

Help identifying typefaces

Are you trying to match the look of a previously printed piece, but don't know what typeface was used?

Or perhaps you've seen a typeface in a magazine or advertisement that you'd like to use on your next project, but don't know what the typeface is. Here are three resources that can help you identify that mystery font.

1. The *WhatTheFont* font recognition system at myfonts.com attempts to identify a typeface from a scanned sample.

You simply scan a few characters of text in the unknown font, upload it to the Web site, and WhatTheFont analyzes the shapes of the characters and returns a list of typefaces it considers to be a match.

2. *Identifont.com* attempts to help you identify a font by asking a series of questions, such as the shape of the dot on the "i" or

if the tail on the "Q" crosses the circle. After answering a dozen or so questions, Identifont suggests potential matches.

3. The *Precision Type Font Reference Guide* is a 653-page book that shows samples of 13,000 fonts from 60 different sources. This indispensable guide can be purchased at precisiontype.com.

Keith Gilbert provides training & support services to help graphic designers and communicators convey print and Web messages effectively. Gilbert Consulting, 651 633-7148 www.gilbertconsulting.com