

THAT'S MY TYPE

NAME: _____

WHAT IS TYPOGRAPHY?

Typography is the design of letters in digital and printed mediums and how those letters are combined to form words and sentences.

ANSWER QUESTIONS

What emotion do you want to evoke?

How will my type be used?

Does my typeface need to be legible in all sizes?

Do I need a typeface that is supported in multiple languages?

What style do I want for my typeface?

SELECT FONTS FROM:

Google Fonts, Adobe Typekit, 1001 Free Fonts, Behance, Creative Market, Da Font & More.

FONT CATEGORIES

- H** Serif: Typefaces that have little strokes on the end of letters are known as "serifs."
- R** Sans Serif: Typefaces that have no strokes at the end of the letters. Old French Word Sanz meaning "without."
- Hi** Script: Typefaces that are fluid and consist of connected letters. Often referred to as cursive or calligraphy.

TIPS:

- Make sure it's legible.
- Avoid Too Many Similar Fonts if selecting more than one.
- Select 2 fonts at the most.
- Contrasting fonts work well!
- Combine serif & sans serif.

FONT HIERARCHY

Size: Use size to guide your readers what to read first.

Weight: Bold or thin weights can help guide your readers what to read next. Maybe the next text is slightly less bold.

Color: Color can be a great way to draw attention to something important or organize ideas.