



name: _____

“What Font Should I Use?”: Five Principles for Choosing and Using Typefaces

By Dan Mayer

1. What is the acid test that should guide our choice of font? _____
2. Every designer has a few _____ typefaces that go with everything.
3. These faces typically have a number of _____ (Light, Regular, Bold, etc) and/or _____ (Italic, Condensed, etc).
4. There are _____ font families.
5. Geometric Sans-Serifs are those faces that are based on _____.
An example is: _____
6. Humanist faces are Sans faces that are derived from _____.
An example is: _____
7. Old Style faces are the result of centuries of incremental development of our calligraphic forms and are marked by little _____ between thick and thin.
An example is: _____
8. Transitional and Modern typefaces emerged as type designers experimented with making their letterforms more _____, _____ and virtuosic than the unassuming faces of the Old Style period. An example of Transitional is: _____
An example of Modern is: _____
9. Slab Serifs usually have strokes like those of _____ but with solid, rectangular shoes stuck on the end.
An example is: _____

10. Most of the time, _____ typeface will do, especially if it's one of our workhorses.

11. If we reach a point where we want to add a second face to the mix, it's always good to observe this simple rule: keep it _____ or _____ — avoid wimpy, incremental variations.

12. Two typefaces work well together if they have _____ thing in common but are otherwise greatly different.

13. Applied sparingly to _____, a _____ font can add a well-needed dash of flavor to a design, but it can quickly wear out its welcome if used too widely.

14. Some of the best type advice the author ever received was _____

15. My current favorite typeface is _____.