Why settle for casual flirtation when looking for a long-lasting relationship? **Finding the perfect match is easy if you know the rules.** MEET YOUR TYPE will help you overcome common obstacles, and keep your heart thumping for your one true love:
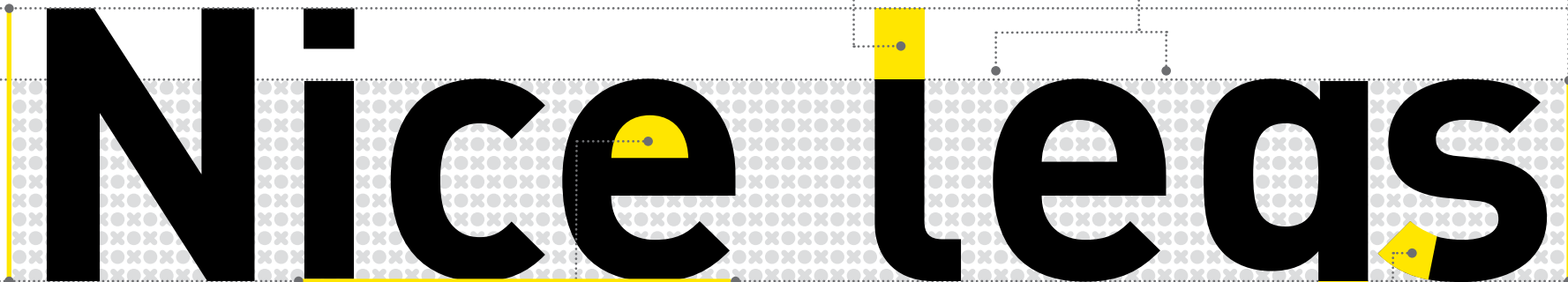
typography.

YOU JUST WANT ME FOR MY BODY
type anatomy

Double chin, big feet, or bowed legs. **Little details will tell you a lot about your type.** Go ahead and check them out – it's not shallow. It's your job.

FF DIN PRO

More than any other part of the body, the x-height can dramatically affect type readability. Avoid extremely small or very large x-heights if that is important to you.

X-HEIGHT
The height of a lower case x or the height of lower case letters.

ASCENDER
Quite ambitious, this part of a lower case letter rises above the x height.

SET WIDTH
Width of a character in relation to the height. Being wider than you are tall isn't always a bad thing.

Nice legs

CAP HEIGHT
The distance between the baseline and the top of a capital letter.

BASELINE
The imaginary, yet crucial line where all obedient letterforms sit.

COUNTER
The enclosed negative space within a letter.

DESCENDER
The male anatomy of a lower case letter that hangs below the baseline.

TERMINAL
Even though it sounds life-threatening, it is just the endpoint of the letterform.

Everyone has a past. **While some things can be overlooked, type history is not one of them.** Pre-screen with a little background check and avoid a lot of baggage later.

SERIF

GARAMOND

Based on the carvings of the ancient Romans — now there's a group who knew about lovin' — serifs feature small 'feet' at the end of the letterforms.

SANS SERIF

FF SCALA SANS

Lean and clean, these love machines were designed for the industrial age. They're hard-working and modern, with no need for fancy serifs.

SLAB SERIF

STYMIE

The big-boned cousin in every type family — their serifs are blunt and opinionated. No nonsense here — say I love you like you mean it.
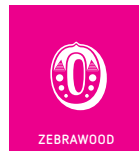
BLACKLETTER

FETTE FRAKTUR

Blackletter type was originally designed to mimic the calligraphy of 12th century European monks. Poor lonely, single monks.

DISPLAY

ZEBRAWOOD

Display faces are the crazy ones you date before getting married to someone nice from the Midwest. They're not built for long-reading relationships.

NON-WESTERN

HELVETICA CYRILLIC

Don't expect your parents to understand the lure of exotic, non-Western type. The language of love knows no bounds.
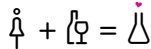
SCRIPT

WAZA

The trashy romance novel you hope will never end — script evolved from cursive styles. Best used when things start to get serious.

SYMBOLS

ZAPF DINGBATS

Telling someone how you feel can be hard to put into words — enter dingbats, or symbol fonts — the best way to say...

At FONTSHOP.COM you can browse through thousands of fonts in these and other categories. Consider it your personal "little black & yellow book".

"If I could rearrange the alphabet I would put U and I together."

MEET THE PARENTS
type family

Whoa! It seems early, but sometimes **the true test comes when you meet the family.** Regardless, it's always good to know 'what you're getting into.'

TRADITIONAL FAMILY | The *traditional type family* includes roman, italic, bold, and small cap styles. Modern families can break the mold and include other styles.

EXTENDED FAMILY | *Extended families* can branch out to include not-so-distant cousins like hairline, black, extended and condensed styles, to name a few.

'isn't our family super?'

SUPER FAMILY | The yours, mine, and ours of typography: some families include serif, sans serif, and every style in between. They begin to work as complete typographic systems–in-laws and all.

TRADITIONAL FAMILY : FF Scala

SMALL CAPS

just wait   BOLD

UNTIL YOU MEET

ITALIC   *my* family   ROMAN (REGULAR)

SUPER FAMILY : FF Scala / Scala Sans

Uncle Rick   BLACK ITALIC

SMALL CAPS   FINALLY MADE

Parole!   CONDENSED BOLD

In order to attract a mate, you've got to set the bait. Some people are drawn to curvy swashes, some like grungy scripts, and some go for bold and simple. **Knowing what your audience wants can help you choose a typeface that will make 'em tingle.**

When surveying the dating pool, consider the following: age, income, marital status, dental hygiene, ethnicity, sex, education, geographic location, buying patterns, political interests, etc.

Avoid the embarrassment of typographic rejection by first determining the likes and dislikes of your target audience. Get inside their head. Grab their attention. Unleash the pheromones and cast your spell. Understanding their preferences is essential before wooing them with type.

WHO IS YOUR AUDIENCE?

COUGAR?

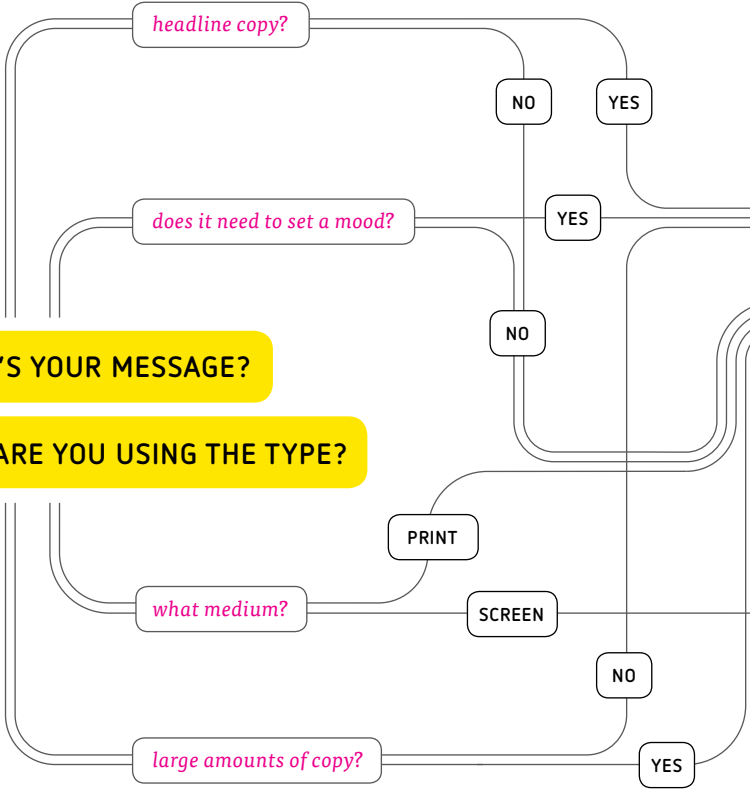AQUAMARINE OT ON THE *prowl*
POSTER BODONI BT

OFFICE ROMANCE?

♡ Play the Game
FF FONTESQUE SANS & FF BOKKA SHADOW

FIRST CRUSH?

Make *yourself* PRESENTABLE
TIMES NEW ROMAN

WHAT'S YOUR MESSAGE?

HOW ARE YOU USING THE TYPE?

headline copy? → NO / YES

does it need to set a mood? → YES → NO

what medium? → PRINT / SCREEN

large amounts of copy? → NO / YES

DISPLAY FACE

Life of the party
FF MINIMUM

BOY TOY
FF TOKYO

Consider this type when you need to make a statement, put on a show for your friends, or just have some fun. These outspoken faces are known for setting a mood, but can sometimes be over the top. They may be great for a summer fling – just don't get too attached.

TEXT FACE

After a wild night on the town, sometimes a little quiet is what you need. Look for someone who is easy to read and in it for the long haul. Classic faces may not be as flashy, but their loyalty and simplicity will win you over in the end.

My & one ONLY
FF SERIA

SCREEN FONT

friend request
FF META OFFICE

MASS TEXT
FF SCREEN MATRIX

Avoid the disappointment of an online profile that doesn't quite measure up in real life. Some fonts simply look better on screen while others look better in print.

Any love doctor will tell you, to make it work, you've got to be in synch. **So when playing matchmaker, choose your typefaces carefully.** Each one has a role to play — whether the task is commonplace or kinky.

SIMPLICITY | One lover at a time; *maybe* two. No need for three if you've got a winner. Even the most complicated projects, like the Frederick's of Hollywood catalog, can be solved using only one or two typefaces.

When combining two typefaces (even if they're the same point size), you may need to adjust their point sizes to make their x-heights match.

CONTRAST | Opposites attract. If your fonts are too similar to each other, it seldom works. Consider pairing a flashy, extrovert (display face) with an understated, introvert (text face). Also consider pairing another weight from the same family (type family that is).

HOW CLOSE IS TOO CLOSE?
kerning, leading, letter spacing

Even in the best relationship, everybody needs a little space. **Take some time to breathe.** Don't ruin a beautiful thing just because someone gets clingy.

LEADING | The amount of horizontal space between two lines of text—*leading* is measured from baseline to baseline. A healthy balance between point size and leading can keep things together and moving ahead smoothly.

KERNING | Adjusting the space between individual letters when things look awkward between them.

LETTER SPACING | The overall spacing between letters in a block of text, it is also known as tracking. Generally, the larger the type, the less letter spacing required.

While adding space between capital letters is acceptable, extra space between lowercase letters usually causes the love to fade. Quickly.

LEADING

UPTIGHT AND HARD TO READ

PLAYING TOO FAST AND LOOSE

AHH, PERFECTION   CORPULENT

KERNING

Generally, larger type requires tighter kerning.

Lust
IT'S GETTING AWKWARD

Love
COMPATIBLE CHARACTERS   FF META PRO MEDIUM

LETTER SPACING

DELICATO BOLD

l o n e l y
WE'RE DRIFTING APART

healthy
LOVE AT FIRST SIGHT

smother
I NEED SOME SPACE

The honeymoon is over. Isn't this what you expected? It doesn't have to be this way: **if you feel the magic start to fade, refer to this handy list of interventions.** We never said it would be easy, we only said it would be worth it.

FONT SELECTION Make sure the typeface and everything associated with it is appropriate for your project. There is nothing worse than dating someone who is stuck in the seventies when everyone else has moved on to the eighties.

NUMBERS When set in body copy, numbers can look large. Try reducing the point size of the numbers slightly so they blend in better.

READABILITY Columns that are too short or too wide are hard to read. An ideal measure is 60–70 characters per line, or 40 when romancing online.

When small type is **REVERSED** on a dark background, adding a bit of space can help readability.

CLUTTER Avoid distracting background patterns or busy photos behind your type.

POINT SIZE Always choose the body copy size first, and make everything else work with it.

HEADLINES Tighten up the letter spacing when using large type.

LEADING The bigger the body copy, the smaller the leading, especially if you use all caps.

BOREDOM Consider adding drop caps, rules, or other graphic devices into the mix.

HIERARCHY Design a clear visual path for the viewer to follow. Just like your significant other, the most important text should get the most attention.

Use fewer fonts and typeface styles in your project. The old adage 'two's company—three's a crowd' works with type.

WIDOWS & ORPHANS Show compassion to orphans (words abandoned at the beginning of a column) and widows (words left alone at the end of a paragraph).

CONTRAST Squint at your layout to see the type color. If everything is gray, add emphasis somewhere.