**UNRIVALLED FONT RANGE
LICENSING TYPE LIBRARIES
CORPORATE SOLUTIONS
CUSTOM TYPE DESIGN
OPENTYPE FONTS TYPE ID
SERVICE EXCLUSIVE TYPE
COLLECTIONS HINTING &
SCREEN OPTIMISED FONTS
GLOBAL LANGUAGE FONTS
FONT AUDITS SPECIMEN
BOOKS FONTBOX**

THE GUIDE

Products & Services from
Fontworks and Fontshop

fontshop

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f: 01242 285101
sales@fontshop.co.uk

fW

Fontworks UK Ltd
New North House
202-208 New North Road
London N1 7BJ
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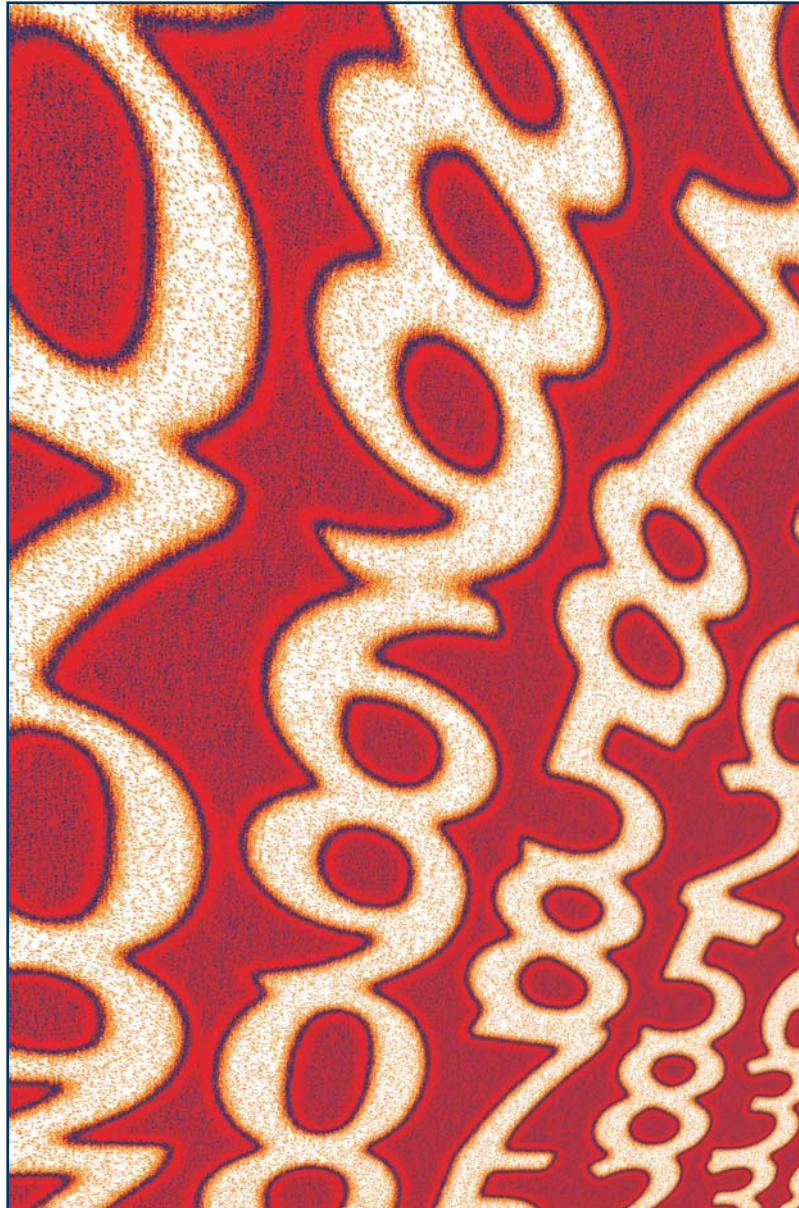f: 020 7226 4422
sales@type.co.uk

Buy fonts online at:

type.co.uk

Fits in
your
Fontbox

fW   fontshop

Introduction

The CPS Group comprises the UK's premier type supply businesses – **Fontworks** & **Fontshop**. These two leading brands have been dedicated to providing the UK type market with unparalleled levels of service for many years and are synonymous with innovation, quality products and type expertise.

Fontworks is a highly regarded type consultancy, solutions provider and font retailer specialising in unique fonts from over 100 diverse foundries worldwide, not to mention a full suite of corporate type and licensing services. In 2000 the company became part of the CPS Group, formerly the UK division of the world famous Linotype organisation, a business steeped in more than 100 years of type history.

Our information – Your inspiration

Choosing the correct typeface has never been more complicated. With tens of thousands of fonts out there and a bewildering array of new faces, foundries and formats emerging all the time, finding what you want can be difficult. And that's before all the legal and technical issues are taken into account.

If it all seems a little daunting, then we can help. We live and breathe type. We don't just sell it; we advise, we solve problems and we provide information. Lots of it. New showings. New foundries. New solutions.

We'll help you identify fonts - or create a new one from scratch. We'll solve your licensing problems - and help you avoid them in future. We'll supply fonts in minutes via email - or direct from our **type.co.uk** website 24 hours-a-day.

Whatever your requirements; whether it's one specific font you need, advice on type usage, or an overview of the newest font collections – we are the people to contact.

Fontworks and Fontshop were created by type experts for type users. It's a big difference and it makes a big difference. We trust this booklet will familiarise you with our credentials and key services.

There may be thousands of fonts in the marketplace – we know, we sell them – but making the right choice is what's important. As Kurt Weidemann famously said, *"Just being able to think is not enough nowadays - you need to be able to discriminate"*.

Booklet Contents

Corporate {Type} Solutions
— selecting the right font for you or your client

Font Licensing
– if you're in a mess we'll sort you out!

Your choice of typeface says a lot about you as a company. Typographic branding has never been more vital than it is today and having a well considered font that embodies and complements your Corporate Identity can be just what it takes to set yourself apart from your competitors. Developing your own unique custom typeface equips your organisation with an even stronger branding tool.

Selecting or specifying a new corporate font for you or your client is an onerous task. Our experience of resolving problems well after the launch of a new Corporate Identity or campaign confirms that expensive and embarrassing oversights are a regular occurrence which could be averted by getting us involved at the earliest possible stage.

Key issues and how we can assist you:

1. « Design »
Is there an "off the shelf" font available that matches your design requirements? If not, consider a bespoke font.

2. « Usage »
Is the font intended for bodycopy or display purposes? We can tell you if a headline version exists or advise you on the suitability of types for text, signage etc. What about web and multimedia usage? Will it be used at small sizes, in Powerpoint presentations for instance? If the answer is yes, you should be considering a screen optimised, hinted font for maximum legibility and impact.

3. « Aesthetics »
Is there a sufficient range of weights, with true italics and small caps? Do you need lining, old style or tabular figures?

4. « Functionality »
Should the fonts be linked to the base font so that bold and italic weights are accessed by using the style buttons?

5. « Compatibility »
Will documents need to be shared between Mac and PC users? Are you equipped to handle cross-platform OpenType fonts?

6. « Language Coverage »
If you conduct business beyond Western Europe you'll need to address the font's character set and non-latin suitability. We can advise on global language coverage and sell you the most appropriate font for the job.

7. « Licensing »
What are the licensing implications and costs? What options and license models are available to cover multi-sites, font embedding, 3rd parties, OEMs etc? We'll put you straight.

8. « Installation »
We can build you a customised program to automatically install your new fonts and even remove the old ones.

9. « Distribution »
Many companies specify us in brand guidelines as official type supplier. Why get plagued by requests from suppliers for fonts and logos when we can take the strain instead?

Fonts are software, and in most cases the basic license covers use on 5 CPUs and one output device. If your needs are greater than the manufacturer's basic license you will need to obtain a multi-user or site license. If you are uncertain about the legal status of any of the fonts on your network contact us for advice.

Fonts – A Cohesive Company Policy
If, in the past, your organisation has tended to acquire type in an ad-hoc, piecemeal fashion, you may not be aware of the advantages of having a cohesive company policy on fonts. Such a policy would allow you to know exactly which fonts you have and where they are. It would mean that all your fonts operate to the highest technical standard and are fully compatible with each other. It would also ensure that your use of fonts is in full compliance with all current licensing regulations.

The Benefits Of Organising Your Fonts
The benefits are obvious. You make savings on both cost and manhours. You enjoy the convenience of the best fonts for your needs and, critically, you have the peace of mind of knowing you are meeting all legal obligations.

How We Can Help – The Auditing Process
We can get you started with an automated on-site audit of your organisation's network. This will enable us to find out which fonts you have and where they are located. We can then check the fonts you have against those for which you have proof of purchase. All this information is then factored into a report advising you on how to rationalise and fully optimise your type.

Stay Organised – A Complete Font Management Service
Once the audit is finished we also offer a complete font management service; holding and updating your records, so you can keep track of all the fonts you've bought (from us and elsewhere) and ensure continuing legal compliance.

What we can advise you on, and prepare a quote for:
• Your font purchasing and installation policy
• Use of fonts off-site and on laptops
• Freelance and 3rd party usage
• End User License Agreements from each manufacturer
• Extending or upgrading your existing license
• Worldwide and Corporate Licenses for greater flexibility
• Embedding licenses for commercial usage
• OEM Licensing

Corporate Licenses – greater flexibility for less
For larger organisations with multiple sites and offices all over the world the neatest and most cost-effective solution is to purchase a Corporate License. This option allows far greater freedom of use, licensing both company personnel and associated 3rd parties such as advertising agencies, design consultancies and other suppliers.

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$
€

CUSTOM TYPE DESIGN

Creating your own custom font is a viable and imaginative alternative to using an "off the shelf" typeface. Owning your own font avoids licensing which can be complex and restrictive. But it does more than that. It offers you the holy grail of unique typographical branding.

Our custom type design service is available to help you add greater originality and professionalism to your Corporate Identity. We're regularly commissioned to draw unique font families for an organisation's exclusive use; whether it's a new design or a modification of an existing typeface, an exclusive font guarantees visual distinction.

We have provided custom solutions for a very broad range of top companies over the years including Unilever, Citroën, Vauxhall, KPMG, Mars, BP, ICL, AstraZeneca, Orange, Sainsburys, Shell, British Telecom, Royal Mail, Deloittes, Transport For London and Scottish Power to name but a few.

Fonts developed from scratch

RAC
HAMBURGEFONS

MORGANS SPICED - HEADLINE & INFILL
HAMBURGEFONS

THE GLENROTHES
HAMBURGEFONS
Special font cut for Glenrothes single Speyside malt whisky bottles

Nicorette – Medium **& Bold**
Hamburgefons

Which? Sans & Serif - *6 weights of each*
Hamburgefons

Citroën – Roman, **Bold**, **Extra Bold**
Hamburgefons

Vauxhall, **Vauxhall** - 5 weights with italics
Hamburgefons

aa

Three uprights created for the vehicle manufacturer. An Alternate set was also made with non-lining numerals.
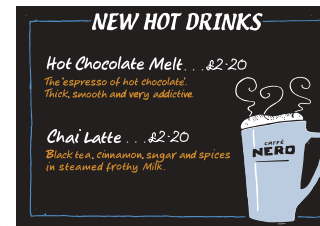**1236789**

An extensive family was commissioned by Vauxhall who wanted a DIN influence, a Tec version with tabular figures for car manuals, and 4 hinted PC TrueTypes for optimum screen legibility.

Federation Against Software Theft (FAST)
Hamburgefons

This important industry body had a new headline face created, based on the original logo but refined and a lower case added.

Caffè Nero
Two Lattes, a Cappucino & chocolate muffin

NEW HOT DRINKS
Hot Chocolate Melt. . . .£2·20
The 'espresso of hot chocolate'. Thick, smooth and very addictive.
Chai Latte . . . £2·20
Black tea, cinnamon, sugar and spices in steamed frothy Milk.

Fonts created from supplied artwork

Caffè Nero face used on menus and blackboards.

PIZZA EXPRESS - includes lower case
HAMBURGEFONS

Premier Travel Inn – includes strapline keystroke
Good night, after night, after night... travel inn.com

SP Nubian
Scottish Power

BG TheSans
BG Group

Fonts customised for exclusive use

D&A Ambigue
Dollond & Aitchison

SKF Chevin
SKF Group

ИЂДШЖ

Nectar

Logofonts

RBS
The Royal Bank of Scotland Group

PRADA

Lego & Lego CE ĘđťšĶőğýā
SKF Chevin Cyrillic Бдйбяжўщ
Ofcom Baskerville Welsh ŴŵŶŷ

Language Font Development & Glyph Extensions

• fine-tuned hinted fonts (see next page) and bitmaps
• creating & adding new weights to an existing type family
• re-spacing and kerning fonts to your specification
• modifying glyphs, creating infant characters, Euro symbols
• font conversions to different formats, barcode fonts etc

Other custom type services

Hinting Services

— improving the legibility of your fonts on-screen
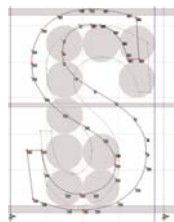
It has never been more important for your fonts to perform well on-screen. Your corporate fonts may look fine on the printed page but how well do they stand up in Powerpoint presentations or at text sizes on your staff's monitors? How sharp are they on your website, laptop, PDA and other handheld devices?

Unless your font has been optimized, or 'hinted', to a high standard your staff may have good reason to complain. On a practical level the appearance of your work, the quality of your corporate image and the clarity of your intended message can only benefit from the use of sharp, high quality type.

So what does 'hinting' mean? In basic English a 'hinted' font is one which has been enhanced, literally pixel by pixel, to produce legible, finely tuned characters on-screen. Well hinted TrueType fonts are the best choice if you're using type on low resolution monitors, and ClearType sub-pixel technology for colour LCD screens has revolutionised the appearance of fonts on laptops and flat panel monitors. Contact us to learn how your corporate fonts could be given a whole new lease of life.

Unhinted Vauxhall Garamond

The quick brown fox jumps over
The quick brown fox jumps o
The quick brown fox jump

The font displays the typical traits of an unhinted typeface. Note the irregular stems, inconsistent overall weight and the letters 'e' & 'a' filling in. Alignment of 'diagonal heavy' letters 'v' & 'w' also suffers. The end result is a block of text that doesn't sit comfortably on the screen and attracts the reader's eye to certain character deficiencies, interrupting the flow, impact, intended message and enjoyment of the words.

Hinted Vauxhall Garamond

The quick brown fox jumps ov
The quick brown fox jumps
The quick brown fox jun

Straight away the text is more legible, uniform in weight and sharper on screen. Letter spacing is improved, curves are more even, alignment and diagonals are corrected, stem and serif widths regulated and troublesome bowls ('a', 'e') opened. Altogether much kinder on the eye and easier to read.

Language Fonts

— global fonts & language solutions

ΘΛΠΣΥΦΧΨΩ
ӶѧӊӂҙѳꙆӺҝӈԹ
ႦႫ႟ႱႩႽჄჇႿႼ
گگڪڳڴٽڬڪؤ
ੑੑੑੑੑੑੑੑੑੑ
ಲಠಲಞಞಞಞ

Global OpenType fonts such as Nimbus Sans Global from URW cover multiple languages in one font file, including Greek, Cyrillic, Hebrew, Arabic, Thai, Chinese, Japanese and Korean.

The world is now one global marketplace and if you want to reach new customers, introduce your products successfully in foreign territories, or include non-latin scripts on your packaging you'll need the right fonts for the job.

You could be designing a simple brochure, or perhaps something a little more complex like a multi-lingual website or airport signage system; whatever your requirements, the good news is that OpenType technology and the growth of Unicode savvy applications is making it easier to source and use fonts which cover most of the world's major languages in one single file. A worldwide Corporate Identity is now a reality.

Talk to us about adding new codepages to your existing fonts, buying and licensing a great selection of language fonts, or for assistance with your translations and design projects.

Opentype Fonts

— raising the bar in font technology

It's been coming. A font format that lets Mac and PC users share documents in perfect harmony. Superb multi-lingual support and expert typographical features will revolutionise the way you work.

Key Benefits:

• Cross-platform compatibility; share documents between Mac and PC users seamlessly

• Multi-byte language support; multiple languages and scripts included in one single font

• Advanced typographic features; OT fonts aren't restricted to 256 characters and can contain fractions, swashes, old-style figures, additional ligatures etc, all within the same font. Where applicable, contextual alternates allow for varied or random text setting

efficient & **versatile** — Taz

cleverly engineered — Handsome Pro

Pro €üяőрéåñ — Myriad Pro

cross-platform — Plume

complete @Ⓐ₁111 — Corpid

Type Libraries & Collections

— unrivalled range of quality fonts & cutting-edge exclusives

• All the major libraries for the best prices: Linotype, Adobe, Berthold, ITC, Monotype, Bitstream, URW...
• Leading 'indie' foundries: Font Bureau, Emigre, T-26, House Industries, P22, Lucasfonts, Elsner + Flake...
• High-end Linotype 'Platinum' range for design pros: includes Frutiger Next, Avenir Next, Sabon Next...
• 'Designer Collections' from Gareth Hague (Alias), Rian Hughes (Device), Jon Barnbrook (Virus), Identikal...
• Exclusive ranges such as G-Type and Acme Fonts
• Budget studio CD collections like Linotype 'Essentials'
• Full family CDs: Rotis, Gill Sans, Franklin Gothic...
• Handwriting CD collection of 300 fonts
• Nimbus Europa multi-lingual OpenType CDs
• Special Collections like Linotype Zapfino & Optima Nova
• Educational & infant font packs like the Sassoon Series
• Web & Pixel collections for multimedia usage
• Tailor-made type for newspapers & magazine publishing
• Linear barcode fonts, bitmaps etc

DISPLAY
handwritten
blackletter
text serif
modern
body sans
STENCIL
art deco
rounded
főřěĩǵń
Opentype Pro

type.co.uk
the ultimate online type resource

- Browse and buy fonts securely online, 24 hours a day
- Fonts from **£18.95** each, downloadable instantly
- Enjoy the benefits of a Corporate Online Account:
  - be invoiced for online font purchases
  - check your company's order history
  - extend licenses electronically
  - attractive discounts and special offers
- View all the new releases & foundry profiles
- Subscribe to our informative newsletter
- Read our Guide to Legal Font Use
- Download free PDF booklets & posters
- Interviews, event news, type books
- Great savings on single fonts & eCD collections

Downloadable eCD collections are amazing value for money

TYPE SPECIMEN BOOKS
— including our highly desirable Fontbox

The world of fonts is constantly changing with new releases and new information coming onto the market all the time. Because of this, it is no longer practical to print a single Fontbook showing all the fonts that we supply. Nowadays such a book would be out of date almost as soon as it was produced. However, we recognise that many of our customers continue to express a desire for regular information on both the latest font releases and the various other services we provide. To meet this demand, we have produced **Fontbox**: a specially designed font information holder which can be used to store each of our font listings as they become available. Fontbox: a new, more flexible medium for sourcing and selecting type.

The esteemed Fontbox

Other noteworthy volumes include the wonderful Font Bureau Specimen Book, Linotype's new A-Z reference tome and the lovingly compiled Indie Fonts series. We also stock the out-of -print Adobe family specimen books, a real collector's treasure trove (see type.co.uk for details). If you're a fan of Rian Hughes you won't want to miss the 160 page 'Ten Year Itch', a celebration of the first 10 years of Device Fonts, available now.

The exquisite 'Ten Year Itch' Device Fonts Book

TYPE ID & ADVICE

Ever seen a typeface in a magazine and wondered what it was? You could spend hours trying to identify it when it'll only take our experts a few minutes. Use our free service and if you need to see further samples before you buy just let us know. You can also ask us to assist you in selecting the right font for any job.

Linotype's A-Z book

g-type
an exclusive collection

Accent Graphic

Amulet

Chevin

Digitalis

Geetype

Gizmo

Houschka

Nubian

Precious Sans

Precious Serif

Sovereign

buy online at type.co.uk