Lincoln Hills Photography Club

Website Typeface Specifications
September 14, 2017
V. 1.1

Signika
Use for main headlines & titles/labels.

Open Sans
Use for body text and sub-headlines and photo captions.

Overlock Bold
Use only for Logo text.

Lhphotoclub.com Typeface Specifications

There are <u>three</u> primary families of typefaces used on the website. They are Signika, Open Sans, and Overlock.

Sinika

This is a sample of Signika Typeface: ABCDEFGHIJKLMNOPQRSTUVWXYZ - abcdefghijklmnpqrstuvwxyz

Signika is a "display typeface" which is primarily use in headlines and titles/lables. Like virtually all display typefaces it is designed to stand out from the surrounding graphics and text with which it is paired in a layout. It is also designed to convey a feeling or emotional response that sets the personality for the graphic design. Signika should *rarely* be used in paragraph form.

Open Sans

This is a sample of Open Sans Typeface: ABCDEFGHIJKLMNOPQRSTUVWXYZ - abcdefghijklmnpqrstuvwxyz

Open Sans is a "text typeface" and as such is designed to be used in "Body Text" as well as in Headline or Caption form. The primary function of text typefaces is to facilitate "readability".

Here is a link to <u>www.fonts.com</u> which provides a comprehensive explanation of the difference between display and text typefaces;

https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/text-v-display

From Wikipedia:

Open Sans is a sans-serif typeface designed by Steve Matteson and commissioned by Google. According to Google, it was developed with an "upright stress, open forms and a neutral, yet friendly appearance" and is "optimized for legibility across print, web, and mobile interfaces."[3] Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes. It belongs to the humanist genre of sans-serif typefaces, with a true italic.

Open Sans is used in some of Google's web pages as well as its print and web advertisements. Its design is similar to that of Matteson's Droid Sans, created as the first user interface font for Android phones, but with wider characters and the inclusion of italic variants.

Open Sans was chosen for all of the above reasons but also for the fact that it has a <u>very broad range of forms running from a "light" variant to a "Extra Bold" variant</u>. This makes the typeface

extremely flexible and serviceable for virtually any application and maintains graphic continuity throughout the site.

Overlock

This is a sample of Overlock Typeface:
ABCDEFGHIJKLMNOPQRSTUVWXYZ - abcdefghijklmnpqrstuvwxyz

Overlock is also a display type and is to be used only in connections with the Cartoon Logo. It is used in Masthead Logo at the top of each webpage. It is also permissible to be used when placing the Club Logo on Mugs, Business Cards, Banners, T-shirt and other Advertising Specialty items. Otherwise, Overlock type should NOT be used elsewhere. It was chosen because of its similarity to Signika and because the "lower case "g" had better character. The lower case "g" in Signika was uninspired. Below are samples of Overlock as used with the Cartoon Logo.

Club logo used for Business Cards, Emails, Mugs, and any standalone application.

Club logo used for website page header.