How to Pick a Custom Font

Learning how to fish

Session 815

Loïc Sander, Type Designer
theApp
the one and only
Get started
How?
Functionality
Style
Pairing
Structure + Contrast
ductus
Why?
What if this line were in a book, would you enjoy reading it?

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

Text

Display

Text

Display

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?

theApp
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Big Caslon
Adobe Caslon Pro
Fresh?

Avenir

theApp
the one and only
Fresh?

Avenir

theApp
the one and only
Functionality
Style
Pairing
WWSC
WWSC
Worldwide Signpainters Conference
Lack of Typographic Imagination
Futura, because, it’s the future
3:00 pm  Coffee break
3:30 pm  Ain't No Sign High Enough
4:20 pm  Paint It Back
3:00 pm  Coffee break
3:30 pm  Ain't No Sign High Enough
4:20 pm  Paint It Back
Proportions
Proportions

Point size
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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ON THE BRINK
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SECOND
WORLD WAR

May 15, 2017

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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