

Which typeface should you type?

A quick reference guide to typefaces for visual analytics

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What We're Talking About

- Why does it matter?
- What to look for in a typeface
- Options

Why does typeface matter?

Fonts convey feelings

I will love you forever

I will love you forever

Why does typeface matter?

Focus & information

Typefaces are important

Fonts are also important

Why does typeface matter?

Readability

Typefaces are important

Fonts are also important

I'm over Arial

There's another choice

possible source of confusion

Arial: **I**llustration

Verdana: **I**llustration

the difference is clear

Arial: Here is a sentence written in Arial.

Tahoma: Here is a sentence written in Tahoma.

Verdana: Here is a sentence written in Verdana.

What to look for

Pick a better typeface

1. Imposter letters

Do l and I and 1 look alike?

What to look for

Pick a better typeface

2. Mirroring

If you flipped a p & q (or b & d)
would it look the same?

What to look for

Pick a better typeface

3. Spacing

Take the d w test

Does ol look like d?

Does vv look like w?

What to look for

Pick a better typeface

4. Web-safe

Web-safe fonts are fonts that can adapt to any browser on any device.

What to look for

Pick a better typeface

5. Resizable

Hi!  Hi!

<https://images.app.goo.gl/VPHt191ZVdtTvUSw9>

What about?

- ✘ Text as an image?
- ✘ It's my/our brand?
- ✘ I want to get creative

How to make this process easier

Who's your VIP?



1. What typeface does your target audience need?
2. What typeface would the very important person in your life need?

Resources

<https://blog.hubspot.com/website/web-safe-html-css-fonts>

<https://medium.com/the-readability-group/a-guide-to-understanding-what-makes-a-typeface-accessible-and-how-to-make-informed-decisions-9e5c0b9040a0>

Let's Connect



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