Fonts

Customizing or Altering Fonts

Corporate Graphics acknowledges that altering your font can add a special touch to your printed piece. However, not all font licenses will allow you to do this. In addition, customizing or altering fonts may result in unexpected flaws [see example below] during the production process. We are committed to recognizing these problems, but on rare occasions the flaw may appear in the finished product. Corporate Graphics Commercial does not accept responsibility for any errors caused by font manipulation regardless of the End User License Agreement (EULA). Reprinting charges will be incurred by the customer.

Customized Font

Customized Font, with no problems

Customized Font

Customized Font with unexpected results

Create Outlines

If a program, such as Adobe Illustrator, allows you to create outlines, you can choose this option for all text, eliminating the need to send fonts. However, we would not be able to make last-minute changes if needed, unless the unconverted files (including fonts) are sent along as well.

EPS Files

An .eps file may contain a graphic using a font that is not used elsewhere in the document; please be sure all such fonts are supplied. Example: If the text in an .eps file uses Helvetica in its logo, make sure Helvetica is supplied with the other fonts.

Font Stylization

As printers, we commonly face challenges when clients stylize type using various software programs and do not supply the fonts to go with the stylization.

For example, in a pagination program you can type a headline in Helvetica, then by clicking on the control palette, you select bold. This is called a "fake bold" or a "stylized bold." Anything you do in the "stylization palette" must have the font supplied to support it. A stylized font may look good on screen, but if the font [in this example, Helvetica bold] is not supplied, it may get replaced with Courier in the printing process, not producing the desired look.

PostScript Fonts

Sample of Macintosh PostScript font

Sample of PC PostScript font

TrueType Fonts

Sample of Macintosh TrueType fonts

Sample of PC TrueType font

FontStylization
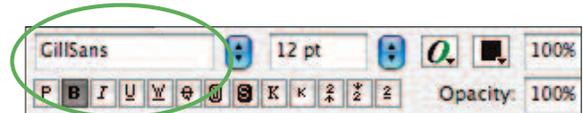
Stylized Font - Not Recommended
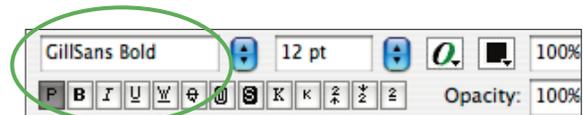
Correct Way to Bold a Font

Postscript / Type 1 Fonts

Fonts tend to be more difficult to organize on PCs than on Mac systems. This is due to the way PCs name PostScript fonts, making it harder to recognize which printer font goes with the appropriate screen font. For example, Times New Roman on a PC names the screen font file TIR_____.pfm and printer font TIR_____.pfb. The Macintosh side creates a screen icon and printer icon and names them both Times New Roman. PostScript fonts are likely to have the least amount of output difficulty.

TrueType Fonts

These fonts are easy to use and are common among designers because there is only one file name. However, there is some output risk involved.