

Selecting Fonts for Global Publishing

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Yesterday's font

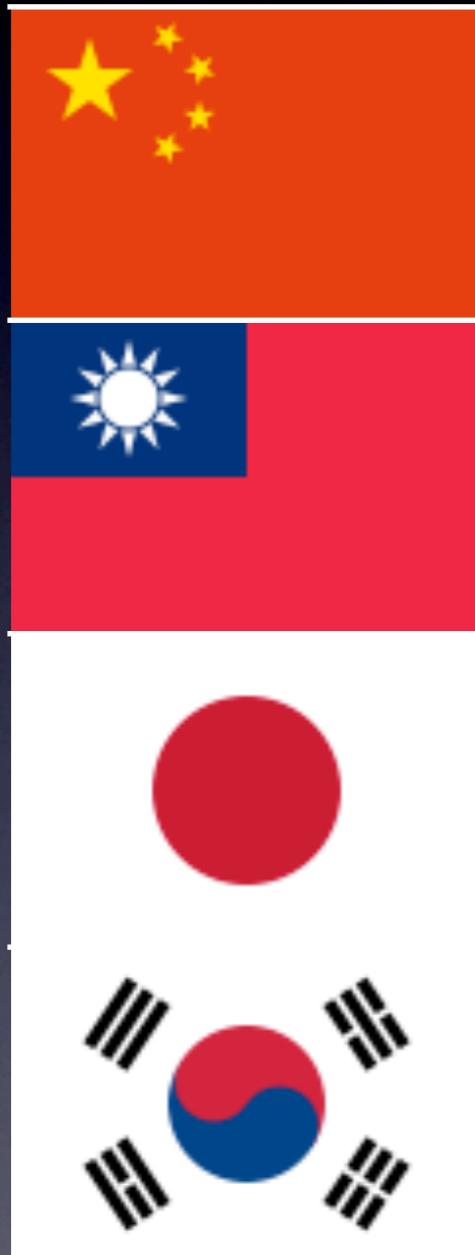


ObamaBats

Agenda

- I don't talk about ...
- The last 10 years, or so
- Europe
- Checklist

I don't talk about ...



中文: 简化字

Simplified
Chinese

中文: 正體字

Traditional
Chinese

日本語:
漢字, 平仮名, 片仮名

Japanese

한국말/조선말:
한글

Korean

Because ...

- Publishing for East-Asian audiences has been solved
- One more thing ... regarding »cultural awareness«

Q: I'm looking for a font that can handle every type of character, from the Latin alphabet [...] to the Asian alphabets [...]

A: You'll need multiple fonts for East Asian languages. Specifically, separate fonts for each of simplified and traditional Chinese, Japanese, and Korean.

<http://www.adobeforums.com/webx?13@@.59b5c219/12>

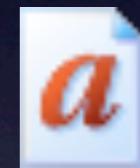
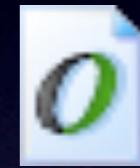
Q: Does the Unified Han character encoding in Unicode mean that I only need one CJK font for Asia [...]?

A: [...] Using a single font for all four locales allows the characters to be legible, but means that some characters may look odd. [...]

http://unicode.org/faq/han_cjk.html

The last 10 years, or so

- OpenType invented
- Type 1 end-of-lived
- Unicode support in software
- European Union expanded



Europe



<http://www.fontblog.de/>

European Publishing

- Western European (ä, ç, è, ß)
- Baltic (č, ē, ţ, ū)
- Central European (đ,ő,ŕ,ü)
- Cyrillic (҆, Й, Н, Щ)
- Greek (α, δ, π, σ)
- Turkish (ç, ğ, ī, ş)

European Publishing

Why can't they just speak English?

Warum sprechen sie nicht einfach Deutsch?

Pourquoi, tout simplement, ne parlent-ils pas français ?

Perché non possono semplicemente parlare italiano?

¿Por qué no pueden simplemente hablar en castellano?

<http://www.trigeminal.com/samples/provincial.html>

European Publishing

Dlaczego oni po prostu nie mówią po polsku?

Oare ăştia de ce nu vorbesc româneşte?

Μα γιατί δεν μπορούν να μιλήσουν
Ελληνικά;

Miért nem beszélnek egyszerűen magyarul?

Proč prostě nemluví česky?

Защо те просто не могат да говорят
български?

<http://www.trigeminal.com/samples/provincial.html>

European Publishing

Why can't they ...? **It's the law!**

Directive 2006/42/EC
Annex I • 1.7.4 Instructions

»All machinery must be accompanied by instructions in the official Community language or languages of the Member State in which it is placed on the market and/or put into service. [...]«

<http://eur-lex.europa.eu/>

Européen Publishing

23 official languages

български език magyar português
čeština suomi italiano limba română
dansk français latviešu slovenčina
Nederlands deutsch lietuvių español
English ελληνική Malti slovenščina
eesti keel Gaeilge polski svenska

http://en.wikipedia.org/wiki/Languages_of_the_European_Union

Before OpenType & Unicode

- up to 6 encodings (+ up to 4 Asian encodings)
- many fonts (typically enc. × 4) on every involved computer
- not working out of the box

With OpenType & Unicode

- If you work with
 - suitable applications
 - suitable fonts
- a single encoding for all text
- fewer fonts (typically 4 + Asians) on every involved computer

Checklist

- ✓ OpenType
- ✓ TrueType outlines
- ✓ Pan-European character set
- ✓ Lining figures (0369 ୦୩୬୯)
- ✓ Linked styles (R, B, I, BI)

http://en.wikipedia.org/wiki/Windows_Glyph_List_4

Aren't we done?

- MS Windows comes with suitable fonts (Arial, Tahoma, Verdana, ...)
- But they are versioned (i.e. different)
- And they are, er..., boring?

Go shopping!

- FF Kievit Office: věřý ťeġjiblë
italic, bold, bold-italic
- FF Maiola Office: čłāssic βəaűťy
italic, bold, bold-italic
- FF Meta Office: řōbūšt & wélł-būłt
italic, bold, bold-italic
- FF Daxline Office: ñeüt'rāl & ťeġible
italic, bold, bold-italic

Font samples by Fontshop

Q & A

Thank you very much

- Meet me at my booth 833 in hall 8:
- Collect a font brochure (German)
- Check out the »Europe« poster
- Contact me: *mmh@cap-studio.de*