



■ SIZE ■ MARKS ■ FEEL ■ NOTO ■ BONUS

# Elements to consider when choosing our font

Smart font selection can save time, money and many headaches! When selecting your font, keep in mind that not all fonts work in all languages. We need to start our font selection journey with the right mindset and the right steps to ensure we find one that supports our target markets while still conveying the game's tone and the look and feel



FONT HEIGHT

# SIZE MATTERS

English (style.en-US.css)    Japanese (style.ja-JP.css)

`p { font-size: 14px; }`

`p { font-size: 16px; }`

I am a student

我是一名学生。

*Image source: [www.transifex.com/](http://www.transifex.com/)*

01

## Size/Height/Readability

The size and height are very important attributes when choosing a font. If I choose a font for an app in Spanish which is 11pt I'm pretty sure everyone can read it easily. That's not the case for Asian characters as they require more space to show completely the character.

Make sure that your localized content is legible in the font size you chose. Don't assume that the font will be rendered, displayed and scaled properly in your localized app/web sites. It will not. And remember that might mean increase the default font size that you are using for certain languages

*A diacritical marks is*

# PART OF THE CHARACTER

Diacritical  
Marks

Watch OUT this space and be aware of the extra space needed to show the diacritical marks!!

Look above **أَنْظِرْ أَعْلَاهُ**

Image source: <https://phrase.com/>

02

## Pay attention to diacritical marks

A diacritical mark is a symbol that tells a user of a piece of software on how to pronounce a letter. In many languages the meaning of the words is totally different when they have one of these marks. These marks take space and they need to be supported by the fonts we choose. Otherwise we will have a UI linguistic bug. Diacritical marks are important to consider from a size perspective as if the lines are too close there will be an overlapping in the text. Layout breakages can occur in our UIs if ascent lines don't match. We need to ensure we choose a font supporting the diacritical marks so our characters can be displayed in our chosen languages.



*A diacritical marks is*

# CONSISTENCY



03

## Professionalism

Fonts not fitting our brand's philosophy will send a message to our users that our brand is incoherent. Using a font consistently across our different assets is the way to go to create a good brand reputation. As a summary we might say: branding = distinctive consistency. We need to ensure we choose a font that it's supported and used consistently across all our different assets, from marketing brochure to banners in the Apple Store (in the case of an iOS app).



*Be creative ...*

# THE BEST FONT DOES NOT EXIST

BONUS  
POINT



05

## Experiment with size, bold, and italics and see which font works for your eyes

Whatfontis.com reports there are over half a million font types in the world. With so many fonts how can be sure that we choose the right font for our site, for our app? Well, there's a rule the bonus rule for choosing fonts: 'There's not a best font'

As we build our own skills in selecting fonts, we'll develop our own rules about choosing type. The good thing here is that there are no "wrong" or "right answers" about what's the right font, it'll depend on the look and feel we want to transmit you need some inspiration about how to start with fonts I would recommend you to go to the following sites: Creative Market, Behance, Dribbble and Google Fonts