

Choosing Type



Words have meaning. Type has spirit.
The combination is spectacular.

PAULA SCHER, *Graphic Designer, Pentagram, NYC*

The quick brown fox jumps over the lazy dog...

The quick brown fox jumps over the lazy dog...

The quick brown fox jumps over the lazy dog...

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Choose a good typeface.

Not all typefaces are created equally.

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<http://www.dafont.com/>

Surveyor Text Medium Italic

The quick brown fox jumps over a lazy dog.

Surveyor Text Medium

The quick brown fox jumps over a lazy dog.

Surveyor Text Light Italic

The quick brown fox jumps over a lazy dog.

Surveyor Text Light

The quick brown fox jumps over a lazy dog.

Surveyor Text Book Italic

The quick brown fox jumps over a lazy dog.

Surveyor Text Book

The quick brown fox jumps over a lazy dog.

Surveyor Text Bold Italic

The quick brown fox jumps over a lazy dog.

Surveyor Text Bold

The quick brown fox jumps over a lazy dog.

Surveyor Text Black Italic

The quick brown fox jumps over a lazy dog.

Surveyor Text Black

The quick brown fox jumps over a lazy dog.

Choose a typeface that can
handle the task at hand.

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A large enough family is needed in order to create typographic texture and hierarchy.
You will most likely need both upper and lowercase letterforms as well as italics.



abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz



Velo Sans Display R
Velo Sans Display Itc
Velo Sans Display M

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Choose a typeface whose spirit and character is in keeping with the text.

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Letterforms have character, spirit, and personality. Ensure that these are in line with the content.

5 5 5 - 1 2 3 4 Mānoa 1/4 1/2 3/4
Å Iguazu Falls ü

Choose a typeface that can furnish
whatever special characters needed.

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Whether it be old style figures, Hawaiian diacritical marks, or scientific glyphs, be certain your typeface has these special characters.



Berthold Akzidenz Grotesk Light Condensed



Berthold Akzidenz Grotesk Light

Consider proportion when choosing a
typeface for body copy.

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We rely on the proportions of the letterforms for ease of reading. Choose traditional proportions (not condensed or extended) for use in body copy.

■ **colling** ■ **lone** ■ **allure**
■ **lone** ■ **allure** ■ **colling**

