



WELCOME SLIDES & TIPS

Font Club || 10.11.2017

There are no born
masters of typography

~Jan Tschichold

Sabonn

GINNY'S FAVS

NOW THIS IS THE NEXT TALE, AND IT TELLS HOW THE CAMEL GOT HIS BIG HUMP.

In the beginning of years, when the world was so new and all, ^{AND} the Animals were just beginning to work for Man, there was a Camel, and he lived in the middle of a Howling Desert because he did not want to work; and besides, he was a Howler himself. SO HE ATE STICKS AND THORNS AND TAMARISKS AND MILKWEEED AND PRICKLES, MOST 'SCRUCIATING IDLE; AND WHEN ANYBODY SPOKE TO HIM HE SAID 'HUMPH!' JUST 'HUMPH!' AND NO MORE.

Presently the Horse came to him on Monday morning, with a saddle on his back and a bit in his mouth, and said, 'Camel, O Camel, come out and trot like the rest of us.'

'Humph!' said the Camel; and the Horse went away and told the Man.

PRESENTLY THE DOG CAME TO HIM, WITH A STICK IN HIS MOUTH, AND SAID, 'CAMEL, O CAMEL, COME AND FETCH AND CARRY LIKE THE REST OF US.'

'HUMPH!' SAID THE CAMEL; AND THE DOG WENT AWAY AND TOLD THE MAN.

BEBAS NEUE

CHARCUTERIE FAMILY

ARBOUR LIGHT

SATISFACTION

MENSCH BOLD

TREND HM SANS

**Typography has one plain
duty before it and that is to
convey information in writing.**

~ Emil Ruder

univers

KELLY'S WORKHORSES

Presently the Ox came to him, with the yoke on his neck and said, 'Camel, O Camel, come and plough like the rest of us.'

'Humph!' said the Camel; and the Ox went away and told the Man.

At the end of the day the Man called the Horse and the Dog and the Ox together, and said, 'Three, O Three, I'm very sorry for you (with the world so new-and-all); but that Humph-thing in the Desert can't work, or he would have been here by now, so I am going to leave him alone, and you must work double-time to make up for it.'

TIMES NEW ROMAN

ARIAL

THIS IS A GREAT EXAMPLE OF "IF IT AIN'T BROKE . . . DON'T FIX IT".

Kelly inherited clients with preset document settings/brands. If she changed the type, just for design aesthetics, she would have to purchase new fonts for her and the client, and then update 600+ documents. Created in 1931 by Stanley Morison for the British newspaper *The Times*, Times New Roman's high x-height is a great choice for easy reading, making it a great typeface for the manuals Kelly produces.

POLYNESIAN TYPE TRIVIA

Many Polynesian languages have an additional letters not included in the English language. One of them is a type of consonant known as a phonetic glottal stop. It has several names, but we'll refer to it as the "okina", as the Hawaiians do.

This character is often erroneously indicated by a right quotation mark, but a true okina is actually shaped more like a six. Sadly not all fonts have that glyph (search for 02BB in the glyph window).

When it's not available you can use a left quote (opt+]), a straight vertical mark, or you can often omit the okina.

pua‘a

Hawai‘i

Lili‘uokalani

BETTER HYPHENATION SETTING

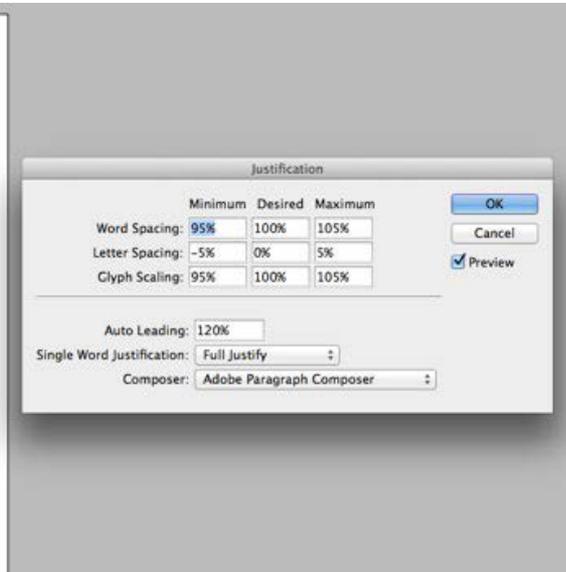
InDesign gets a lot right with typography, but missed the mark with the Justification settings. The default settings will leave you with undesirable tracking and wide rivers in your text. Use the settings below for beautiful type.

Word Spacing: 95% | 100% | 100%

Letter Spacing: -5% | 0% | 0%

Glyph Scaling: 95% | 100% | 105%

While some long documents need hyphenation, for dense text—it is best avoided for small quantities of text or narrow columns. Turn it off unless it is really necessary.



KELLY'S FAVS

'Only "Humph!"; and he won't plough,' said the Ox. 'Very good,' said the Djinn. 'I'll humph him if you will kindly wait a minute.'

The Djinn rolled himself up in his dust-cloak, and took a bearing across the desert, and found the Camel most 'scruciatingly idle, looking at his own reflection in a pool of water.

'My long and bubbling friend,' said the Djinn, 'what's this I hear of your doing no work, with the world so new-and-all?'

'Humph!' said the Camel.

ADELLE SANS REGULAR

ADELLE SERIF REGULAR

META PLUS LINING

WHITNEY

WHY WON'T MY FONT ALIGN TO THE LEFT EDGE?

Can't get your text to absolutely align left? It is because of the natural inset/padding inside the font. This built-in padding creates beautiful optical alignment and kerning. At body copy size, you'll likely never pay notice the alignment. But at a headline size it gets tricky.

Optical alignment doesn't stick to guides. It relies on wide, slanted & rounded glyphs (A's, C's, O's) overhanging the glyph margin, while the opposite is true for narrow & straight glyphs.

Even in well designed fonts, shorter headlines (2–3 lines) might need help because there isn't enough content for the eye to adjust to the alignment.

SO, yes you could can align the text itself to a guide. (And that is often faster). But there is a trick to do this typographically. Insert a hairline space before your desired glyph, then kern it back to the left. By adding the space BEFORE the glyph, you can now kern negatively.

Note: But be careful, don't align for the sake of alignment. In the examples to the right, I feel the optically aligned example (no space) is better on the eyes (but typography is subjective).

**PLEASE
ALIGN
TYPE
TO THE
LEFT**
no space

**PLEASE
ALIGN
TYPE
TO THE
LEFT**
with space

Don't be afraid to let
your freak font fly

~Brick Heck

open sans

AARON'S FAVS

The Djinn sat down, with his chin in his hand, and began to think a Great Magic, while the Camel looked at his own reflection in the pool of water.

'You've given the Three extra work ever since Monday morning, all on account of your 'scruciating idleness,' said the Djinn; and he went on thinking Magics, with his chin in his hand.

'Humph!' said the Camel.

'I shouldn't say that again if I were you,' said the Djinn; 'you might say it once too often. Bubbles, I want you to work.'

ARIAL ROUNDED BOLD

DIN OT REGULAR

HELVETICA NEUE REGULAR

HELVETICA NEUE THIN

GINNY'S WORKHORSES

And the Camel said 'Humph!' again; but no sooner had he said it than he saw his back, that he was so proud of, puffing up and puffing up into a great big lolloping humph.

'Do you see that?' said the Djinn. 'That's your very own humph that you've brought upon your very own self by not working. Today is Thursday, and you've done no work since Monday, when the work began. Now you are going to work.'

'How can I,' said the Camel, 'with this humph on my back?'

'That's made a-purpose,' said the Djinn, 'all because you missed those three days. You will be able to work now for three days without eating, because you can live on your humph; and don't you ever say I never did anything for you. Come out of the Desert and go to the Three, and behave. Humph yourself!'

And the Camel humphed himself, humph and all, and went away to join the Three. And from that day to this the Camel always wears a humph (we call it 'hump' now, not to hurt his feelings); but he has never yet caught up with the three days that he missed at the beginning of the world, and he has never yet learned how to behave.

BLISS LIGHT

BEMBO STD REGULAR

AKTIV GROTESK LIGHT

BRANDON GROTESQUE REGULAR

ARCHER MEDIUM

FONT FORMAT BASICS

	Postscript	TrueType	OpenType
When	1984	1991	1996
Who	Adobe	Apple	Adobe/Microsoft
Why	digital typesetting	compete with PS	end TT/PS war
Parts	two files	single file	single file
Platform	mac or pc	mac or pc	single file
Print/web	print	web?	both
Characters	256	65,536****	65,536
Extended Language	via multiple fonts	kinda*	yes
Advanced features	via multiple fonts/NO	no/via unicode*	yes
Notes	using ligatures etc 'breaks' spell check, search, etc.	using ligatures etc 'breaks' spell check, search, etc.*	even with special features activated, text is still recognized by apps. As of 2016 the format will be expanded to include Variable fonts and Color fonts (Scalable SVG and Bitmap)

We're very concerned with language and how language works. We're trying to engage people rather than dictate how they should be thinking.

~Neville Brody

HATE OR REALLY LOVE THE RECENT FONT MENU?

1. Open your preferences (cmd-k)
2. Go to Type Preferences
3. Adjust “Number of Recent Fonts to Display”
(set it to zero to make it go away)

