Vineyard

Creating Beautiful Typography with Creative Cloud.

Adobe Creative Cloud Learning Series

Typographic tools are at your fingertips throughout the CC apps. Learn to take advantage of the state-of-the-art typographic controls found in your favorite design tools.

Discovering fonts with Creative Cloud.

Finding the right font for a project can seem overwhelming at times. Identifying, pairing, and unlocking special features of a font can be a time-consuming endeavor. With a variety of Creative Cloud apps and services, finding the right font is now fun and inspiring.
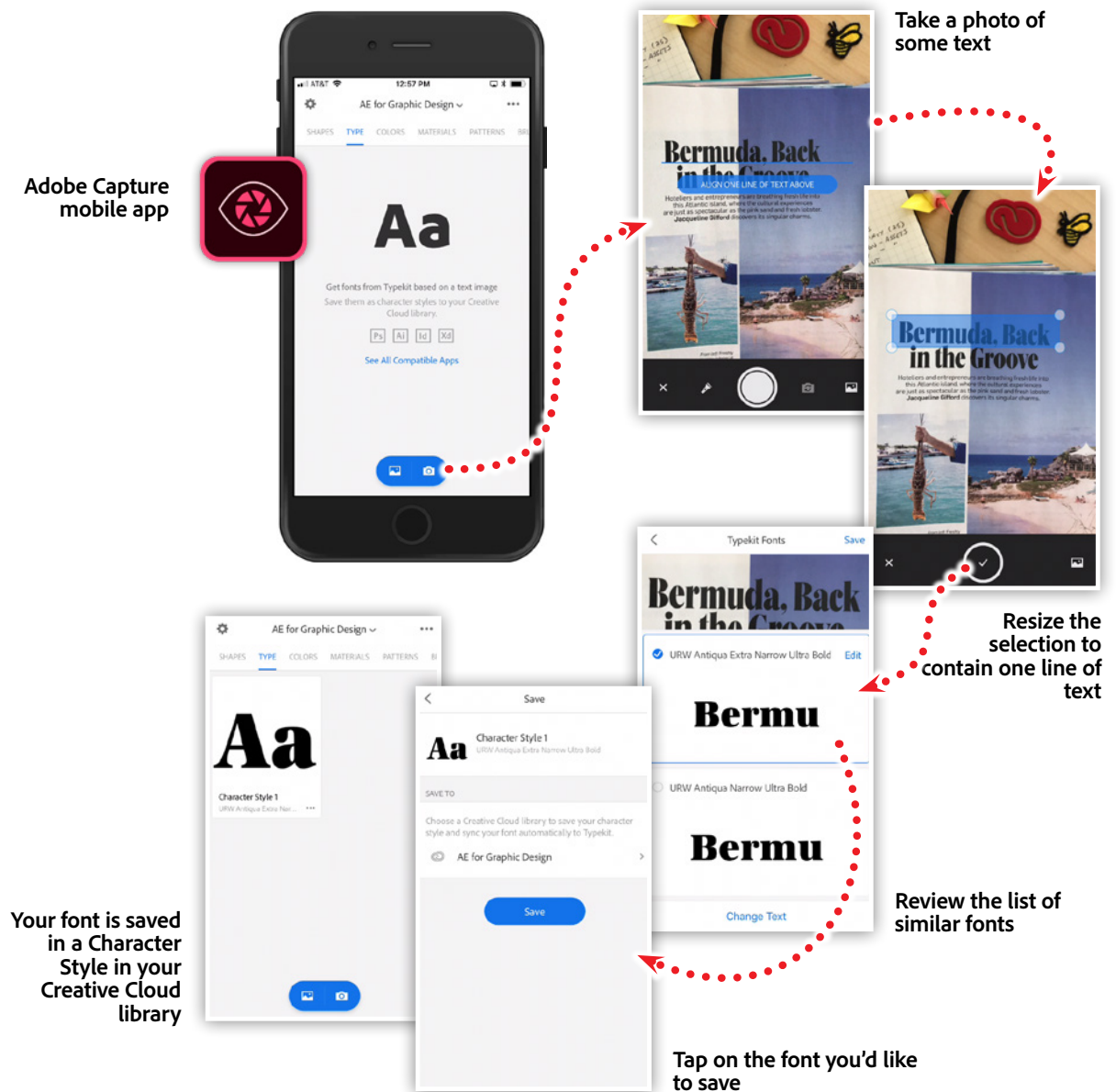
As a designer, you probably take photos of things that inspire your creativity. I find myself taking photos of posters, building ornaments, and natural textures to help inspire future design ideas. Recently I started taking photos of fonts that I find interesting, then using tools like Adobe Capture, Photoshop and the Typekit website to helps me identify them.

Finding fonts 'in the wild'.

Adobe Capture is a great mobile app that allows you to gather assets from the real world and add them to your virtual toolbox. Capture allows you to gather colors, textures, patterns, and even create custom brushes based on photos you take with your phone. What's more, is that Capture can also help you identify fonts.

Starting either from a photo or your camera, Capture lets you highlight a specific area of interest, then connects with Typekit to help identify the font. You'll see a list of similar fonts loading right before your eyes. Adobe's AI platform, Sensei, takes into account the subtle characteristics of the font image, and quickly supplies you with fonts that match many of those same characteristics. When you find a font you like, you can san save the font as a Character Style to one of your Creative Cloud libraries.

Part 1 - Figure 1

Adobe Capture
mobile app

Take a photo of
some text

Resize the
selection to
contain one line of
text

Review the list of
similar fonts

Tap on the font you'd like
to save

Your font is saved
in a Character
Style in your
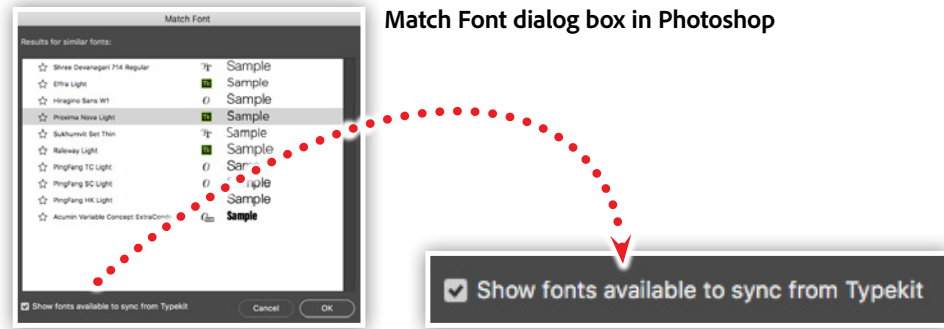Creative Cloud
library

Using Match Font in Photoshop.

Another avenue into Typekit's font-finding magic is through the Match Font feature of Photoshop. If you have a photo, graphic, screen shot, or even text that's been flattened into a layer, the Match Font feature can help you identify the font.

Part 1 - Figure 2

Marquee select an area that contains the text you want to identify

Screenshot of a web page opened in Photoshop

Choose Match Font from the Type menu to see a live list of similar fonts

To identify a font in Photoshop, make a marquee selection around the text, then select Match Font from the Text menu. Your marquee selection will be turned into an editable selection while Photoshop connects to Typekit. The Match Font dialog box will open revealing real-time results based on your selection. You can modify the selection while the dialog box is open, and your results will be adjusted accordingly.

Part 1 – Figure 3

Match Font dialog box in Photoshop

Enable font syncing from Typekit in the Match Font dialog box to allow Photoshop to sync and activate the fonts on your system. Once synced, the fonts will then be available for immediate use.
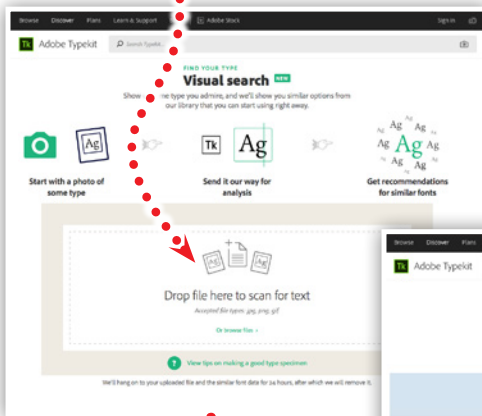
Detecting and pairing fonts with Typekit.

The [Typekit website](#) contains quite a few features for understanding, identifying and discovering fonts. Similar to the Adobe Capture app, the Typekit website allows you to identify fonts from a photo, or screen shot. To give this a try, click on the Discover link in the upper left corner of the website.
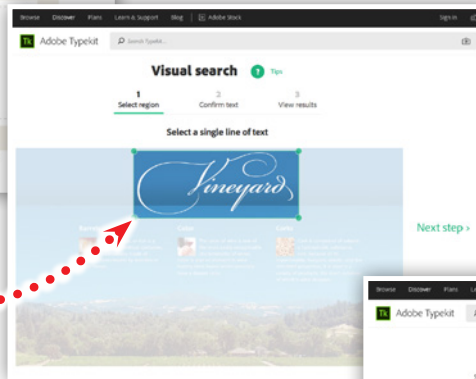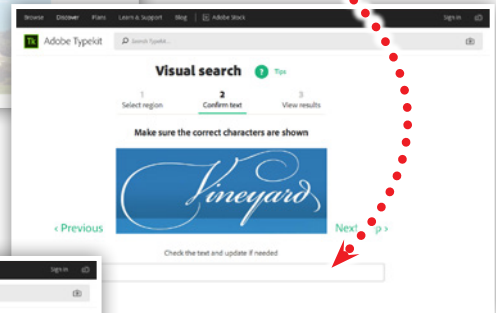
Part 1 – Figure 4

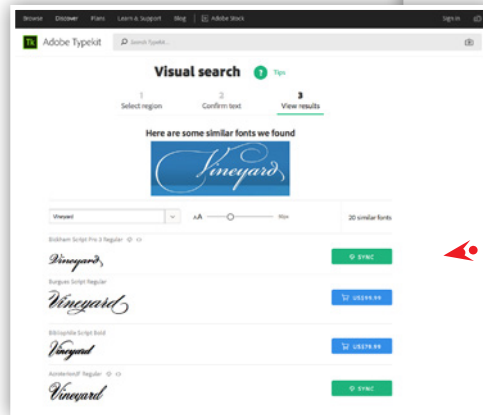**Upload an image on the Typekit website to identify fonts**

Upload an image on the Typekit website to identify fonts

Draw a selection around the font to be identified

If needed, type in the text characters represented in the selection

Review a list of similar fonts identified from the image

The Visual Search feature on this page allows you to upload an image in order to get a list of font recommendations based on the fonts detected. You can refine your search by modifying the selection to ensure the correct area of the image is being analyzed.

Once you find a font that you like, the next challenge is to pair the font with another one for your project. The fonts you choose should complement each other and help improve the readability and design of your project.

Part 1 – Figure 5

Font pairing site featuring fonts from Typekit

The Just my type website provides a list of font pairings featuring Typekit fonts. Find a font in this list that is similar to your chosen font, then see which fonts they recommend as a good pairing. In addition to Just my type, there are quite a few other websites that offer different designer's suggestions on good font pairing solutions that can be found with a quick web search.
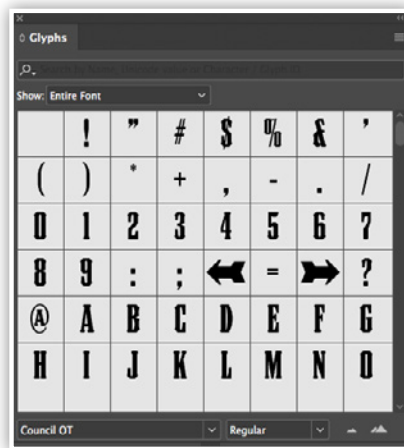
Unleash hidden gems in OpenType fonts.

The OpenType format allows for a font to contain up to 65,536 glyphs! That's an incredible number of possibilities for designers to take advantage of—maybe too much? Thankfully, InDesign, Illustrator, and Photoshop provide us with a Glyphs panel that allows us to browse, filter, and select the exact glyph we're looking for.

Explore the Glyphs panel.

Once you have applied an OpenType font to your text, select a few characters, then open the Glyphs panel to explore extra features of the font. A drop down menu at the top of the panel allows you to filter the glyphs based on type.

Part 2 - Figure 1

Glyphs panel filtered by **Entire Font**

Glyphs panel filtered by **Punctuation**

Glyphs panel filtered by **Currency**

Glyphs panel filtered by **Discretionary Ligatures**

There are quite a few filterable options available, including swashes, currency, special symbols, and discretionary ligatures. In some cases, fonts may contain artwork and alternate lockups for words or phrases.

Part 2 – Figure 2
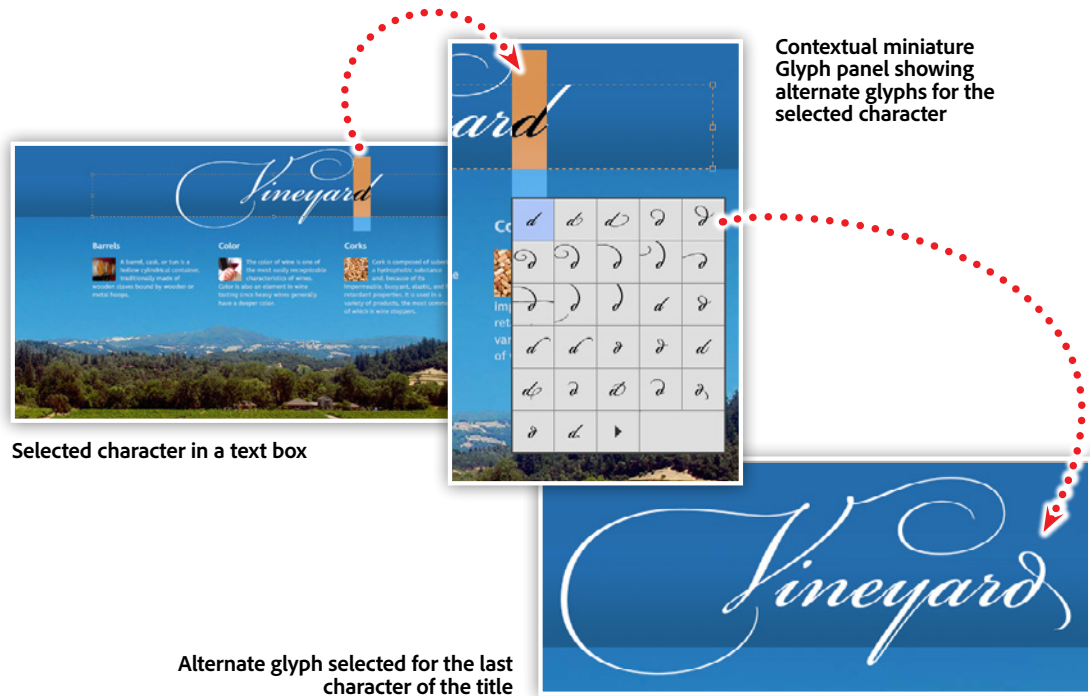

Glyphs panel
filtered by
Discretionary Ligatures

The font example above shows the words 'in' and 'The' in conjunction with a stylized graphical bar.

Seamless glyph access while you design.

In addition to the Glyphs panel, InDesign, Photoshop and Illustrator also provide contextual Glyph substitution while editing your content. With some text selected in a text box, OpenType fonts will trigger a miniature Glyph panel that shows you alternate glyph options based on your selection. There's also a small arrow that will open the full Glyphs panel for further exploration.

Part 2 - Figure 3

Contextual miniature Glyph panel showing alternate glyphs for the selected character

Selected character in a text box

Alternate glyph selected for the last character of the title

In the example above, selecting the letter 'd' at the end of the word vineyard, then hovering over the selection provides a whole series of alternate glyphs available in Bickham Script Pro 3 for a small case letter d. Experiment with different glyphs to see if any of the alternatives enhance your design.

Access OpenType features with CSS.

You web pages can also benefit from the advantages of OpenType. Cascading style sheets (CSS) includes support for accessing alternate glyphs available in a font.

Part 2 – Figure 4

```
h1 {
    background: linear-gradient(rgba(0,0,0,0) 50%, rgba(0,0,0,.2) 100%);
    color: #fff;
    font-weight: normal;
    font-size: 8.625rem;
    font-family: "bickham-script-pro-3", cursive;
    line-height: .8em;
    margin: 20px 0 20px 0;
    padding-top: 40px;
    text-align: center;
}
```

CSS code used to define an OpenType font from Typekit

Alternate glyphs activated via font-feature-settings in CSS

```
h1:first-letter {
    font-feature-settings: "swsh" on;
    padding-right: 6px;
}
```

H1 tag in HTML rendering in an OpenType font

First letter of the H1 tag is rendering in the swash alternative glyph

In the example above, the H1 tag is being specified to use the font family of Bickham Script Pro 3. In a web browser, the H1 tag is rendering using the web version that font from Typekit. Web browsers will use the default glyph characters when applying the font to the text. An additional CSS property, named font-feature-settings, can be used to access additional features of an OpenType font. This technique can be used to access features such as old style figures, small caps, slashed zeros, fractions, swashes, and more. When swashes are enabled for Bickham Script Pro 3, the more ornate glyphs for capital letters are enabled and displayed in the browser.

Watch these features in action.

Join Chris Converse in the recorded webinar to discover tools to help you identify unknown fonts, activate beautiful typefaces for use on your website, and uncover special characters and ligatures that are just waiting to be discovered in your favorite fonts.

In this session you'll learn the following:

· Identify fonts using your phone's camera
· Making use of the Glyphs panels
· Explore learning and discover tools on TypeKit
· Share type styles across CC Apps with Libraries
· Enabling a font for use on the web
· New variable width fonts—the future of OpenType

Adobe Creative Cloud e-Learning Series
Watch the live recording here:

[Creating Beautiful Typography with Creative Cloud](#)