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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 rightt steps to ensure we find one that supports our target markets while still conveying the game's tone and the look and feel

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。

01

FONT HFTGHT

Size/Height/Readibility

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

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

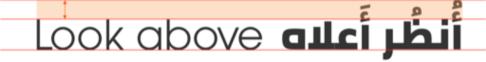


Image source:https://phrase.com/

02

Diacritical

Marks

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 inguistic bug. Diacritical marks are important to consider from a size persective 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.



03

Proffesionalism

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 an used consistenly accross all our different assets, from marketing brochure to banners in the Apple Store (in the case of an iOS app).

Google's Free Font for More Than 800 Languages

MEET NOTO

Noto Naskh Arabic	ي آ أ إ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و أ إ ّ ا ٹ پ چ ڈ ژ ژ گ
Noto Devanagari	सर्व मनुष्यजात जन्मतःच स्वतंत्र आहे व सर्वजणांना समान प्रतिष्ठा व समान अधिकार आहेत.
Noto Sans	All human beings are born free and equal in dignity and rights.
Noto Sans Bengali	সমস্ত মানুষ স্বাধীনভাবে সমান মর্যাদা এবং অধিকার নিয়ে জন্মগ্রহণ করে তাঁদের
Noto Sans Telugu	ప్రతిపత్తిస్వత్వముల విషయమున మానవులెల్లరును జన్మతః స్వతంత్రులును
Noto Sans Chinese	人人生而自由,在尊严和权利上一律平等。他们赋有理性和
Noto Sans Korean	모든 인간은 태어날 때부터 자유로우며 그 존엄과 권리에 있어 동등하다. 인간
Noto Sans Tamil	மனிதப் பிறவியினர் சகலரும் சுதந்திரமாகவே

04

JACK OF ALL

TRADES

One for all and all for one

No more digital tofu!! Something weird happens when our phone can't display a font: a blank rectangular box pops up in place of the missing glyph. This little box is called .notdef, or "not defined," in coder lingo, but everyone else just calls it tofu. Google Internationalization team "hates tofu" and they spent six years working with designers at Monotype to create a font family to avoid the "tofu" issue. That's how Noto font was borne Noto (short for "no more tofu")Noto Sans CJK comprehensively covers Simplified Chinese, Traditional Chinese, Japanese, and Korean in a unified font family and yet conveys the expected aesthetic preferences of each language. Checkout Google developers site to know more about this font.

Be creative ...

THE BEST FONT DOES NOT EXIST

DESDEMONA EVANESCENCE Fashion Victim From Bedazzlect French Script Curry Ginger HappyHell Harty Potter Cover HERCULES Bugslife HERCULES Vellow Submarine Vellow Submarine Vellow Submarine States Queen MonaLisa Nation Wated Wated Wated Wated

05

BONUS

POINT

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, Dribble and Google Fonts