

**TYPOGRAPHY**

101

**A GET STARTED GUIDE**

Curated by Sean MacLean

**If you don't have a super awesome logo *yet*, but need a temporary visual identity for your website, biz card etc. – do not panic.**

**Get started by using any of these top 5 classic typefaces\***

**\*Then hire a designer when you're ready.**

01

# Helvetica

Designed by Eduard Hoffmann, Max Miedinger and Matthew Carter in 1957. Simple yet professional. This font can be used for any type of theme designs and layouts. Helvetica is one of the most used classic typefaces ever since 1950s up to this day.

## HELVETICA IN THE WILD

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02

# Bodoni

Massimo Vignelli stated that “Bodoni is one of the most elegant typefaces ever designed.” In the English-speaking world, “modern” serif designs like Bodoni are most commonly used in headings and display uses and in upmarket magazine printing, which is often done on high-gloss paper that retains and sets off the crisp detail of the fine strokes. In Europe, they are more often used in body text.

## BODONI IN THE WILD

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CK VOGUE CBS 

03

# Futura

This sans-serif showcases simple geometric forms, near-even weight, and almost-perfect circles, triangles, and squares. Designed by Paul Renner in 1927, Futura inspired many typeface creators.

## FUTURA IN THE WILD

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LOUIS VUITTON

**FedEx**



# Adobe Garamond

Designed by Robert Slimbach in 1989 inspired by the skill of Claude Garamond's typeface in 15th century and other revision by different typeface designers like Robert Granjon, after many revisions have been involved with this typeface, it was Slimbach who finally gave the expanded letterforms and created Adobe Garamond as a complete font family.

## GARAMOND IN THE WILD

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Dior

Abercrombie & Fitch

05

# Frutiger

Named after its Swiss designer, Adrian Frutiger. Frutiger is a humanist sans-serif typeface, intended to be clear and highly legible at a distance or at small text sizes. A very popular design worldwide, type designer Steve Matteson described its structure as “the best choice for legibility in pretty much any situation”.

## FRUTIGER IN THE WILD

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**flickr**  **Polaroid** **RadioShack®**

# Here are a few places where fonts can be downloaded:

**fonts.com**

**behance.com**

**dribbble.com**

**dafont.com**

**erbanfonts.com**

**unblast.com**

**DESIGNER TIP:**

**Do not skew, squish, squash the typeface.  
Keep it clean and simple.**



# Explore and Have Fun.

Don't waste your time and money on mediocre design if you need to get your business out in the world as of yesterday.

A few simple fonts can carry you a long way until you're ready to develop a professional logo with an expert.

**sean maclean**  
CREATIVE CO.

[www.sean-maclean.com](http://www.sean-maclean.com)