Design

#WWDC17

How to Pick a Custom Font

Learning how to fish

Session 815

Loïc Sander, Type Designer

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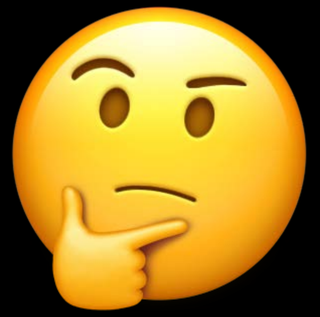
Al Bayan
Al Nile
Al Tarikh
American Typewriter
Andale Mono
Apple Braille
Apple Chancery
Apple Classic Text A
Apple Color Emoji
Apple LiGothic
Apple LiSung
Apple SD Gothic Neo
Apple Symbols
AppleGothic
AppleMyungjo
Arial
Arial Black
Arial Hebrew
Arial Hebrew Scholar
Arial Narrow
Arial Rounded MT Bold
Arial Unicode MS
Athelas
Avenir
Avenir Next
Avenir Next Condensed
Ayuthaya
Baghdad
Banco
Bangla MN
Bangla Sangam MN
Baoli SC



theApp
the one and only
Get started

theApp
the one and only
Get started

theApp
the one and only
Get started

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the one and only
Get started

theApp
the one and only
Get started

How?

Functionality

Style

Pairing

Structure + Contrast

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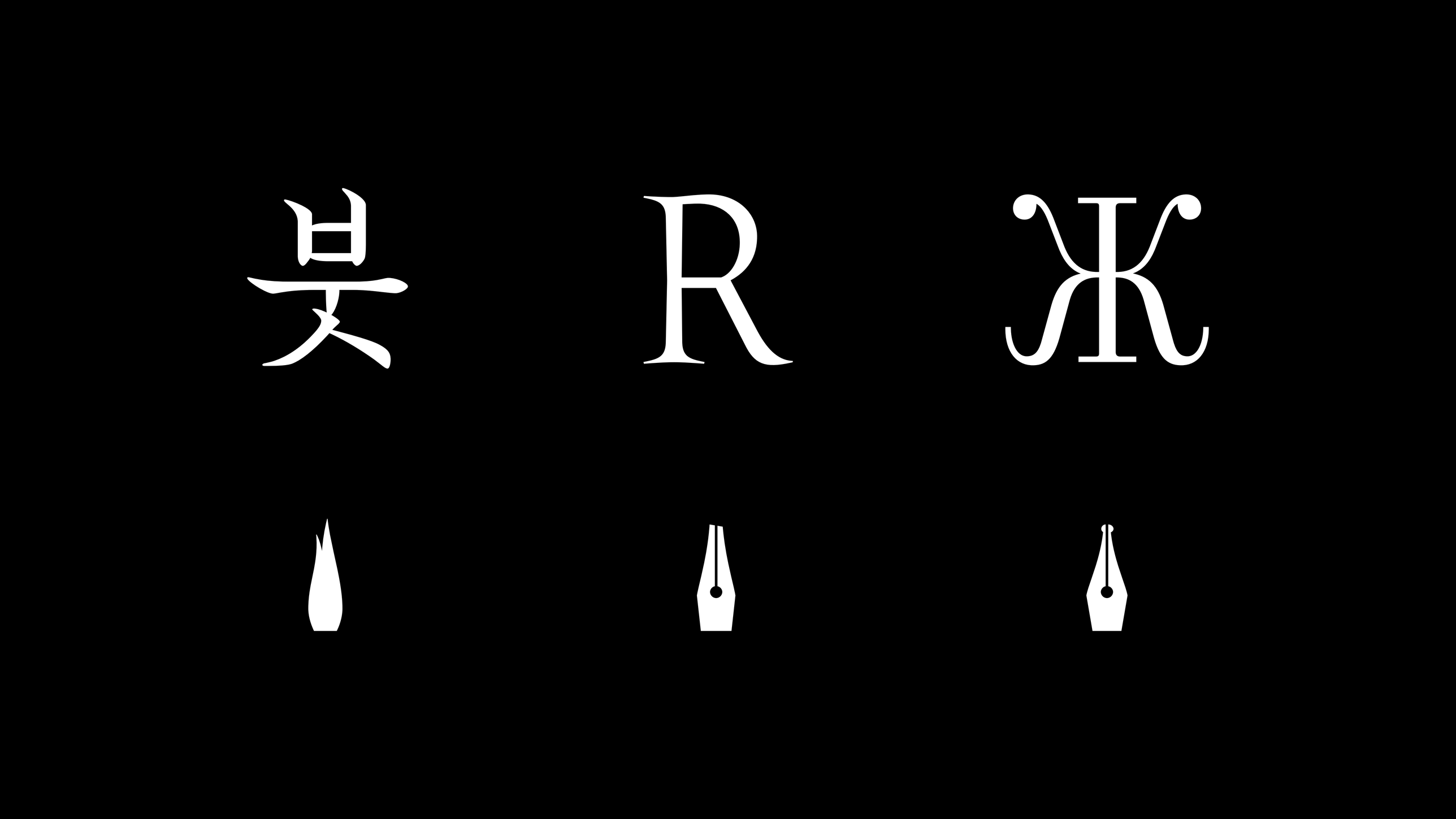

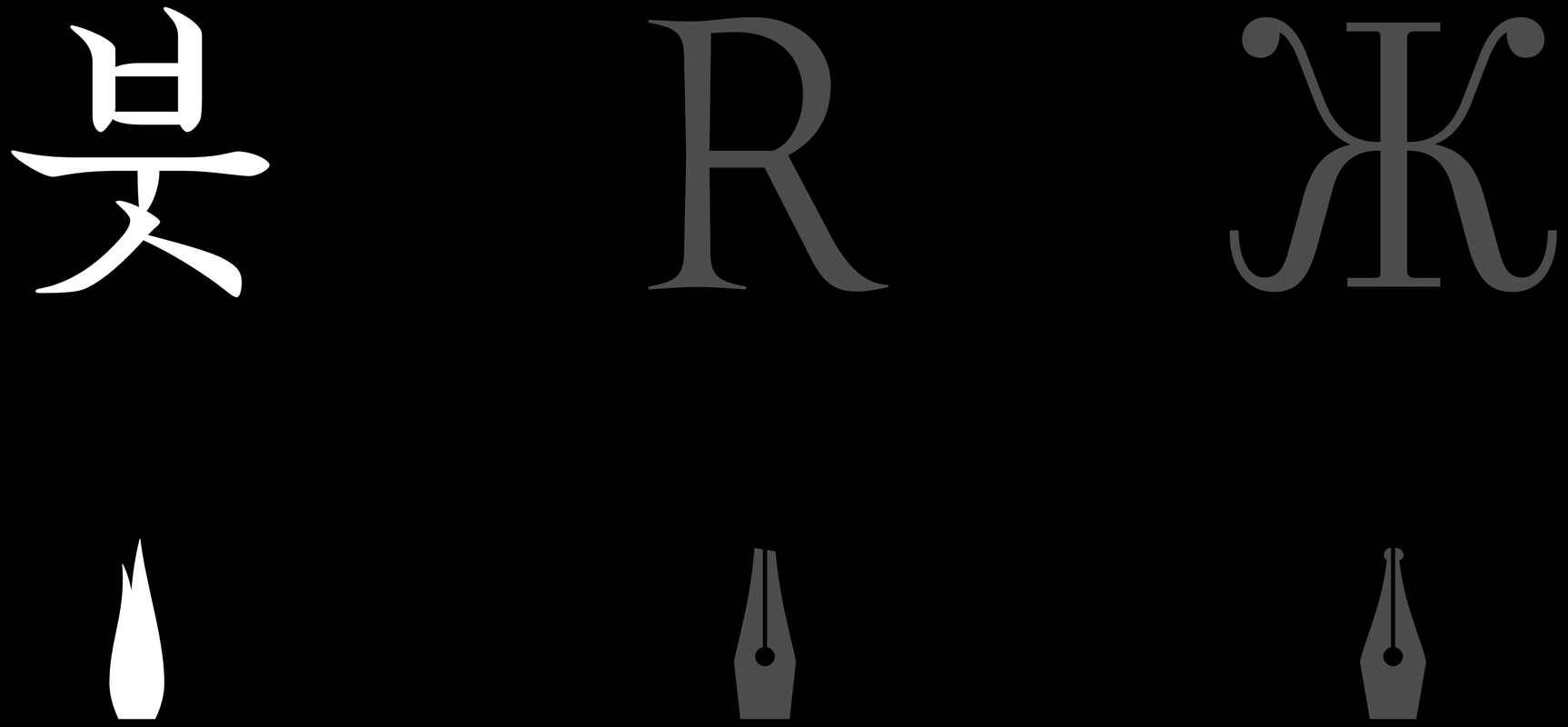

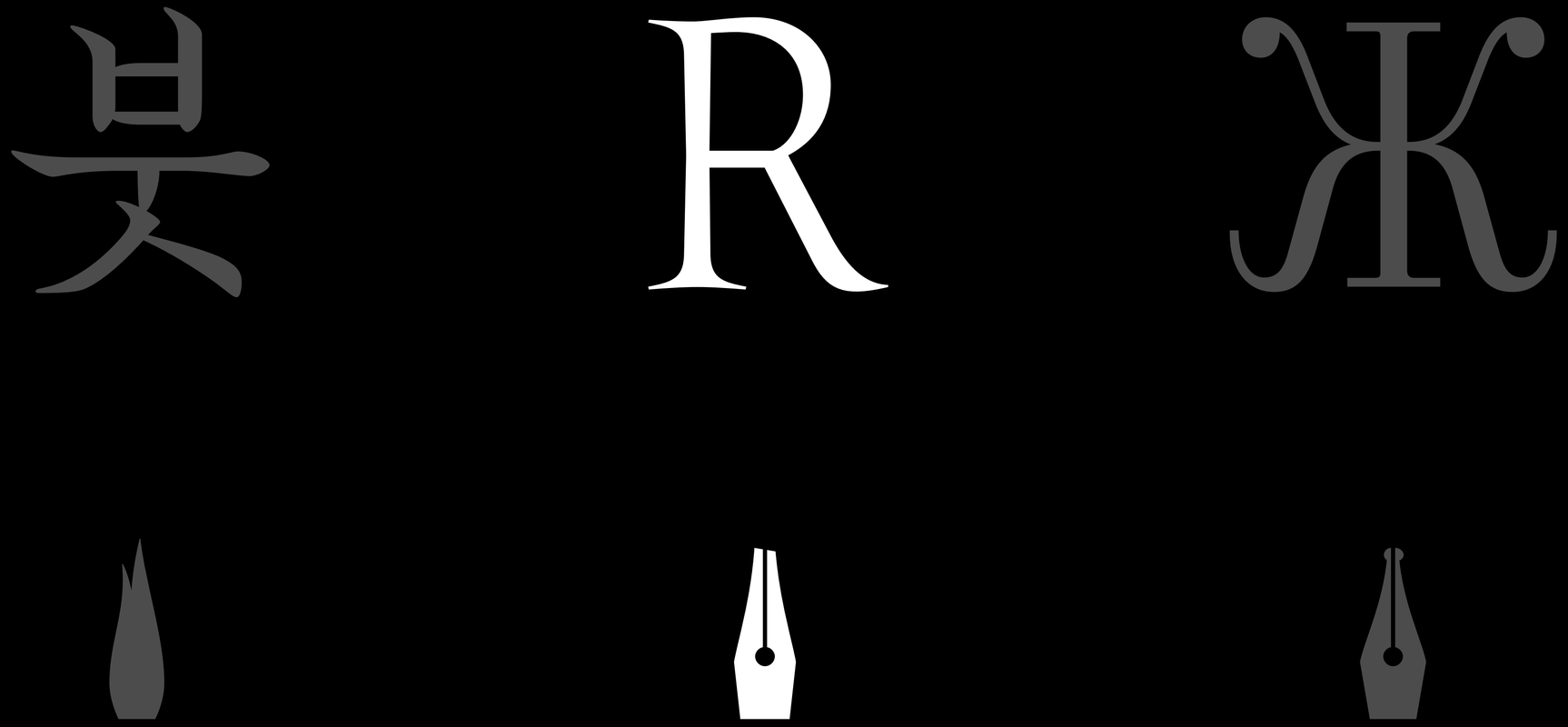

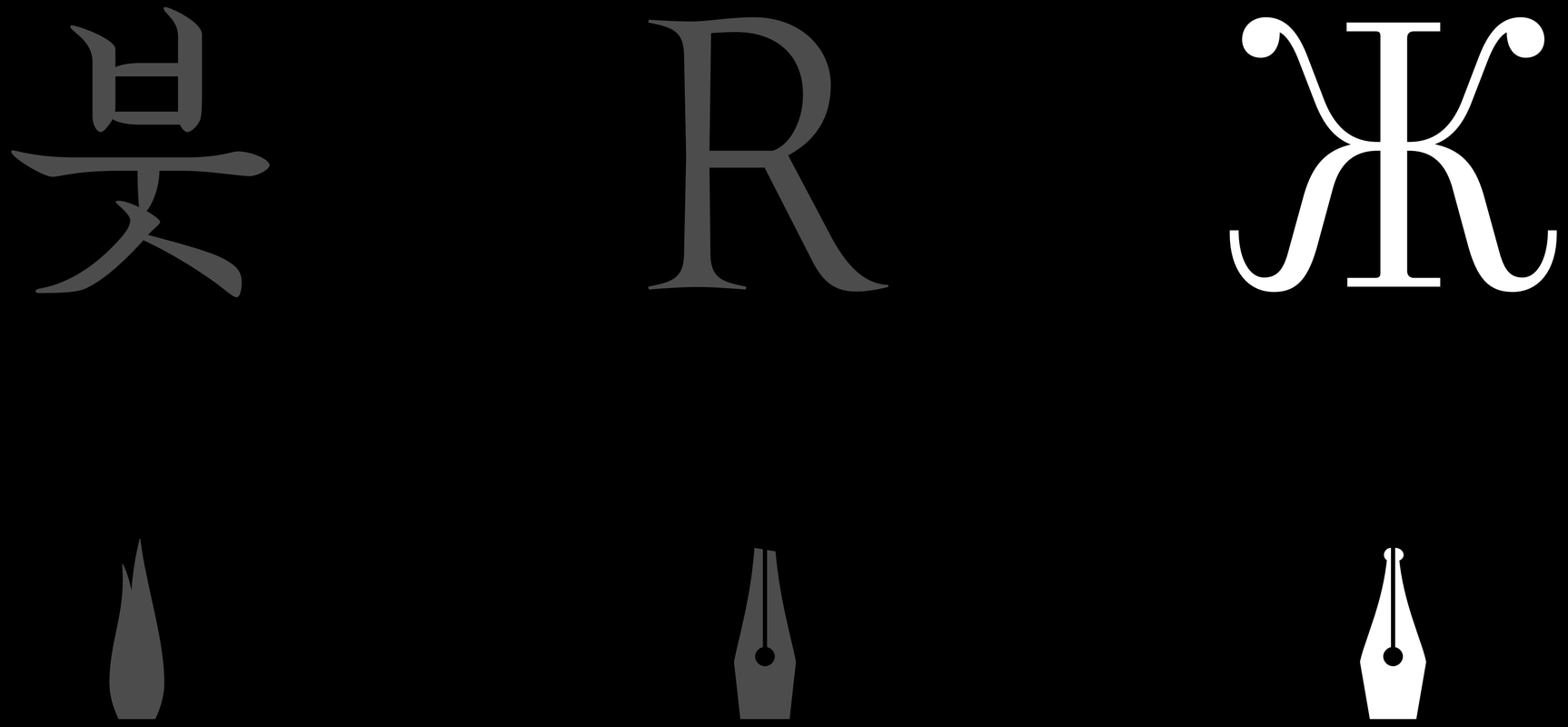

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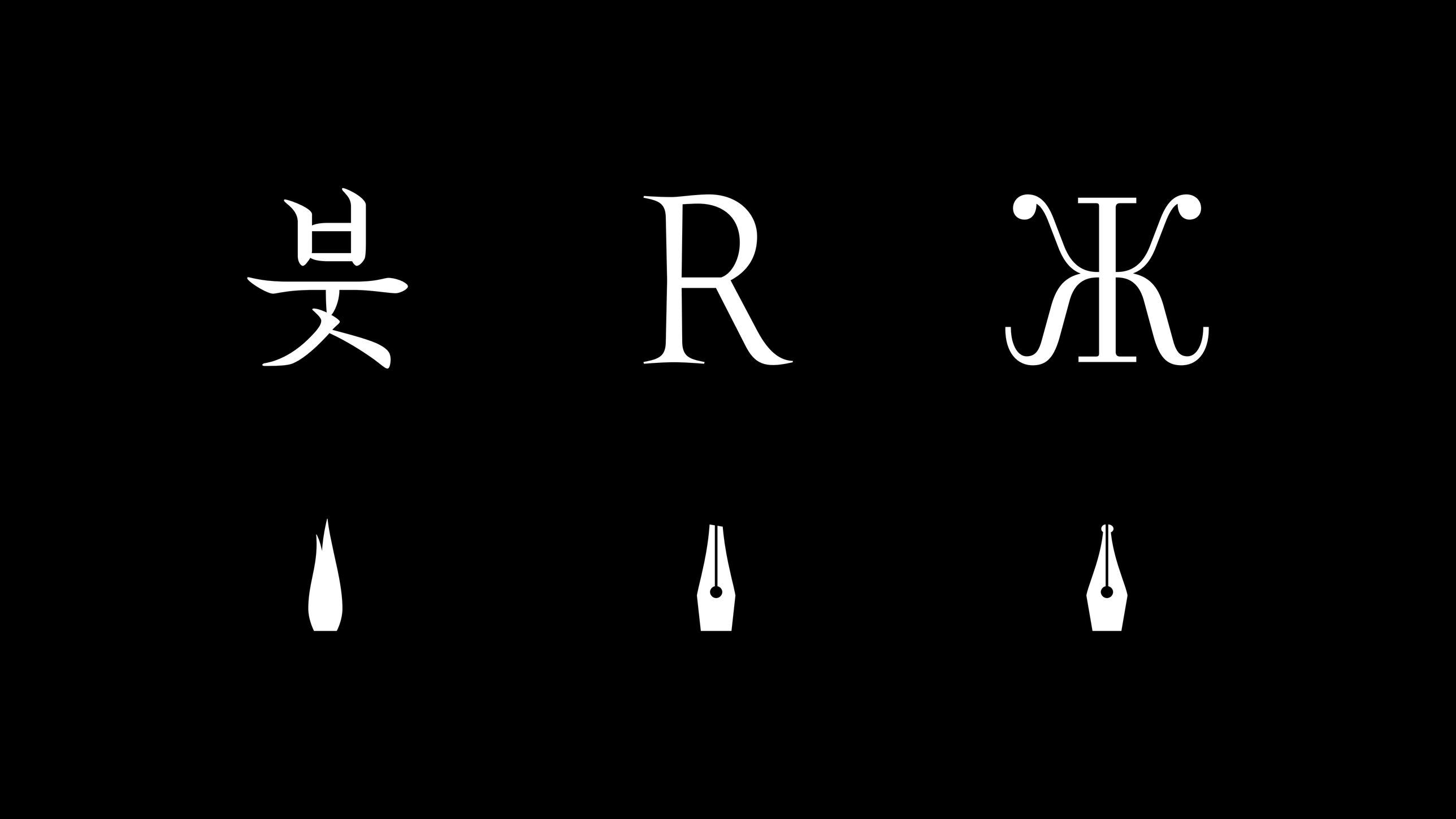

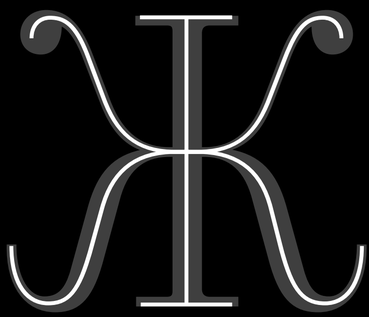

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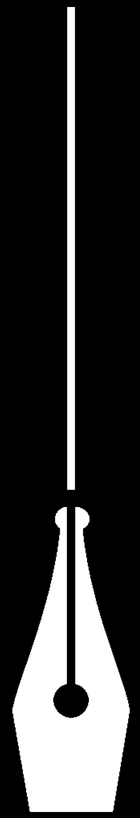

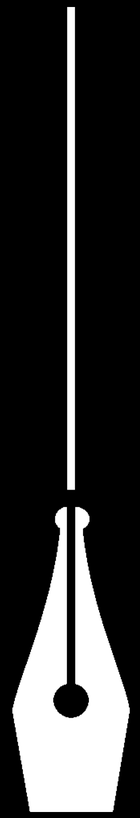

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n n

n n

Why?

What if this line were in a book, would you enjoy reading it?

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Millions

Millions

Big Caslon | Adobe Caslon Pro

Display

Text

Big Caslon | Adobe Caslon Pro

Display

Text

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Display

Text

Big Caslon | Adobe Caslon Pro

Display

Text

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Display Display Display

Text Text Text

Guidelines to Pick a Text Font

Use a typeface with low to moderate contrast

Favor a simpler structure, decorative styles are distracting

Prefer regular to medium weights

Make sure the spacing feels comfortable at small size

Guidelines to Pick a Display Font

Feel free to use typefaces with high contrast or elaborate details

Favor a different weight than your text style

Look for tighter spacing, or track in

Functionality

Style

Pairing

Sophisticated?

Sophisticated?

Cochin

Sophisticated?

Cochin

Snell Roundhand

Literary?

Big Caslon

Adobe Caslon Pro

Fresh?

Avenir

Fresh?

Avenir

Fresh?

Avenir

Functionality

Style

Pairing

WWSC

WWSC

Worldwide Signpainters Conference

WWSC

Worldwide Signpainters Conference

LTypI

Lack of Typographic Imagination

Futura, because, it’s the future

WWSC

Worldwide Signpainters Conference

3:00 pm	*Coffee break*
3:30 pm	*Ain't No Sign High Enough*
4:20 pm	*Paint It Back*

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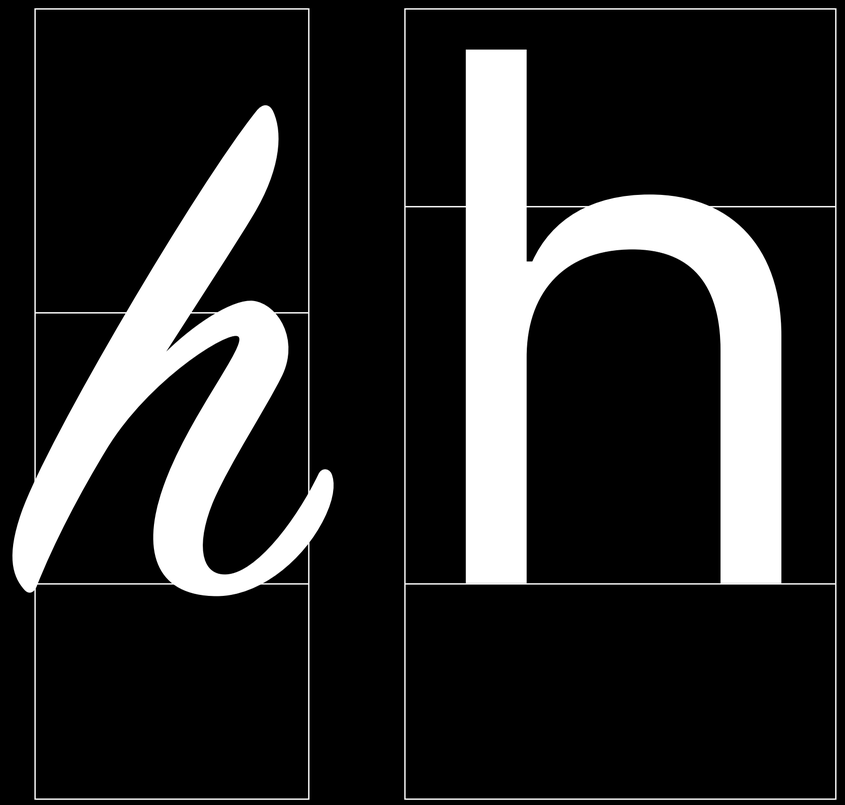
Proportions



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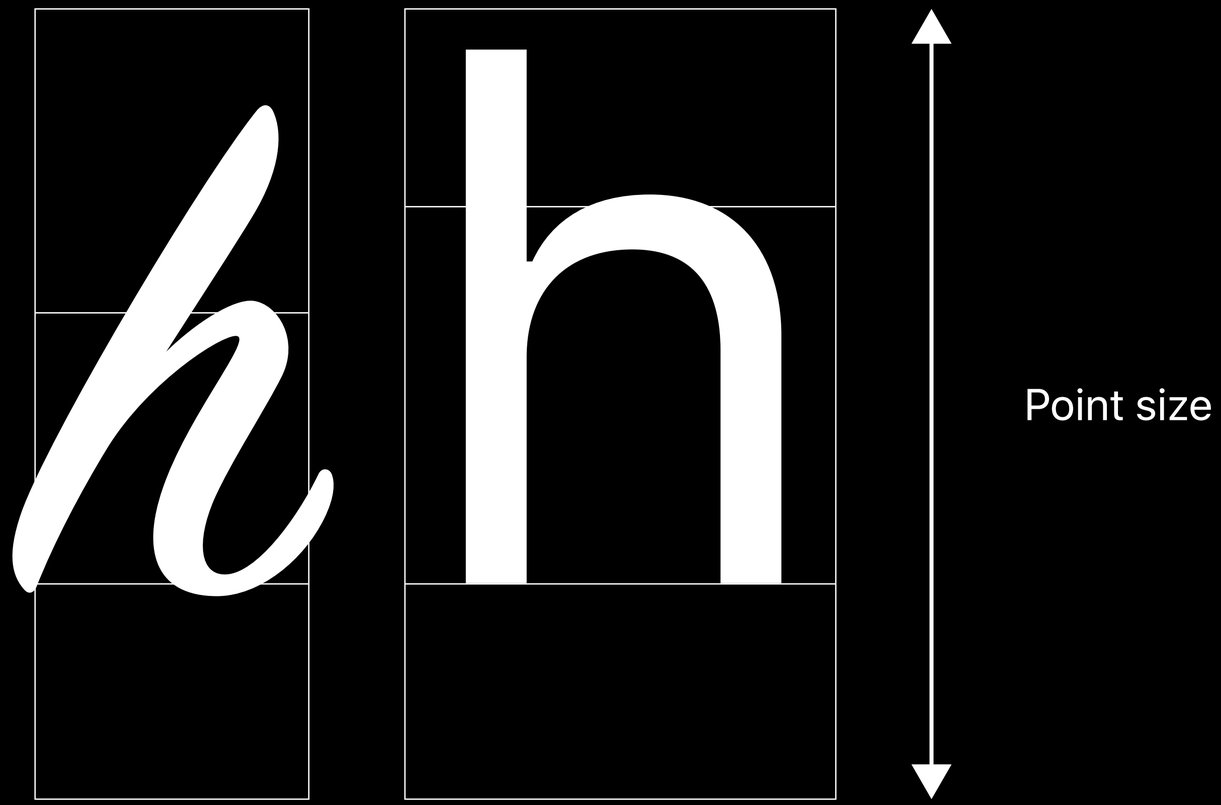

text

Noun

1
A book or other written or printed work, regarded in terms of its content rather than its physical form: a text which explores pain and grief.
• a piece of written or printed material regarded as conveying the authentic or primary form of a particular work: in some passages it is difficult to establish the original text.
• [mass noun] written or printed words, typically forming a connected piece of work: stylistic features of journalistic text.
• [mass noun] Computing data in the form of words or alphabetic characters.

2
[in sing.] the main body of a book or other piece of writing, as distinct from other material such as notes, appendi-

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LOST AT SEA ON THE BRINK OF THE SECOND WORLD WAR

May 15, 2017

When Berta Doff met Ben Cohn, in 1936, she was twenty-one years old, tall and confident, with the diction of an elocution instructor, which in fact she was. Having attended college in Boston, she also worked as the host of radio programs, in New Haven, Connecticut, where she had grown up. On one program, she asked people questions about the news, and if they answered correctly they won a hat. Ben was running a Loews movie theatre in New Haven. They became friends, then dated briefly, but soon Ben accepted an offer to manage a Loews theatre in Calcutta, India. Berta found other lively radio and theatre

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Druk

Guidelines for Style Pairing

Favor some form of typographic contrast

Leverage weight and size to produce contrast

In mixing styles, go for obvious difference

Keep on learning about typographic styles

Al Bayan
Al Nile
Al Tarikh
American Typewriter
Andale Mono
Apple Braille
Apple Chancery
Apple Classic Text A
Apple Color Emoji
Apple LiGothic
Apple LiSung
Apple SD Gothic Neo
Apple Symbols
AppleGothic
AppleMyungjo
Arial
Arial Black
Arial Hebrew
Arial Hebrew Scholar
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