

Corporate Type Design

A Buyers Guide

Things you need to understand



A key service that Fontware can offer is custom typeface development. This can be anything from adding a few characters to an existing font through to a full design and production service. It is important to understand some of the steps involved in the design of a typeface and also to be able to identify the potential opportunities, both of which are covered below.

Typeface Production Stages

- 1) Design and digitisation – The design phase usually starts on paper, at least for the key characters, before being digitised. At this stage the client can see and approve the proposed design.
- 2) Design of base character set – Character outlines are completed and checked for consistency.
- 3) Metrics – Spacing and kerning information is added to the font.
- 4) Composite characters are added – Accented characters are usually designed as composites to ensure consistency across all similar characters and ease of maintenance if changes are required.
- 5) Hinting – We can either add standard hinting or full delta hinting. Standard hinting ensures consistent stem widths and will produce a good screen quality. For full delta hinting we optimize all characters at all sizes to ensure an extremely high quality screen display.
- 6) Production of final typeface.

What We Offer

Clients who require a unique corporate typeface:

A uniquely designed typeface offers the benefits of no licensing restrictions, the ability to add specific features plus the obvious benefit of a typeface unique to their organisation.

Another often unexpected benefit is that of a potential cost saving. If our client is considering a large licence for a commercial typeface the actual cost of a custom design can often be less than the standard licence. We usually suggest incorporating the company name (i.e. Acme Sans) in the font name which most clients like and it also helps to gain acceptance from the user base.

For this type of project all the production stages above are appropriate. The requirements of the client need to be clearly understood such as design criteria, number of styles/weights and character sets required. The design brief usually starts with a discussion about objectives and uses of the typeface together with looking at standard fonts that have been considered.

Clients that can't find exactly what they want:

This is very similar to the above and ultimately a unique typeface is produced. The design brief is based on a number of standard fonts that have desired features but are not entirely appropriate.

Clients already have a font and licence but it falls short of their requirements:

Common issues are poor screen quality, limited character sets, poor spacing & missing or poor kerning.

- **Poor Screen Quality** – Many fonts contain either inadequate or no hinting at all. We can introduce either standard or delta hinting to produce improved screen quality.
- **Limited Character Set** – A large number of fonts consist of just Western European character support. Many companies are now realising that they require Central and Eastern European character support and in a large number of cases their chosen fonts are not available with the extra character sets. We can add the additional characters, apply matching metrics, kerning and importantly match the level of hinting.
- **Poor spacing/kerning** – Some critical customers and more often design studios identify poor spacing and kerning within a font. We can adjust spacing and either adjust or add appropriate kerning to the font.
- **Euro Symbol** – An issue that we still see is that of a missing Euro symbol. A suitable symbol can be designed, added and hinted.

Clients who've employed a design company draw a new typeface for them that needs to be digitized:

A company will commission their design agency to create a new font design. We will need to take their design and produce it as a finished typeface often adding metric information and hinting.

Clients who have an existing font but require an additional weight/style:

If the official font has the required weight/style available, we always suggest the standard licence approach. If the required style/weight does not exist, then we can consider producing it but it can be an issue with licensing, so we need to examine each case individually.

At all times we take care to ensure that the fonts we create don't infringe on existing typographic naming or design copyright.

Please contact us so that we can discuss your requirements in more detail.

Fontware has experience since 1987 as an independent supplier of corporate fonts & licenses - so if your particular requirement isn't featured above or you have ANY questions then please contact us & we'll be delighted to discuss your needs in more detail.

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Our world-class software & hardware products are used each day by thousands of customers in over 50 different countries.