FINDING YOUR PERFECT FONT STYLE

USE THIS WORKSHEET TO FIND YOUR FONT STYLE PERSPECTIVE

PRESENTED BY MayeCreate DESIGN
# Table of Contents

Meet the Authors 3
Introduction 4
Thoughts to Consider 4
Usability Notes 5
How to Use the Font Workbook 6
Glossary of Terms 7
Fonts: 8-17
  - Serif 8
  - Semi Serif 10
  - Sans Serif 12
  - Script 14
  - Handwritten 16
Keep Moving 18
MEET THE AUTHORS

MONICA PITTS
CHIEF CREATIVE OFFICER
MAYECREATE DESIGN

Monica founded MayeCreate design in 2005. She considers herself a creative web dork with the ability to speak geek and English. Raised in a house of educators, Monica’s parents taught her to teach her way through everything she loves. This book and the MayeCreate workshops are her way of educating MayeCreate clients and the public about all the awesomeness of web design, online advertising and marketing.

SADIE THIBODEAUX
DESIGNER, PHOTOGRAPHER, COPYWRITER
MAYECREATE DESIGN

Sadie has a BFA in Photography, but that doesn’t limit her! While photography is her passion, she is a visual person who appreciates all forms of creative outlet. Sadie was born in Louisiana and raised in her parents’ photography studio. Sadie joined the MayeCreate team as a designer, photographer and copywriter. This book, and others, allows Sadie to share her love of learning with other people.
INTRO to the font workbook

Searching for the perfect font can be a chore. With about 435,278 fonts out there, finding the perfect one for your needs is intimidating. Use this nifty worksheet to help you narrow down the choices until you find the perfect font style for your needs.

THOUGHTS to consider

Think of font styles like clothing styles. We choose clothes based on how they make us feel, as well as how they impact others. Like clothes, fonts can be trendy, feminine, fancy, masculine, etc.; they have the power to evoke emotions and feelings. Clothes make a statement and that’s what you want your font style to do.
USABILITY

When choosing a font or font style, consider where you’re going to be using the font, what you’re going to be using it for, and in what size you will be using it.

SIZING CONSIDERATION Keep in mind the size that your font will be used in. Some fonts are completely illegible if smaller than a certain size. Clean fonts with consistent lines, such as Walkway (Ultra Bold), are more easy to read when used in smaller situations like stationary or business cards.

However, just because a font looks neat does not mean it will look as neat once it’s used in a large size. For example, at a certain point a font’s textures may look weird or messy.

WEIRD CHARACTERS Some fonts contain a couple of super fancy characters; they could have a fancy g or q, or even a decorative question mark. Sometimes these letters look super neat but sometimes they’re really weird or almost indecipherable.

Review all characters of your font to ensure you won’t be surprised later with a strange looking g. Also, keep this in mind: if you do love that “g” but you aren’t going to use it anywhere, are you attached to the rest of the characters too?
**HOW TO use the font workbook**

**THE CHECK BOXES** As you’re looking through the font examples, take note of the styles that grab your attention.

If a font moves you, check off its corresponding letter box at the top of the page. Don’t judge yourself, there is no right or wrong at this point.

**COMPARE THE RESULTS** After reviewing all of the fonts and checking off those you like, sit with your designer and compare your results. Hold your choices next to each other and look for similarities.

Did you choose masculine fonts? Do several of your picks have a heavy stroke weight?

As you and your designer compare, you will see a trend develop revealing the type of font your are drawn to! Now you know what style to look for when choosing a font.

**THE REAL SEARCH BEGINS** Finding a main font style you like provides your designer a clear picture of what you will like for your design.

If you’d like to search on your own, there are several free font websites perfect for perusing. Fontsquirrel.com, google.com/fonts and dafont.com are excellent resources.
GLOSSARY of terms

SERIF characters have a little line, like little feet, winging out from the end of their stroke.

SEMI SERIF fonts are a happy-medium between a serif and a sans serif with a little line winging out from the end of their stroke, like a serif, but not as defined.

SANS SERIF characters’ stroke ends bluntly.

SCRIPT fonts illustrate a clean handwriting script.

HANDWRITTEN fonts are designed to retain the natural texture of handwritten script.

DESCENDERS are characters which drop below the baseline, or the bottom of other characters. (g, j, p, q, y)

ASCENDERS are characters which extend above the mean line, or the top of other characters. (d, f, k, l, t)
SERIF examples

**STROKE WEIGHT** The thickness of the character line.

**STROKE CONTRAST** The variation of thickness to thinness in the lines of the character.

**CHARACTER WIDTH** The width narrowness of a character.

**X HEIGHT** The distance between the baseline, or bottom of a character, of non-descenders and the mean line, or top of a character of non-ascenders.
**Serif**

- **Stroke Weight**
  - (a) Heavy Stroke Weight: *Crete Round*
  - (b) Light Stroke Weight: *Nixie One*
  - (c) Fine Stroke Weight: *Josefin Slab*

- **Stroke Contrast**
  - (d) Low Stroke Contrast: *Kreon*
  - (e) Average Stroke Contrast: *Neuton*
  - (f) High Stroke Contrast: *Play Fair*
  - (g) Extreme Stroke Contrast: *Yeseva One*

- **Character Width**
  - (h) Wide Character Width: *Cutive*
  - (i) Condensed Character Width: *Old Standard TT*

- **X Height**
  - (j) High X Height: *Gentium Basic*
  - (k) Low X Height: *Noticia Text*
SEMISERIF examples

SERIF WEIGHT The amount, or heaviness, of the serif.

ROUNDED END A serif whose end is rounded as opposed to pointed or square.

STROKE CONTRAST The variation of thickness to thinness in the lines of the character.
Semi Serif

Serif Weight

(a) Medium Serif
(b) Medium Serif
(c) Light Serif
(d) Light Serif

Rounded End

(e) Average Stroke Contrast

(f) High Stroke Contrast
(g) Extreme Stroke Contrast

Stroke Contrast

(h) Low Stroke Contrast
(i) Low Stroke Contrast
(j) Medium Stroke Contrast
(k) High Stroke Contrast
SANS SERIF examples

STROKE WEIGHT The thickness of the character line.

CHARACTER WIDTH The width narrowness of a character.

CHARACTER SHAPE The overall shape of a character: round, oval, square, etc. A good way to judge is by the “O” character of the font.
Sans Serif

(a) Light Stroke Weight
- Quicksand

(b) Average Stroke Weight
- Droid Sans
- Cabin

(c) Heavy Stroke Weight

(d) Wide Character Width
- Fugaz One

(e) Wide Character Width
- Inder

(f) Condensed Character Width
- Economica

(g) Oval Character Shape
- Arimo

(h) Oval Character Shape
- Nobile

(i) Square Character Shape
- Exo

(j) Square Character Shape
- Titillium Web

(k) Oval Character Shape
- Chivo

(l) Round Character Shape
- Cabin

(m) Round Character Shape
- Raleway
SCRIPT examples

**ELEGANT** Fonts which tend to flow smoothly and have a moderate range of stroke contrast.

**CASUAL** Fonts that seem to follow the beat of their own drum; they have a wide range of style characteristics.

**CALLIGRAPHY** Fonts that mimic the writing style of a broad tip instrument or a calligraphy pen.
HAND-WRITTEN examples

CURSIVE Fonts illustrating a cursive style writing; one letter literally links to another.

PRINTING Fonts resembling the printing writing style; all letters are separate of another.
Handwritten

(a) Rough Stroke Finish
Homemade Apple

(b) Uneven Stroke Finish
Miniver

(c) Rough Stroke Finish
Seaweed Script

Cursive

(d) Smooth Stroke Finish
Bad Script

(e) Brushed Stroke Finish
Oregano

Printing

(f) Smooth Stroke Finish
Covered By Your Grace

(g) Smooth Stroke Finish
Allan

(h) Uneven Stroke Finish
The Girl Next Door
KEEP MOVING

LOGO DESIGN ENCOMPASSES MUCH MORE THAN JUST A FONT. YOU HAVE FOUND A FONT STYLE YOU LIKE BUT WHAT’S NEXT?

Our logo workbook will guide you through gathering all of the pertinent information your logo will need to aptly represent your business.

This e-book contains logo ideas from colors to icons to content arrangements. After perusing the exercises you will be ready to work with a designer to create the perfect logo for your business.

Download FREE E-BOOK

CONSIDERING MAYECREATE?

Contact us for a free initial consultation to talk about branding whether you’re considering updating your current look or are interested creating one from scratch.

573-447-1836
info@mayecreate.com
www.mayecreate.com