

Fonts For Signage

We suggest using 1 to 2 different typefaces in sign design because you are trying to get a message across quickly and it has to be legible. This is not always the case but its a good general rule.

Solid block lettering is usually best for signs like NO PARKING or FOR SALE for example whereas window graphics for a cafe can use a more creative approach in font usage etc.

Vinyl cut lettering that is smaller than 15mm high needs to use a sans serif font because the little tails on serif fonts are difficult to cut out and can easily lift off the substrate, whereas digitally printed signage can use any type of font.

Fonts For Brochures Business Cards etc

We suggest using 1 to 3 different typefaces in these designs with body copy (paragraphs of type), usually in a sans serif typeface and utilising the 1 font. Most typefaces have variances like Bold, Italics etc which can be used for captioning and highlighting parts of the copy.

Most of the typefaces that you have probably heard of are suitable for body copy like Arial, Helvetica, Franklin Gothic, Avant Garde etc. Serif fonts like Times New Roman can be used but are harder to read in blocks of text but are widely used in law books and the like.

ABCDE

FGHIJ

KLMNO

PQRST

UVWXY

Z

Below are a few of the more commonly known typefaces and the three main type families.

serifs

Serif fonts have little tails on them, its an easy way to identify them.

Times New Roman **Bold Italic**

Garamond **Bold Italic**

Caslon **Bold Italic**

Goudy **Bold Italic**

PALATINO **Bold Italic**

sans serifs

Sans basically means No Tails.

Helvetica **Bold Italic**

Frutiger **Bold Italic**

Futura **Bold**

Franklin Gothic **Bold Italic**

Avant Garde **Bold Italic**

scripts

Vivaldi

Apple Chancery

Brush Script

The following 3 pages include some of the major fonts we use, but our library contains hundreds more so if you cannot see what you are after just ask us. Most of the following fonts also have many variances.

O BIG BOY DNA

O LUMAX BIGCAPS DNA

28 DAYS LATER

Abadi MT Condensed Light

ADVENTURE NORMAL

Agency FB

Agency FB Bold

Firststream

Alba

Albertus Extra Bold

Albertus Medium

Allegro BT

American Typewriter Bold

American Typewriter Medium

Americana BT

Americana Italic BT

AMSTERDAM GRAFFITI

Antique Olive

Antique Olive Bold

Antique Olive Italic

Apple Chancery

Arial

Arial Bold

Arial Italic

Arial Narrow

Arial Rounded MT Bold

Avant Garde Book

Avant Garde Book Oblique

Avant Garde Medium

Avant Garde Medium Oblique

Baby KUFFY

BADABOOM BB

BANK GOTHIC MEDIUM

Bart Bold

Baskerville Old Face

Bauhaus 93

Bauhaus Heavy BT

Bauhaus Light BT

Bell MT

Bell MT Bold

Bell MT Italic

Benguiat Gothic Bold Italic

Berlin Sans FB

BibleScrT

Blackadder JTC

Blackletter THOUGHTS

Blue Plate Special NF

BOLT Regular

Book Antiqua

Book Antiqua Bold

Book Antiqua Italic

Bookman Old Style

Bookman Old Style Bold

Broadway

Broadway Engraved BT

Brochure

BredyD

Brush 232

Brush Script BT

Californian FB

Californian FB Bold

Californian FB Italic

Century Gothic

Century Gothic Bold

Century Gothic Italic

Century Schoolbook

Century Schoolbook Bold

Century Schoolbook Italic

CHARLESWORTH BOLD

Chicago

Chiller

CityDBol

CityDLig

Clarendon Black BT

Clarendon Bold BT

Clarendon Condensed Bold

Classical Garamond Italic BT

COPPERPLATE GOTHIC

COTTAGE

Courier New

Courier New Bold

Courier New Italic

CREEPER BLACK

Garamond

Garamond Bold

Garamond Italic

Geometric Slabserif Bold

Geometric Slabserif Bold Italic BT

Geometric Slabserif Extra Bold

Georgia

Georgia Bold

Georgia Italic

GILLIGANS ISLAND

Gothic 720 Italic BT

Gothic 720 Light BT

Gothic 725 Bold BT

GOUDY STOUT

Handel Gothic BT

HelveticaN 47 LightCond

HelveticaN55 Roman

HelveticaN75 Bold

Humanist 777 Black BT

Humanist 777 BT

Humanist 777 Italic BT

HVD POSTER

Impact

Jester Regular

John Handy LET Plain:1.0

Letter Gothic

Letter Gothic Bold

Letter Gothic Italic

Magneto Bold

Mariah Regular

MarkingPen Regular

Matura M7 Script Capitals

Mistral

Monotype Corsiva

Nadianne Bold

News Gothic Bold BT

News Gothic BT

News Gothic Italic BT

OCR B MT

Old English

Palatino Linotype

Palatino Linotype Bold

Palatino Linotype Italic

Papyrus LET Plain:1.0

Park Avenue BT

Porky's

Poster Bodoni BT

POSTOFFICE

QUICKSILVERITC-NORMAL

Quigley Wiggly

Rockwell

Rockwell Bold

Rockwell Bold Italic

Rockwell Extra Bold

Script MT Bold

SEVEN MONKEY FURY BB

SPACE AGE

Square 721 Bold BT

Square 721 Bold Extended

Square 721 BT

Square 721 Extended BT

Square Slabserif 711 Bold BT

STENCIL

Storybook Regular

Tahoma

THUNDERBIRD

Times New Roman

Times New Roman Bold

Times New Roman Italic

VAG Rounded BT

Verdana

Verdana Bold

Verdana Italic

Zapf Chancery Medium Italic BT