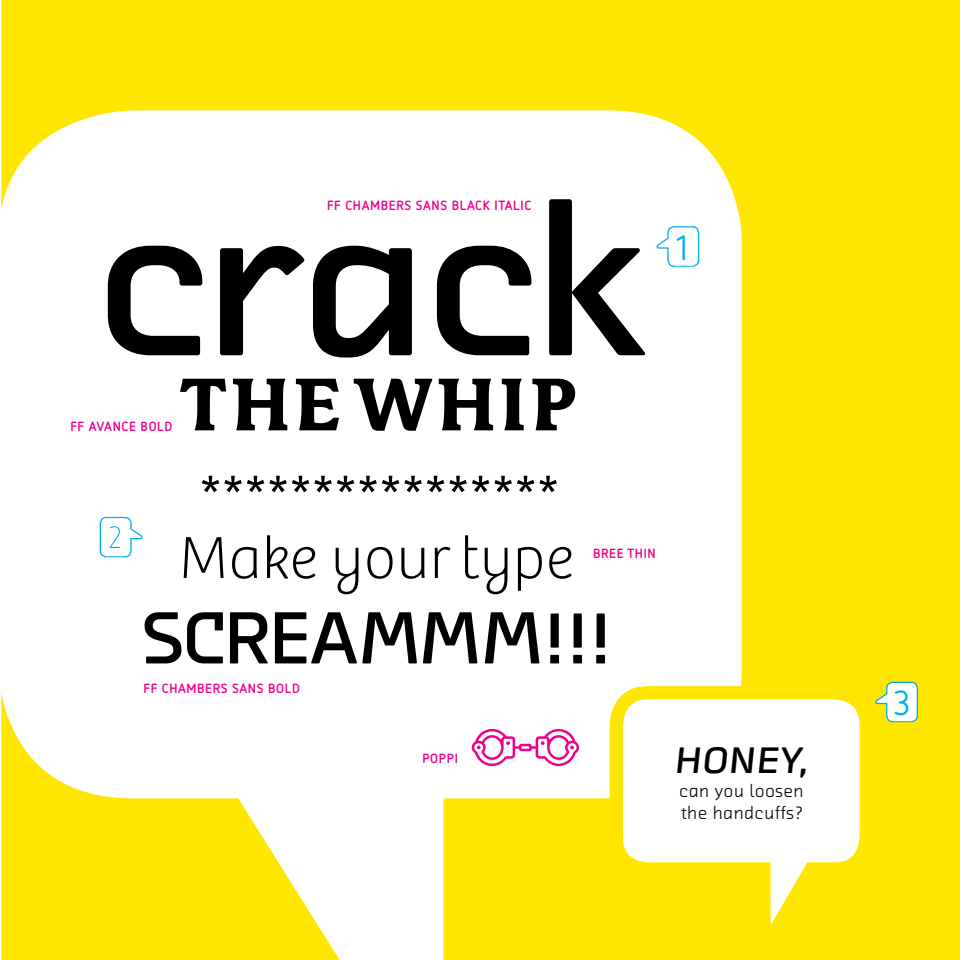
FF CHAMBERS SANS BLACK ITALIC

# crack
1

## THE WHIP
FF AVANCE BOLD

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

2

Make your type
BREE THIN

## SCREAMMM!!!
FF CHAMBERS SANS BOLD

POPPI

3

*HONEY,*
can you loosen
the handcuffs?

Effective communication will help you avoid classic courting catastrophes like the *snuggle-blunder* and the *miss-kiss.* **When you talk it out and align yourselves, there'll be no need for a blooper reel.**

**FLUSH LEFT**
Type purists prefer this default for a good reason: it's the easiest to read because we read it most often.

**CENTERED**
Handy for prim, poetic passages. Not meant for large amounts of text. Perfect when things get formal.

**FLUSH RIGHT**
A nice break from the norm, but a bit hard to read; should only be used for small captions or special callouts.

**JUSTIFIED**
A crisp, handsome look, but can lead to awkward hyphens and rivers (white gaps running through the text.)

Even in the best relationship, everybody needs a little space. **Take some time to breathe.** Don't ruin a beautiful thing just because someone gets clingy.

While adding space between capital letters is acceptable, extra space between lowercase letters usually causes the love to fade. Quickly.

**LEADING** | The amount of horizontal space between two lines of text—*leading* is measured from baseline to baseline. A healthy balance between point size and leading can keep things together and moving ahead smoothly.

**KERNING** | Adjusting the space between individual letters when things look awkward between them.

**LETTER SPACING** | The overall spacing between letters in a block of text, it is also known as tracking. Generally, the larger the type, the less letter spacing required.

**LEADING**

UPTIGHT AND HARD TO READ

PLAYING TOO FAST AND LOOSE

AHH, PERFECTION          CORPULENT

**KERNING**

Generally, larger type requires tighter kerning.

# Lust Love

IT'S GETTING AWKWARD

COMPATIBLE CHARACTERS          FF META PRO MEDIUM

**LETTER SPACING**

DELICATO BOLD

l o n e l y

WE'RE DRIFTING APART

healthy

LOVE AT FIRST SIGHT

smother

I NEED SOME SPACE

The longer you're with someone, the more flaws you notice. When things get really bad, remember your mother's warning: you can't change 'em. True love is unconditional. **Love them the way they are**.

If you feel the urge to widen, shorten or outline your type — resist! Abuse is not the answer. Type designers have meticulously created the ideal proportions for each and every letterform. If the type isn't working, never feel ashamed to get out of the relationship and find a different type that suits you better.

Instead of resorting to type distortion, consider using FONTSHOP'S TYPE NAVIGATOR. Search for the perfect typographic proportions like width, height and weight at typenav.fontshop.com

**DISTORTED RELATIONS:**



VERTICAL | HORIZONTAL | FAUX ITALICS

"I'm not stretched, I'm just big boned"

Don't forget to hold down the shift key when scaling to preserve natural proportions!

FF META & FF META SERIF

**Some characters are in a class of their own.** While they may seem flamboyant or eccentric, don't be afraid to give them a try. Adding a little spice can be very liberating.

*flirty*

**LIGATURES** | An elegant expression of typographic fondness, *ligatures* create a single character out of two.

456 789
1    2

**NUMBERS** | *Old style figures*[1] are designed to work within a line of text, while *lining figures*[2] align better when used in charts and graphs.

**SMART QUOTES** | Curvy *smart quotes* are a sign of true typographic finesse. If you need a quote or apostrophe, leave the inch and feet marks to the amateurs.

**SWASH CHARACTERS** | On occasion, some typographers prefer characters with a little more style and flourish than those set in straight letterforms. Used in moderation, these alternate or *swash characters* are a great way to dress up boring type.

Make sure to always activate SMART QUOTES and LIGATURES in your application preferences.

**TIME TO COMMIT**

*font licensing and font creation*

When you're sure you've found the one, you gotta lock it down. **Licensing a font sounds like a big commitment**, but making it official supports the development of the next generation of beautiful type. Do it for the kids.

**BALL & CHAIN**

**FONT LICENCE**

*I, (insert name), do take you, (insert typeface), to be my lawfully wedded font. To love, honor and cherish — and not pass around in class, post online, email to friends, siblings, or co-workers — from this day forward until death do us part. Amen.*

Cold feet? Shack up first. Many type foundries offer a try-before-you-buy option. Preview before you purchase your favorite fonts at FONTSHOP.COM.

Congratulations! You've just committed to a single-user font licence. Luckily, type foundries are also open to less traditional relationships and will gladly license their fonts to multiple users.

Now that you've found your match, **it's only natural to want to make beautiful type together.** Maybe it's time to start thinking about expanding your family.

If you decide to create your own typeface, the fertility experts at FONTSTRUCT.COM can provide all the necessary tools for the typographic incubation process.

Designing a typeface is a big commitment. Prepare for long hours, sleepless nights and a lot of nasty surprises—it's definitely not for everyone. For those up to the challenge, designing original type can be a very rewarding experience.

A word of caution: Don't be embarassed if it's not happening for you. Some people aren't able to conceive. For them, adoption might be the best bet. After all, there are plenty of fonts out there just waiting to be adopted, nurtured, and loved.

**BE ADVISED:**
Abduction is not the same thing as adoption.
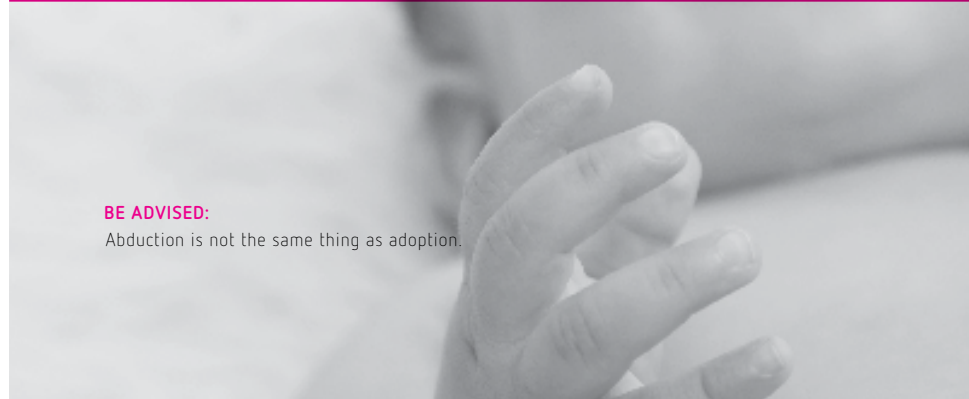
The honeymoon is over. Isn't this what you expected? It doesn't have to be this way: **if you feel the magic start to fade, refer to this handy list of interventions.** We never said it would be easy, we only said it would be worth it.

When small type is **REVERSED** on a dark background, adding a bit of space can help readability.

**FONT SELECTION** Make sure the typeface and everything associated with it is appropriate for your project. There is nothing worse than dating someone who is stuck in the seventies when everyone else has moved on to the eighties.

**NUMBERS** When set in body copy, numbers can look large. Try reducing the point size of the numbers slightly so they blend in better.

**READABILITY** Columns that are too short or too wide are hard to read. An ideal measure is 60–70 characters per line, or 40 when romancing online.

**CLUTTER** Avoid distracting background patterns or busy photos behind your type.

**POINT SIZE** Always choose the body copy size first, and make everything else work with it.

**HEADLINES** Tighten up the letter spacing when using large type.

**LEADING** The bigger the body copy, the smaller the leading, especially if you use all caps.

**BOREDOM** Consider adding drop caps, rules, or other graphic devices into the mix.

**HIERARCHY** Design a clear visual path for the viewer to follow. Just like your significant other, the most important text should get the most attention.

Use fewer fonts and typeface styles in your project. The old adage 'two's company—three's a crowd' works with type.

**WIDOWS & ORPHANS** Show compassion to orphans (words abandoned at the beginning of a column) and widows (words left alone at the end of a paragraph).

**CONTRAST** Squint at your layout to see the type color. If everything is gray, add emphasis somewhere.

When it comes to love, some people are clearly more experienced than others. **Look to these tried and true FontShop resources as your own typographic support group**— always on hand when an ugly relationship is getting you down.

### FontStruct *fontstruct.com*
Hate the game? Make the typeface of your dreams with this online font generator. You don't even have to wait for a visa!

FOLDSTRUCT
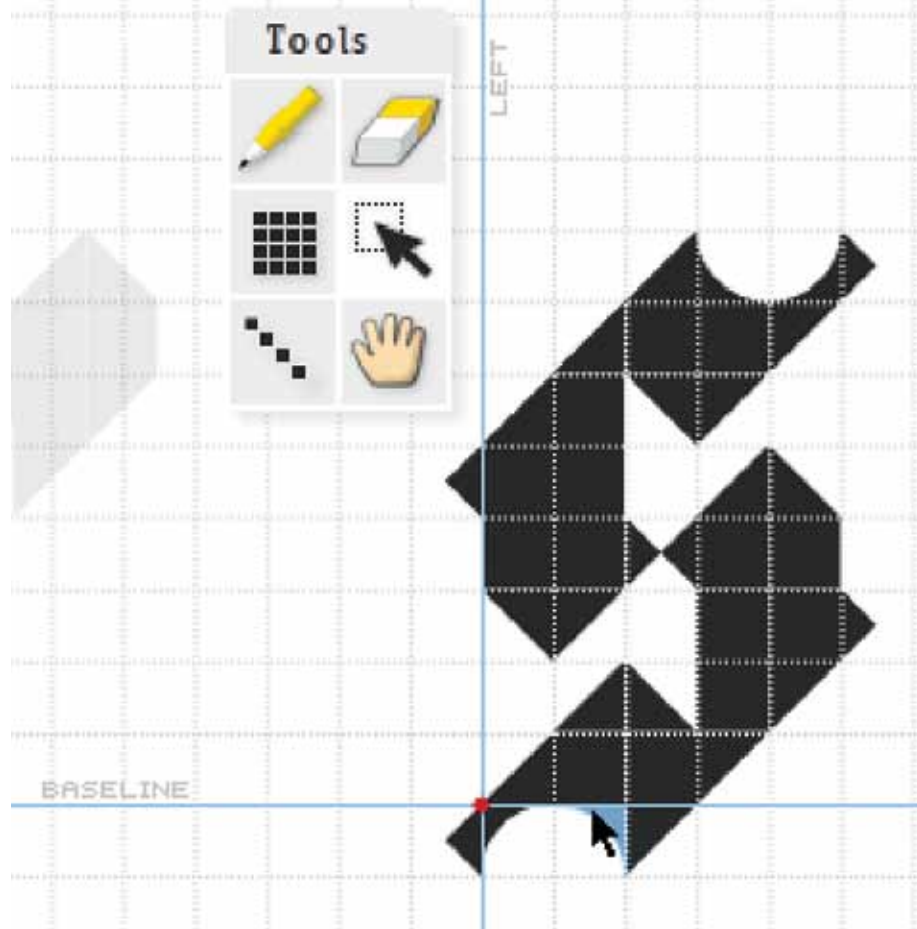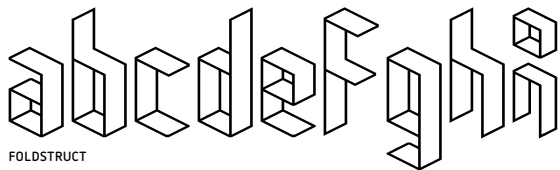
*"Baby, if you were on a page, they'd call you fine print."*

**Font** *fontshop.com/blog/fontmag*
Talk about free love! Create a FontShop account, and get this acclaimed typography publication and regular new font updates for nothing.

**TheFontFeed** *fontfeed.com*
Impress them with your typographic knowledge. This über blog has it all: interviews, eye candy and new typefaces, all gleaned from sources worldwide.

**FontShuffle** *apple.com/iphone/apps-for-iphone*
Say goodbye to boring dates! Bust out this handy app when your date just isn't cutting it. Just don't let him catch you drooling at all the other FontFont hotties.

**FontShop Education** *fontshop.com/help/education*
Everyone needs a mentor. Come here for answers to all of your type-related questions. There's even some info for your know-it-all professors.

**FontCase** *fontshop.com/products/fontcase*
It's hard to keep track of them all, so let this award-winning font manager keep your fonts organized and at your fingertips.

**Type Glossary** *fontshop.com/help/glossary*
The language of love has a lingo all its own. Use this official Type Glossary to gain fluency in essential type terminology.

### Books
*Designing Type* by Karen Cheng
*Designing With Type: The Essential Guide to Typography*
  by James Craig, William Bevington, Irene Korol Scala
*Stop Stealing Sheep* by Erik Spiekermann
*The Complete Manual of Typography* by Jim Felici
*The Elements of Typographic Style* by Robert Bringhurst
*Thinking With Type* by Ellen Lupton
*Type: The Secret History of Letters* by Simon Loxley

### Magazines
*Communication Arts*  commarts.com
*Creative Review*  creativereview.co.uk
*Eye*  eyemagazine.com
*HOW*  howdesign.com
*Idea*  idea-mag.com
*Print*  printmag.com

### Websites & Blogs
100types.com
aiga.org
bitique.co.uk
dailydropcap.com
designobserver.com
designworklife.com
formfiftyfive.com
friendsoftype.com
grafikcache.com
ilovetypography.com
ministryoftype.co.uk
tdc.org
thinkingwithtype.com
thevisualdictionary.net
typographer.org
typographica.org
typophile.com
welovetypography.com

*"What's a nice ligature like you doing in a place like this?"*

## TERMS OF ENDEARMENT
*index*

I'm obviously a typomaniac. **Other people like looking at girls' bottoms.** I get my kicks out of looking at type.

ERIK SPIEKERMANN