## **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 la. The quick brown fox jumps over the la. The quick brown fox jump. The quick brown fox jum. The quick brown fox jump. The quic

Zo·ro·as·ter |'zôrō·astər| (c. 6) 10b5-1 - Trading "o 551 BC) Persian prophet and fo of Zoroastrianism; Avestan na Zarathustra. Traditionally, he in Persia and began to preach what later became Zoroastria production as well as horse and cattle farming. Principal indus consist of oil and gas service companies, food distributors, real e developments and manufacturing. Broussard has gone from a horse and buggy community, wit sugarcane plantation homes, to a current day industrial commu with over 300 businesses. Yet, one still experiences its charm th the atmosphere of elegant dining. Creole home cooking and caj at our local restaurants. The town of Broussard is situated in the center of an area ide as Cote Gelee by the Acadians who began settling around nearby Martinville in the 1760s. Although French trappers and Indians and around the Cote Gelee prior to this time, it was not until the Acadians arrived that permanent settlement began. Some of the

### Choose a good typeface.

Not all typefaces are created equally.

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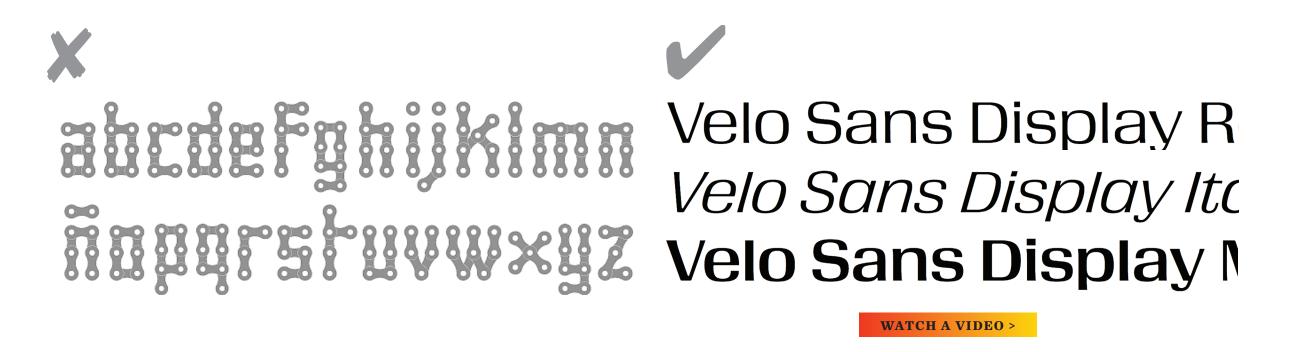
The quick brown fox jumps over a lazy dog.

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# Choose a typeface that can handle the task at hand.

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.



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

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

## 555-1234 Mānoa ¼½¾ Å Iguaçu Falls ü

# Choose a typeface that can furnish whatever special characters needed.

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

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# Consider proportion when choosing a typeface for body copy.

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

#### N selling eleve gelleve na seaso.

