Font, Typeface, Typeface Family

Font: A font is a set of printable or displayable text character in a specific style, weight, and size. E.g. *Helvetica Italic 10 Point*.

Typeface: The type design for a set of fonts in a given style is the typeface. *E.g. Helvetica Italic*.

Typeface Family: The set of type designs for a set of fonts, and its variations. E.g. *Helvetica*

Thus, a typeface has many fonts, and a *typeface family* is what we change in word processors when we switch from Calibri to Times New Roman.

Confused? Many designers get these mixed up. It's worth memorizing the differences if you plan to continue in a design field. Otherwise, the world will understand what you mean when you say "font" instead of typeface because the two terms are now used interchangeably.

Selected Typographical Variables

Weight: Bold, Standard

Case: Upper case, lower case, all capital letters, small capital letters

Size: Point size; 100 minimum for decorative fonts, otherwise size 6 is the smallest that may be used on a map. Always kept the same within a class.

Color: kept consistent within a label class in the visual hierarchy; should be the same color as the point symbol (if labeling cities) or a blue color if labeling water features. Choose the same blue color as the water feature, when possible. When not possible, choose a contrasting blue color for legibility (example: use a darker blue to label a light blue lake).

Style: Roman (upright) or Italic (slanted to the right; 'true' italic has a stroke or flourish that goes to the left and is not just a slanted version of the Roman)

Serif: used for physical features. Only one serif type family should be used on a map.

Sans-serif: used for cultural features. Only one sans-serif type family should be used on a map.

Decorative typeface: Neither serif nor sans, used for titles only.

Tracking: The spaces between ALL letters: example, T R A C K I N G. Polygon labels should use tracking to fill the polygon.

Leading: The space between lines of text; example, the spaces between the label below:

North

Atlantic

Ocean

Kerning: The spacing between individual letters; i.e. between a "D" and an "F". Can sometimes be adjusted to increase legibility when individual letters are too close or too far apart, but adjust with great care.

Glyphs: The set of extra characters available with a font, such as for use with mathematical equations or foreign languages. Also includes old-style numerals (see below for an example of old style numerals in Garamond; bottom row)

$$123456789$$
$$123456789$$

Ligatures: connections between letters in text. Common ligatures include ff, tt, ae, oe. Some are discretionary, meaning that they must be added in if the designer wishes to use them (ae, for example) or standard, like the ff ligature, which is the default within a given text.

Swashes: decorative flourishes for letters. These can be turned on in Illustrator, but are not defaults. Many typefaces do not have swashes available. Do not use swashes on text smaller than size 100. See below for some swashes from Caslon:

$$A A A \mathcal{E} B C D E$$
$$F F G H J J K L M$$
$$N N N P Q Q R R$$
$$T V Y Z - \& k y w z$$

Blending Typefaces

Adapted for G370 from Prof. Dennis Miller's typography lectures

1. **Do not use more than two type families on a map**. 1 serif, 1 sans serif. 1 "decorative' typeface can be used for a title.

2. **Think about contrast** – do not use typefaces that look too similar.

3. **Consider familie**s: you can stick with a single typeface family. It is helpful to pick one that comes in a variety of weights, styles, and widths.

   3a. Consider the kinds of characters you will need. Small caps? Different styles (i.e. italic, bold)? Foreign accents? You can recognize opentype fonts that have these option with the word "pro" at the end of the typeface's name (i.e. Caslon Pro).

4. **Typeface combinations based on contrast are better equipped to establish hierarchy**. Vary weight, size, and style, as well as leading, interparagraph spacing, and tracking (letter fit).

5. **Look at fonts from the same stable.** Try combining typefaces from the same designer! You can find out who designed a typeface on Wikipedia, and look at some of their other typefaces.

6. **Historical accuracy**: do not use a typeface that was designed after the period in which the material is set.

7. **Combine characteristics**: consider strokes, x heights, cap heights, letter width, bowl shape and structure. If you are mixing typefaces in the same paragraph, make them both the same x height. A serif and sans-serif can be matched by comparing the similar skeleton.

Here are some *classic combinations*:

Georgia

& Verdana

Helvetica Bold

& Garamond

Bodoni

& Futura

Franklin Gothic

& Baskerville

Caslon Bold

& Univers Light

Frutiger Bold

&Minion

Minion Bold

& Myriad

Gill Sans Bold

& Garamond

CLARENDON

&Trade Gothic

Avenir
&Minion

Gill Sans

& Perpetua

Palatino
&Optima