

TYPE RESEARCH

This will lead you through researching type for your next book. Search through the library of HJ typefaces or look at the following list of websites of type manufacturers (called “foundries”) which editors and designers can visit to compile their wish lists.

YOUR ASSIGNMENT:

1. Choose ONE “**PERSONALITY**” typeface for your concept. This needs to create your theme “logo.” Choose two back-ups. Some staffs use a “display” weight from their other type choices, while some choose a one-face font just for theme packaging and feature elements.

PERSONALITY TYPEFACE: _____

FIRST ALTERNATE: _____

SECOND ALTERNATE: _____

2. Choose a typeface with which you want to **EXPERIMENT**. This needs to be a limited font with only one or two faces, and work with your personality type above. This can be the “hairline” or “extra light” weight of your type below.

EXPERIMENTAL POSSIBILITY: _____

3. Choose type for coverage. Some call this their “**WORKHORSE**” type. It has to be very readable at many sizes and weights. We recommend you choose workhorse type in both serif (with feet) and sans serif (without feet) categories. These choices need to complement your choices above. You want something with many weights — light, regular, medium, semibold, bold, heavy, black, etc. — to give your spreads nuance. This means, for each of your different levels of coverage, you will have a different “face,” or different “weight” of matching type. The more weights, the more nuance you can create. To add even more personality, mix and match the serif and sans serif type. If you find a Super Family with both serif and sans serif of the font, count yourself lucky and choose both categories.

WORKHORSE SANS: _____ **WORKHORSE SERIF:** _____

FIRST ALTERNATE: _____ **FIRST ALTERNATE:** _____

SECOND ALTERNATE: _____ **SECOND ALTERNATE:** _____

4. Choose nondescript type which works well at the smallest sizes. This is called “**AGATE**” (pronounced a-gat, not a-GATE) type. Use agate type for tiny blurbs, identifiers, condensed information, scores, stats, etc. If your Super Family has a bold condensed weight, list that. If not, search for a one-weight, readable, simple font to use for this.

AGATE POSSIBILITY: _____