

BRAND DESIGN

BRAND TYPOGRAPHY

**“Great typography heightens
and enriches our knowledge
of things and redefines the
way we read”**

Eddie Opara

BRAND TYPOGRAPHY

Notes:

Font Types

You've already learned about the different fonts types while designing your logo. now let's review them once again so they are fresh in your mind.

Serif Fonts

Serif fonts can make a logo look classic and high-end.

Serifs are the little "feet" at the end of letters, which make them look a little more old-fashioned. They are very versatile and look great with any kind of design, but work especially well with vintage, elegant or classic designs.

Regular 400

Almost before we knew it, we had left t

Regular 400 Italic

Almost before we knew it, we had left the gr

Bold 700

Almost before we knew it, we had left

Sans Serif Fonts

Sans-serif fonts are perfect for a modern and clean look.

They don't have the little feet that serif fonts have, which makes them look very sleek and simple. This works great for modern brands.

Light 300

Almost before we knew it, we had left the grou

Light 300 Italic

Almost before we knew it, we had left the ground.

Regular 400

Almost before we knew it, we had left the gro

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Regular 400

Brand Typography Imperatives

For example, the typefaces you choose should be influenced by the shape and style of your logo, so they compliment it and create a cohesive look.

Your brand's typography and fonts should also support your personality and emotional connection derived from your brand colors.

Here are a few typography imperatives to keep in mind when researching type styles for your brand:

Just like your brand's colors, typography has the ability to convey feelings and emotions.

So when choosing typography, make sure that it supports your brand positioning, personality, and values.

Your brand's fonts will need to be available on a range of applications, both online and print.

For example, you may need to choose google font alternatives for your website that are similar to the primary brand fonts.

Big, bold, blocky fonts may not be legible at small scale.

When choosing brand fonts, specifically fonts that will be used for paragraph or subheading text, make sure you test them out at a variety of sizes.

4 It Works in Black, White, and Color

Using your brand's color palette you defined in the your font options using all the colors.

Using your brand's color palette you defined in the last module, test out your font options using all the colors.

Specifically look at how the fonts appear in both high contrast and low contract applications.

5 It Differs From the Competition

You don't want your brand to look like the cor

You don't want your brand to look like the competition.

Take this opportunity to be creative and separate your brand from competitors, by choosing a typography style that allows your brand to stand out.

6 It's Compatible With Your Signature

Brand typography and fonts should support your logo signature, not conflict with it, or look like an afterthought.

Brand typography and fonts should support your logo and brand signature, not conflict with it, or look like an afterthought.

Always test out the font options next to your logo. I recommend writing the tagline in each font under your logo to see how it looks.

7 It Has Personality

The style of typography, the colors, the layout, and the overall design should define and support the brand's personality.

The style of typography, the line weight, the curvatures and spacing should define and support your brand's personality.

For example, if your brand is young and playful, you would obviously design a logo and choose colors that support that personality.

So, it only makes sense that you also do the same with the typography, to further enhance your brand experience

8 It's Sustainable

Some highly successful brands have created brand typography. This

Some highly successful brands have become recognizable just by their brand typography. This will only happen through consistency over time.

So be sure that when choosing brand fonts, you keep in mind where your brand intend's to go in the future.

You don't want to choose a trendy font today, just to realize that it cannot sustain your brand's visual identity in the future.

9 It Reflects Your Culture

Your brand strategy and loyalty sta

Your brand strategy and loyalty starts within your company.

Just like your brand's personality and colors, the typography should reflect the internal culture and the vision and values your brand promises to deliver.

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TIP 2: Narrow Down Your Choices

Try not to get overwhelmed by the abundance of typeface options available.

Start by determining what type and style of font best represents your brand's personality and message. Then simply eliminate the rest.

Choose 15-20 Fonts

FONT OPTION 1: _____

FONT OPTION 2: _____

FONT OPTION 3: _____

FONT OPTION 4: _____

FONT OPTION 5: _____

FONT OPTION 6: _____

FONT OPTION 7: _____

FONT OPTION 8: _____

FONT OPTION 9: _____

FONT OPTION 10: _____

FONT OPTION 11: _____

FONT OPTION 12: _____

FONT OPTION 13: _____

FONT OPTION 14: _____

FONT OPTION 15: _____

FONT OPTION 16: _____

FONT OPTION 17: _____

FONT OPTION 18: _____

FONT OPTION 19: _____

FONT OPTION 20: _____

Notes:

Font Audit Questionnaire

Narrow that list down to the top 5-10 by taking a closer look at each individual typeface.

While auditing each typeface, here are a few questions to ask yourself.

If more than 4 of the answers are NO to any of the typefaces, it should be eliminated from your list.

YES	NO
<input type="checkbox"/>	<input type="checkbox"/> Does this typeface help your brand stand out from the competition?
<input type="checkbox"/>	<input type="checkbox"/> Can this typeface be used for all applications?
<input type="checkbox"/>	<input type="checkbox"/> Does this typeface work in print and on the web?
<input type="checkbox"/>	<input type="checkbox"/> Will this typeface look great on a website, banner ad, product packaging, etc?
<input type="checkbox"/>	<input type="checkbox"/> Does this typeface include all the characters I need?
<input type="checkbox"/>	<input type="checkbox"/> Will this typeface grow with your brand, or is it too trendy?
<input type="checkbox"/>	<input type="checkbox"/> Is this typeface available in multiple sizes and weights?
<input type="checkbox"/>	<input type="checkbox"/> Does this typeface compliment other elements of your brand's identity?
<input type="checkbox"/>	<input type="checkbox"/> Is this typeface legible? Are all the characters well formed?
<input type="checkbox"/>	<input type="checkbox"/> Does this typeface work well at a small scale?
<input type="checkbox"/>	<input type="checkbox"/> Are the characters of this typeface distinctive? For example, do the l's, lowercase L's, and 1's look similar?

List Your 5-10 Remaining Font Options

FONT OPTION 1: _____

FONT OPTION 2: _____

FONT OPTION 3: _____

FONT OPTION 4: _____

FONT OPTION 5: _____

FONT OPTION 6: _____

FONT OPTION 7: _____

FONT OPTION 8: _____

FONT OPTION 9: _____

FONT OPTION 10: _____

Notes:

TIP 3: Create Font Pairings

Take the remaining 5-10 fonts and start pairing up your options to see how well they support each other.

Font Pairing Resources:

Font Pair	www.fontpair.co
Font Joy	www.fontjoy.com
Flipping Typical	www.flippingtypical.com
IDEO Font Map	www.fontmap.ideo.com
Typetester	www.typetester.org
TypeWonder	www.typewonder.com

This pairing and investigation process will take some time to narrow down your options to your final 2-3 brand typefaces.

List The Final 2-3 Brand Typefaces

BRAND TYPEFACE 1: _____

BRAND TYPEFACE 2: _____

BRAND TYPEFACE 3: _____

TIP 4: Define Your Typography Hierarchy

Now that you have selected your final 2-3 typefaces, the next step is to create your type hierarchy.

This is where you choose which of the typefaces will be used for heading, subheading, bullet points, and paragraph text.

This also includes defining what sizes and weights your brand will use for each application.

I will walk you through this process, step-by step, in upcoming modules when we build your brand's visual guidelines.

Brand Typography Hierarchy

When defining your brand's typography, you're not just choosing a few fonts, you're creating an enjoyable user experience by designing a system that makes content easier to consume.

The arrangement and hierarchy of how a brand uses typography will affect the brand's visual identity, and how it impacts the customer.

That means developing a structure to the typography that includes headers, subheaders, paragraph text, body copy, bullet points, and any other text elements that your brand may need both online and offline

HEADINGS

BEBAS NEUE

BOLD

THE 7 BRAND PRINCIPLES TO ATTRACT MORE CUSTOMERS

BOOK

THE 7 BRAND PRINCIPLES TO ATTRACT MORE CUSTOMERS

LIGH

THE 7 BRAND PRINCIPLES TO ATTRACT MORE CUSTOMERS

SUB HEADINGS

Lato Black

BLACK

The 7 brand principles to attract more customers

BLACK ITALIC

The 7 brand principles to attract more customers

PARAGRAPH TEXT

Arial

REGULAR

The 7 brand principles to attract more customers

ITALIC

The 7 brand principles to attract more customers

BOLD

The 7 brand principles to attract more customers

BOLD ITALIC

The 7 brand principles to attract more customers

Notes:



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Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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