

# Tips for all types

by Jill Bell

## *When is handlettering the best solution for a job?*

- When the lettering must capture attention, engage the reader, be an expressive part of the design, functioning much like an illustration in its own right.
- When the lettering needs to convey a premium, high-end feel.
- When the lettering needs to be proprietary, unique to your client and their project, trademark worthy.
- When the lettering needs to function as part of the branding.
- When handwriting really needs to look like handwriting. Most fonts based on handwriting don't really look handwritten and mechanize the overall appearance.
- When you want the lettering to fit in a specific space or shape.
- To personalize, make the lettering intimate.
- To give life and vitality to the lettering and project; to add a spark to something that is dull and uninteresting.

## *When does a job need a custom font?*

- When you need a font that must be unique, proprietary, exclusively owned.
- When you want a font tailored to a specific need where none yet exists.
- When you need proprietary lettering that can be extensively replicated and easily used in different applications by various designers.

*Jill has published 11 fonts to date with ITC, Adobe and Monotype, and numerous proprietary fonts for companies.*



*Jill graduated from UCLA and Otis/Parsons. She worked as a calligrapher, sign painter and as a production artist for Saul Bass before going into the graphic design business by herself. She specializes in creating logotypes, icons, hand-lettering and fonts for advertising, packaging and entertainment. She has judged type design contests for Linotype in Frankfurt and the Type Director's Club in New York and has spoken at numerous type conferences including TypoBerlin2005 in May. Her work can be seen at <http://www.jillbell.com>*

## *When can a job effectively use an existing font?*

- When you can find a font that suits your purposes adequately, if not perfectly.
- When there is a time crunch.
- When it doesn't matter that competitors can easily use the same font, and create the same look.
- When it doesn't matter that the stylistic impact of the lettering may be weak from overuse, market saturation.
- When the budget for lettering is small or nonexistent.

## *When should you modify a font?*

- When 75% or more of the existing font meets your needs.
  - When you have checked the EULA (end user license agreement) as well as with the original publisher, obtained their permission and comply with their specifications.
- Sometimes it is easier and cheaper to just create an original font.

Bruno & Bruno Bold  
CARRIBBEAN • Carumba  
CARUMBA HOT CAPS  
Gigi • Hollyweird  
Swank & Swank Bold  
Stranger • Smack