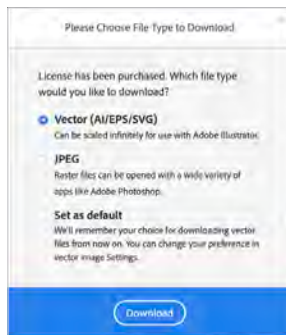# Adobe Fonts

TAMING TYPE ANXIETY

HOT TIP: When you download your first image from Adobe Stock, you may see the screenshot below. Choose **Vector** for graphics or **JPEG** for pixel-based images. Either choice can be set as your default file format, as well.
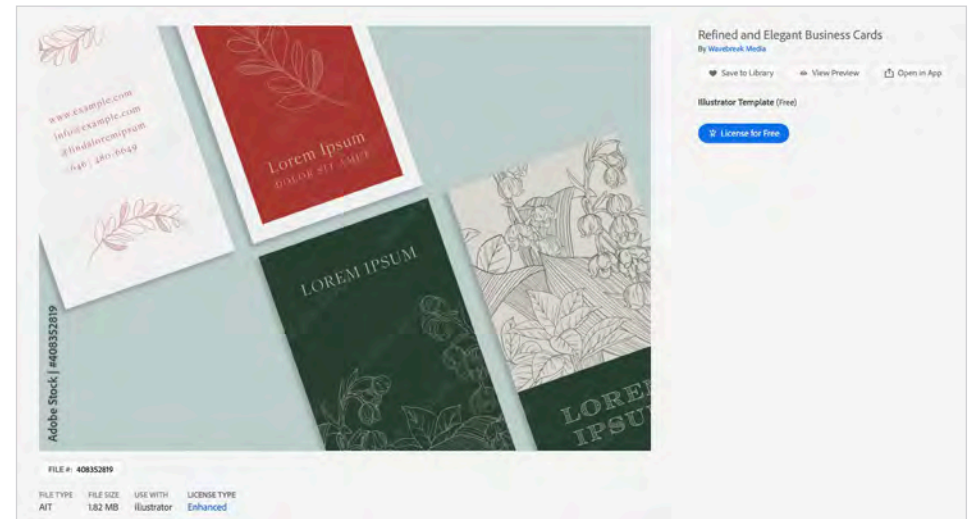
Please Choose File Type to Download

License has been purchased. Which file type would you like to download?

● Vector (AI/EPS/SVG)
Can be scaled infinitely for use with Adobe Illustrator.

JPEG
Raster files can be opened with a wide variety of apps like Adobe Photoshop.

Set as default
We'll remember your choice for downloading vector files from now on. You can change your preference in vector image Settings.

Download

Among the many perks of an Adobe Creative Cloud subscription is free access to more than 20,000 professionally designed and curated fonts from Adobe Fonts. Originally known as Typekit, Adobe Fonts are available through a single licensing agreement that gives designers unlimited creative use for personal or commercial projects. Users can activate as many fonts as they want without page view or domain limits—and all Creative Cloud plans include access to the complete library of fonts. Even users with just an Adobe ID enjoy access to a select group of Adobe Fonts!

Getting started

To see how Adobe Fonts work, let's start by downloading a free Illustrator template from Adobe Stock. The template shows four versions of a business card in portrait mode. Choose one image for our fictious restaurant logo and delete the three other cards.

1. From the linked page select **License for Free**.

2. Download the .ait file (Adobe Illustrator Template) and double-click to open it in Illustrator.

3. Delete all the business cards (and their respective artboards) except the version with the solid red background.

4. Delete the light gray and solid red backgrounds, leaving only the graphic illustration and the text beneath.
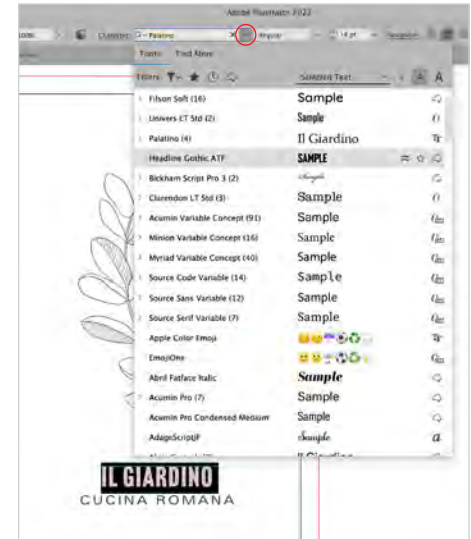
Adobe Fonts
TAMING TYPE ANXIETY

HOT TIP: Depending on the fonts you choose, you may need to relocate or resize the text block relative to the position of the stem graphic. Here, we've moved the text up, bringing it closer to the graphic.

5. Recolor the graphic and text using the dark green swatch (or any other color you like).

6. Highlight the top row of text to read *Il Giardino*. The bottom row should read *CUCINA ROMANA*.

7. With *Il Giardino* highlighted, select the down arrow (⌄) to set the font family in the Character panel. Hover your cursor over the font names to preview how they look.

8. Let's assume you can't find anything you like among the current fonts. Select **Find More** at the top of the fonts drop-down menu. Notice how Activate Adobe Fonts Instantly appears at the top of the list. Click to select the cloud icon in the far right column once you make a decision.

9. If you still can't find what you want, try using the filters to home in on specific type attributes. To try a more traditional or classic typeface for *Il Giardino*, try selecting the Serif classification.

10. Minion is a reliable favorite for this kind of situation. Adobe Fonts has 64 weights of Minion Pro. After choosing this font family, you can experiment with various weights. This example uses Minion Pro Condensed Caption.

11. Repeat Steps 8–9 for the second line, CUCINA ROMANA. Here, Univers LT Std, 53 Extended is selected.

Adobe Fonts

TAMING TYPE ANXIETY

HOT TIP: Adobe Fonts is *not* a type manager. Although having a font manager isn't a necessity, using one makes life easier when you need to manage and organize a large type library.

Extensis Connect (formerly Suitcase Fusion), FontAgent, and Font Book (macOS only) are all excellent font managers.

Frazzled by fonts

Don't feel bad if your head hurts when it comes to choosing or working with type. With so many great typefaces, finding the right font can be daunting. Fortunately, Adobe Fonts is a powerful resource of typographic tips and trivia to help you make sense out of what can be a mind-numbing topic.

Font Packs

One of the best parts of the Adobe Fonts website in times of need is Font Packs. Font Packs represent over 50 professionally-curated font collections for various uses. Designing a résumé but tired of using Times New Roman for the umpteenth time? Check out the Résumé Fonts font pack. Curated by the Adobe Type team, the site includes links to download high-quality graphics and an Adobe Stock Template.

Tasked with designing a type-only logo for a new business or start-up? What font should you set it in? Start with the 12 handsome fonts in Logo-Worthy Letters and see what works. All the fonts are free to use in your client's branding—Adobe has thankfully taken care of that part. Try a few and see what inspires you.

Additional resources

Need to learn more about type and fonts? Confused about Variable type? Ligatures? Kerning? And by the way, what's a glyph? Try the links below to sharpen your knowledge. With a little practice, learning how and when to use type can take your design skills to a new level.

Five Things You Didn't Know About Adobe Fonts
Adobe Capture and Typography
20 Creative Ways to Use Adobe Fonts (You May Have Missed)
Adobe Typography Blog
ID 2020: SVG Support, Variable Fonts, and Faster Launch Times