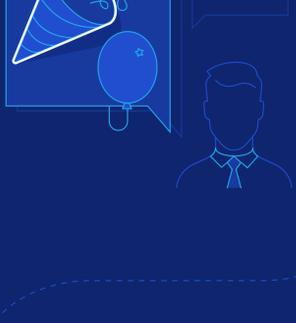


Tips and Considerations When Choosing a Typeface

1. Scope

What project(s) will the typeface be used for? Is it a long-term project with diverse typographic needs like a magazine, or a short-term project like a slide deck?



2. Mood

Is the project formal or informal? Contemporary or traditional? Fun or serious? The typeface needs to match the mood.

3. Functionality

Where will the font be used? Will it be used at small or large sizes? For big blocks of text or just headlines? Make a list of all of the ways the typeface will be utilized.



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4. Versatility

Does the typeface need to be used in just one medium (like a website) or will it be used across an entire brand's marketing materials? Consider this at the outset to avoid running into usability issues later.

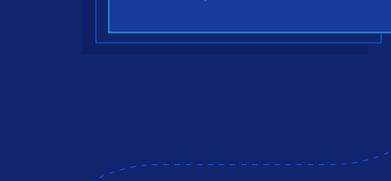
5. Message

What is the message that needs to be communicated? What is the purpose of the design? Typefaces need to reinforce the message of the text they're used for and suit the purpose of that message.



6. Readability

At what size will the font be used? Headlines can use more detailed or elaborate fonts that aren't readable at small sizes, while fonts for body text need to be highly readable even at small sizes.



7. Languages

Will the text be translated into different languages? Will special characters (such as umlauts (ä)) be used? If translations or special characters are necessary, the font family needs to include them.



SERIF

NO SERIF

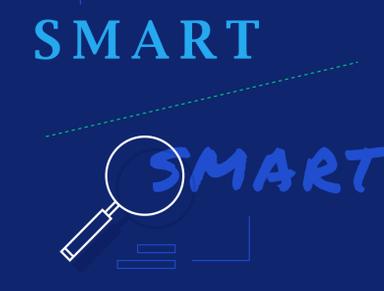


8. Style

Serif or sans serif? Display or script? The style should be determined based on how the typeface will be used (body text, headlines, captions, multiple uses, etc.).

9. Brand

Does the font match the overall brand message and mood? Is it consistent with other branded materials? Is it a deviation from what consumers expect? Consider how the typeface fits with the existing brand, or what it will convey when creating a new brand.



10. Licensing

Will the font be used online? In printed materials? For packaging? While many fonts use general, blanket licensing terms, some do not. Designers need to understand how fonts are licensed to make sure they don't violate the terms.

11. Combinations

Will the typeface be combined with other typefaces? Will it be used alone? Consider which typefaces it coordinates with before finalizing the selection. Typefaces with a lot of potential matches expand future design possibilities.



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12. Large Font Families

Is the typeface part of a larger family? Does it include serif, sans serif, and display options? Large font families provide more usage options for a variety of projects.

