

Choosing & Pairing Type



Choosing Type

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...
 The quick brown fox jumps over the la...
 The quick brown fox jump...
 The quick brown fox...
 The quick brown...
 The quick brc



Choose a good typeface.

Not all typefaces are created equally.

[WATCH A VIDEO >](#)

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

Big Caslon  Sample

ITC Franklin Gothic Std Book	<input type="radio"/> Sample
ITC Franklin Gothic Std Book Compressed	<input type="radio"/> Sample
ITC Franklin Gothic Std Book Compressed Italic	<input type="radio"/> <i>Sample</i>
ITC Franklin Gothic Std Book Condensed	<input type="radio"/> Sample
ITC Franklin Gothic Std Book Condensed Italic	<input type="radio"/> <i>Sample</i>
ITC Franklin Gothic Std Book Extra Compressed	<input type="radio"/> Sample
ITC Franklin Gothic Std Book Italic	<input type="radio"/> <i>Sample</i>
ITC Franklin Gothic Std Demi	<input type="radio"/> Sample
ITC Franklin Gothic Std Demi Compressed	<input type="radio"/> Sample
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ITC Franklin Gothic Std Demi Condensed	<input type="radio"/> Sample
ITC Franklin Gothic Std Demi Condensed Italic	<input type="radio"/> <i>Sample</i>
ITC Franklin Gothic Std Demi Extra Compressed	<input type="radio"/> Sample
ITC Franklin Gothic Std Demi Italic	<input type="radio"/> <i>Sample</i>
ITC Franklin Gothic Std Heavy	<input type="radio"/> Sample
ITC Franklin Gothic Std Heavy Italic	<input type="radio"/> <i>Sample</i>
ITC Franklin Gothic Std Medium	<input type="radio"/> Sample
ITC Franklin Gothic Std Medium Condensed	<input type="radio"/> Sample
ITC Franklin Gothic Std Medium Condensed Italic	<input type="radio"/> <i>Sample</i>
ITC Franklin Gothic Std Medium Italic	<input type="radio"/> <i>Sample</i>

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.

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

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

[WATCH A VIDEO >](#)

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.

5 5 5 - 1 2 3 4 Mānoa 1/4 1/2 3/4
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

Berthold Akzidenz Grotesk Light

Consider proportion when choosing a typeface

—

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

**It's not like a house full of
one man.**

**How can you be a house in
order, but you can't make
the deal.**



Pairing Type



Choosing type is like casting
actors in a role.

Be sure that the typeface is well equipped to handle the role. And, be sure that the typefaces that you pair together are distinctive and complement one another.

Helvetica Light

Baskerville italic for sub-head

Baskerville regular is used for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam malesuada, orci eget finibus lobortis, justo leo dapibus libero, eu congue eros magna a erat. Proin dictum lobortis purus, ac sollicitudin tortor facilisis eu. Donec congue in dolor non mollis. Phasellus sed dolor et nibh malesuada commodo in vitae felis.role.

Baskerville

Baskerville italic for sub-head

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Pairing a serif and a sans serif is a
good place to start.

—

Pairing two different typefaces based on their classifications is a sure-fire way to combine typefaces with enough contrast.

Méridien

Frutiger Univers

If you have chosen Meridien as the typeface for the body text, you may look to Adrian Frutiger's other typefaces for a suitable companion. If you look at the structure of the letterforms, Frutiger might be a better pairing because they are more similar.

An example of this lies in the "e".

ABCDEFGHIJKLMN OPQRSTUVWXYZ

ABCDEFGHIJKLMN OPQRSTUVWXYZ

ABCDEFGHIJKLMN OPQRSTUVWXYZ

ABCDEFGHIJKLMN OPQRSTUVWXYZ

ABCDEFGHIJKLMN OPQRST

ABCDEFGHIJKLMNO

Perhaps you are setting text written by a woman. Look to typefaces designed by women—in this case, Gudren Zapf von Hesse.



An Exercise

CREATING A TYPE SPECIMEN

The objective is to pair two—or *maybe* three— typefaces that can achieve texture, hierarchy and contrast. Include five levels of type: headline, subhead, body copy, pull quote, caption.

Headline ipsum dolor

SUBHEAD IPSUM DOLOR SIT AMET

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pharetra arcu eget
nulla sit facilisi.*

Body Copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque semper justo pulvinar, pharetra arcu eget, maximus ante. Cras condimentum cursus ligula, vel commodo urna ornare eget. Phasellus interdum justo velit. In id scelerisque felis, non sollicitudin neque. Mauris sit amet neque non nisi suscipit laoreet eget quis lacus. In hac habitasse platea dictumst. Nulla facilisi. Aliquam lorem lacus, molestie at odio ut, tempus volutpat urna. Aliquam sit amet ornare sapien. In sed odio nec enim pretium consectetur in sit amet velit. Nulla bibendum tincidunt rhoncus.

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TYPEFACE RECOMMENDATIONS

Below are some typefaces that you may consider exploring as you are being introduced to type. They can all be found in the Adobe Font Folio that is loaded on the lab computers via the application Extensis Suitcase.

SERIFS

Adobe Jensen Pro	Janson Text LT
Adobe Caslon Pro	Joanna MT
ITC Caslon 224	Meridien LT Std
Chaparral Pro	Myriad Pro
PMN Caecelia	New Caledonia LT Std
Centaur MT Std	
Centennial LT Std	
Dante MT Std	
Fairfield LT Std	
ITC Bookman Std	
ITC Century Std	
ITC Legacy Serif Std	
ITC Lubalin Graph	

SANS SERIFS

Avenir
ITC Franklin Gothic
Frutiger LT Std
Univers LT Std
Helvetica Neue
Grotesque MT Std
ITC Avante Garde Gothic Std
ITC Legacy Sans Std
ITC Officina Sans Std
Optima
Trade Gothic LT Std
Vectora LT Std
Cronos Pro

WHEN SHOULD YOU USE THREE TYPFACES?

If you need a third typeface, it should be because one of your other two cannot perform the task or communicate the character you need. For example, a script or display face can bring an additional level of interest that the serif and sans serif cannot accomplish.

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DETERMINING TYPE SIZE

The only way to determine an appropriate type size is to print it. Set a paragraph of body copy on a page. Print it at various sizes in half point increments. 12 point will most likely be too big.

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DETERMINING LEADING

Once you have determined the ideal type size for your chosen typeface, set that size in various paragraphs. Set the leading in half point increments. You are looking for a paragraph that does not look “dense”. Nor should it break apart into “stripes”.

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