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# X-RAY

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QUARK SOFTWARE WORKFLOW SOLUTIONS AND IMPLEMENTATION



# MyFonts.com

BY ERIN BOELLING

**As a newbie to this desktop-publishing industry, I am always extremely grateful for information that is straightforward, current, easy to find, and easy to navigate when I am searching for details and particulars.**



A true researcher at heart, I have very picky standards when I am searching the web for topics on which I have no prior knowledge. I look for indicators that tell me the web site and information are current and presented by a knowledgeable, reputable party. Usually this is not too difficult of an assessment, especially with the fact that information on most parts of this industry is kept up-to-date and cutting-edge.

When we at *X-Ray Magazine* decided it was time to update our look by choosing and using a new font for our pages, we went on an internet search for a font that would meet all of our stylistic needs as well as keep the integrity and look of the magazine intact – an OpenType, PostScript sans serif font. Searching through many font web sites, we found several different fonts that looked good but realized late in the search process that these particular fonts did not fulfill our technical requirements. Eventually, we stumbled upon MyFonts® at <http://www.myfonts.com> and found a pot of gold.

## **Want Some Education with that Font?**

MyFonts is a great mix of a font store and a font-education site. With a highlighted Font of the Day as a great place to start any search, this web site also has divided its inventory into useful groupings of font types.

**Best Sellers:** This category highlights the top 50 selling fonts from the past month – this grouping will help you see what is popular as well as, in our case, give you an idea as to what font you might want to stay away from based on the fact that many people may be using the design.

**Starlets™:** All of the fonts under this heading are the top-selling fonts new to MyFonts in the past 50 days, and this section is updated daily.

**What's New:** This grouping is made up of the fonts that were added to the site or updated within the last 21 days.

**Font Categories:** Find all categories of fonts and search from that specific category.

**What the Font?™:** If you have ever wanted to find a font that you have admired on another publication, this is the place to search. After you scan a sample image of what you are looking for, this feature finds the closest fonts in the database. If the font you are looking for cannot be found through the search, an option is available for you to submit the image of the font you are looking for and real people will study your sample and give you advice as to where or how to find a similar font.

**Foundries:** A listing of foundries and types of fonts available through each. Also accessible through this category is the ability to search fonts based on a foundry and to get the detailed historical information on most of the foundries listed.

Other search categories such as alphabetical, languages, designers, and keywords are available and offer useful information about how to best conduct your search to find the font that best suits your needs.



### More Than You Knew to Ask for

MyFonts also offers two newsletters, In Your Face and Rising Stars.

In Your Face gives information about foundries, with a short history and example of fonts created by each along with featuring special offers on most highlighted foundries. Also offered is a list of quarterly font favorites with examples of each and the ability to link to the actual page on MyFonts where the font is described and sold.

Rising Stars features new and innovative fonts, and information about new-to-the-web site foundries. Also, a section highlighting design trends makes everyone aware of the stylish fonts en vogue and available on the web site. Finishing up with a follow-up section which discusses previously highlighted fonts and foundries and an opinion section where you can speak your mind to the folks at MyFonts, Rising Stars is a useful newsletter focusing on industry trends and offering helpful information to font enthusiasts and the like.

### Fonts for Sale

After you have browsed the newsletters and looked around the web site, you probably noticed a few fonts you may consider purchasing. MyFonts offers in-depth information about each font that will help you make a more informed decision when searching for a font to purchase. A full list of the weights and styling of the font is available, and you can also change the sample text so you can see instantly what your headline or company name will look like. Next to the name of the font are descriptive icons letting you know exactly how compatible the font is and the purchasing options that

are available, so that you have this information before you purchase and try to use the font and learn the hard way that the font was not what you were expecting.

If you have seen a font you like but are not totally satisfied with its options or how your sample text looks, MyFonts has helpful search options to get you closer to one that may suit your needs. First, you can search for other fonts similar to your current choice with the More Fonts Like This feature. Next you can search by the designer of the font, which will help you see more fonts with a similar flavor and give you a history on the designer and their creative outlook. Searching by foundry will give you historical information on the foundry as well as available discounts, related web links, and physical address and contact information for the foundry. Finally, MyFonts helps your search by giving you the option of looking through font albums that have been put together by the web designers and other browsers who have shown that they have a similar taste in fonts.

Searching for a font, or many fonts, is a daunting task even when you think you know what you are looking for. MyFonts is a great web site that breaks the search process into manageable pieces, all while giving histories and pertinent information about the font, its designer, and its creative background. Although I know I have only scratched the surface of the web site, MyFonts helped me to navigate the world of fonts and also gave me a great start to a font education.

Check out MyFonts at <http://www.myfonts.com> and as they say “*Find Fonts, Try Fonts, Buy Fonts!*” ☒

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