

Type Considerations

IN LOGO DESIGN AND BRANDING

Typography examples based on typefaces from
ROH Type Foundry font library

ROH

The environment

THE INDUSTRY / MARKET / COMPETITION

- make the research
- check the industry standards
- identify the clichés
- write down what kind of fonts do they use
- do simple statistics & analyze
- study your direct competition
- draft some general direction options

The message

BRAND'S VALUES / OFFER / MOOD

- values the brand conveys
- brand's main idea / message
- value offered in brand's products / services
- emotional associations with brand's character
- logical associations with brand's offering
- decide on the targeted mood / personality of the brand

Teramo Poster Bold + Rothorn Ultra Thin

MODERN & SHARP
geometric

Rothorn DC Extra Bold + Regular

Minimalist
sans serif

Kefir Extra Bold + Qualion Round Bold

Fresh & Charming
rounded beauty

Aloe Black + Paneuropa Retro Regular

Oldstyle Retro
modernist touch

The detail

TYPE OF THE LOGO / FORM OF THE LOGO

- logo mark / brand mark
- logo type / word mark
- tag line
- choose which elements the logo will contain
- if logo contains a tag line - should it be second font?



WORD MARK

logo tagline text

Technical stuff

APPLICATIONS / LEGIBILITY / FONT PAIRING

- applications of the logo
- sizes of the logo
- most common size of the logo
- text legibility in different sizes
- font pairing in case of the tag line

NEXT LEVEL

NEXT LEVEL

Not only logo!

OTHER TEXT APPLICATIONS IN BRANDING

- should logo font(s) be used in other text applications
- if yes - do the fonts used in logo fit these purposes
- how many fonts other branding materials need
- versatility & legibility of the typeface
- consistency throughout the designed typographic system
- how does the text font convey brand's values and mood



NEXT

Jasmine Di Stefano
Co Founder & CEO

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Choosing the fonts

WHAT TO CONSIDER & WHAT HELPS?

Consider:

- font pairing rules
- font versatility and legibility in various sizes and media
- font character / mood / expression
- font quality (!)

What helps:

- font styles (weights, widths, italics, other variants)
- sibling fonts, part of a type system
- OpenType features / ligatures / alternates / variable font

Montreux
Grotesk

Montreux
Classic

Rothorn
Geometric

Lütschine
Condensed

MONTREUK
ERANDING

LÜTSCHINE
ERANDiNΘ
NARROW

LÜTSCHINE
ERANDiNΘ
CONDENSED

LÜTSCHINE
ERANDiNΘ
NORMAL

Montreux
Informal

contHEY
NORMAL

Montreux Soft:
Grotesk
Classic
Informal

CONTHEY
INLINE

XXXTREME

**PROFESSIONAL
EQUIPMENT FOR
MODERN ATHLETE**





TUND®

TUND

TUND

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VRA
SUPREME



Sønderling
highlander





volume 2

volume 1

THE NEW ANDERSON METHOD

Online course for marketing
professionals & freelancers

Rothorn DC™ type family specimen, ROHH Type Foundry, 2021

you're
in my
type

who
shot
the
serif

this
makes
no sans

TYPE FESTIVAL LEIPZIG

18-27 December 2021

Avant-garde of type design,
creative typography
lectures & galleries

Rothorn DC™ type family specimen, ROHH Type Foundry, 2021

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FUTURE

de-
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Rothorn DC Extra Bold + Lütschine Branding Condensed Light

be strong
MODERN NUTRITIONS

Lütschine Branding Normal Light + Rothorn DC Regular

UNILTA
geometry

Rothorn DC Light + Regular

RONDEAU
minimalistic way

Lütschine Branding Narrow Extra Bold + Normal Regular

AMELIA
BEAUTY HOUSE

Montreux Branding Extra Bold + Rothorn Ultra Thin

XXAVAK
the future

Lütschine Extra Bold + Montreux Grotesk Book

Simply Said
neural science

Conthey + Lütschine Narrow Thin

weird *small* **siNGER**
APPAREL BOUTIQUE

Conthey Inline Condensed Layered + Lütschine Condensed Light

ORGANIC AROMA
fresh green tea

About ROH Type

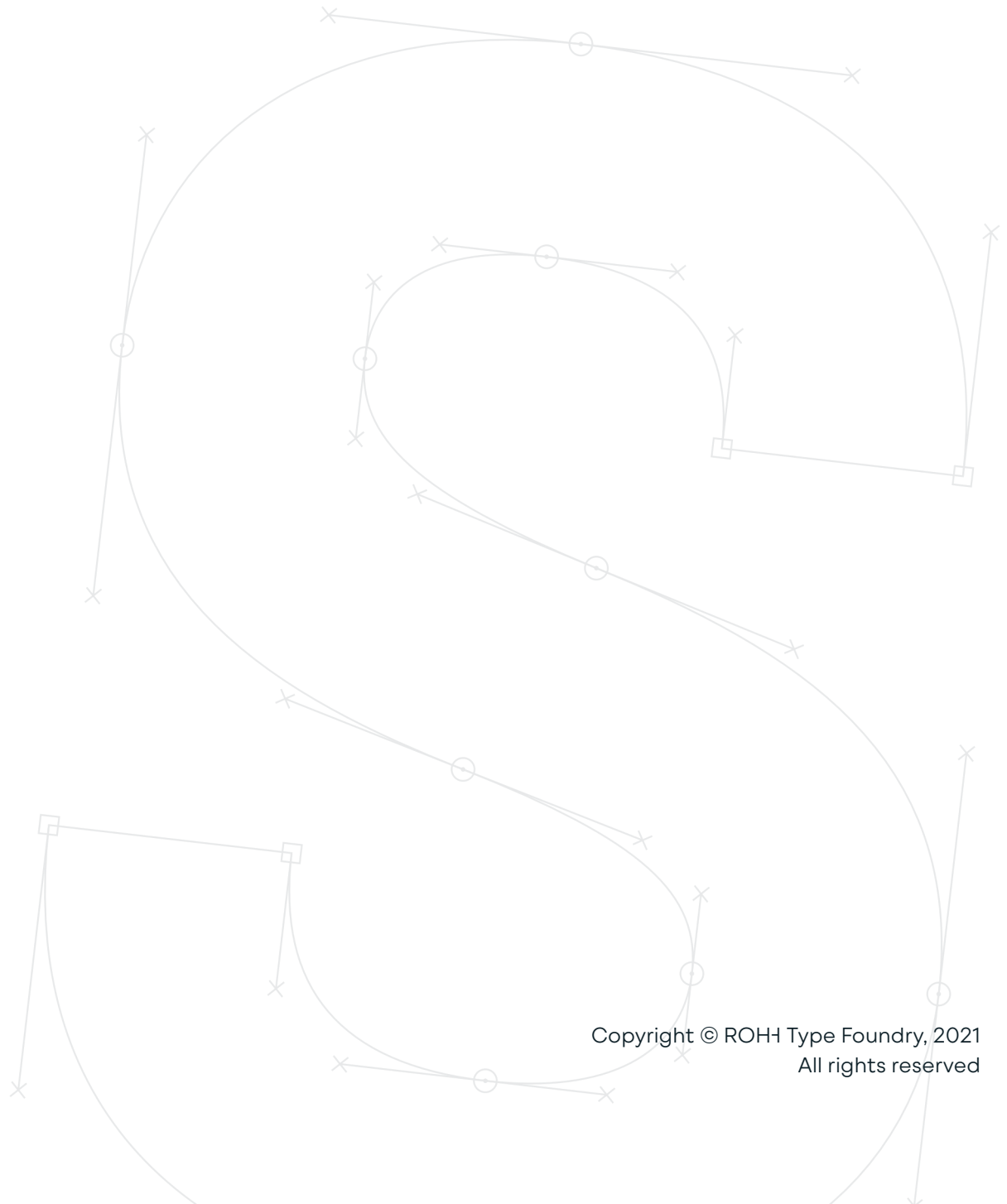
ROH Type Foundry delivers unique and versatile tools for creating beautiful typography, introducing modern technology, precision and meticulous attention to detail in a broad collection of typefaces.

Contact us if you are in need of unique corporate typeface, font customization or bespoke type design.

...and do not forget to check our Instagram for latest news, upcoming release teasers and some lettering fun!



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