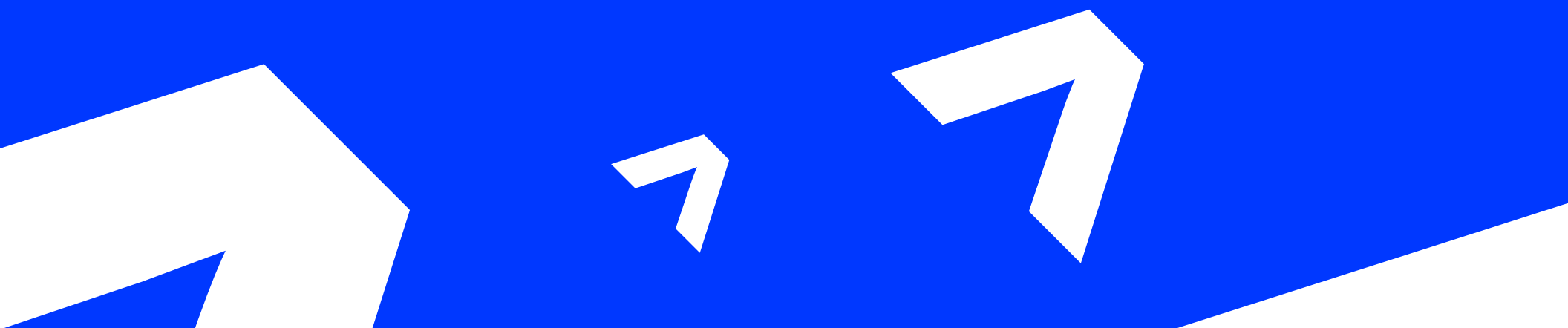


# Big Type Families for Building Brand

Plan ahead when choosing fonts to build your brand.

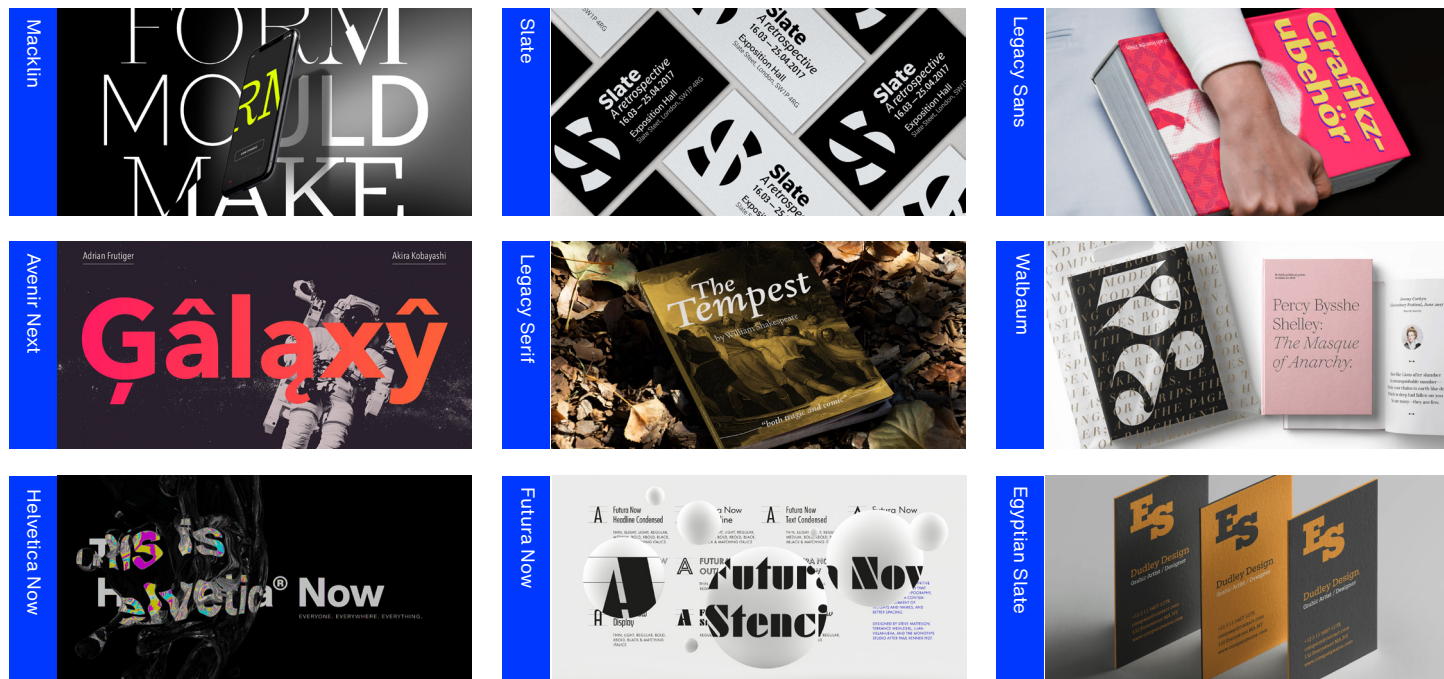


# Big Type Families for Building Brand

When typefaces were first invented, there was no concept of a “family” of typefaces – only Roman fonts existed. It wasn’t until much later that the idea of a typeface family, with multiple weights and proportions, was developed.

Today, graphic and brand designers have access to expansive font families such as [Helvetica® Now](#), which offers a wide range of weights and proportions across

Display, Text, and Micro versions. Other notable large sans serif families include [Avenir® Next](#) and [Futura® Now](#). Families like [Macklin®](#), [Walbaum™](#) and [Cotford®](#), are large and versatile serif families. While [Slate™](#), [Egyptian Slate™](#), and the [ITC Legacy Serif](#) and [ITC Legacy Sans](#) collections provide both serif and sans serif options in multiple weights.



Sampling of Large Typeface Families

Leveraging large typeface families is a wise strategy when building a brand. Relying solely on Roman, italic, and bold versions is rarely sufficient for a comprehensive branding system. While it may not be immediately necessary, eventually you'll encounter situations where condensed, ultra-bold, expanded, or stylistically distinct versions are required.

**Key Considerations for Typeface Development:**

- **Avoid System Fonts:**  
System fonts – the ones bundled with operating systems and common applications – are powerful communication tools. They ensure documents created on one device replicate the same on other devices. The problem with using system fonts for branding, however, is that they usually have small families and are ubiquitous. Ubiquity does not create distinction. Using system fonts results in a brand that feels as generic and forgettable as a deli menu or Aunt Rosie's family newsletter.

Arial Roman	Times New Roman Regular
<i>Arial Italic</i>	<i>Times New Roman Italic</i>
<b>Arial Bold</b>	<b>Times New Roman Bold</b>
Cambria	Verdana Regular
<i>Cambria Italic</i>	<i>Verdana Italic</i>
<b>Cambria Bold</b>	<b>Verdana Bold</b>

Typical System Font

- **Complement, Don't Replicate the Logo:**  
Avoid trying to mirror a logo's style with a font, as logos are usually hand-drawn and unique. Instead, choose a typeface that contrasts with the logo, creating a graphic counterpoint that enhances the overall brand identity.



Wordmark Logos and Their Complementary Branding Fonts

- **Choose Typefaces with Longevity:**

With over 300,000 fonts available, many are fleeting trends. Think: tie-dyed T-shirts. Brands are built to last, so select a typeface family that will remain timeless and relevant for years to come.

**Bottom Line:**

Plan carefully when selecting fonts to build your brand – thoughtful font choices are foundational to creating a strong, enduring identity.

The following typefaces were used in this article

[Arial](#)

[Avenir Next](#)

[Cambria](#)

[Egyptian Slate](#)

[Futura Now](#)

[Helvetica Now](#)

[Legacy Sans](#)

[Legacy Serif](#)

[Macklin](#)

[Slate](#)

[Times New Roman](#)

[Verdana Regular](#)

[Walbaum](#)