

Down to the Letter

the importance of typography in games

Yes, it really matters.

- Games are about the experience
- Type is one of the primary methods of communication with our players
- It's not just about the words, it's about the experience the words convey.

And you should care.

- Poor typography leads to negative player experience
- Thoughtless font choices can be jarring or give the wrong impression
- Good typography makes a game feel polished

There's not much to it.

1. Readability
2. Harmony
3. Emotion

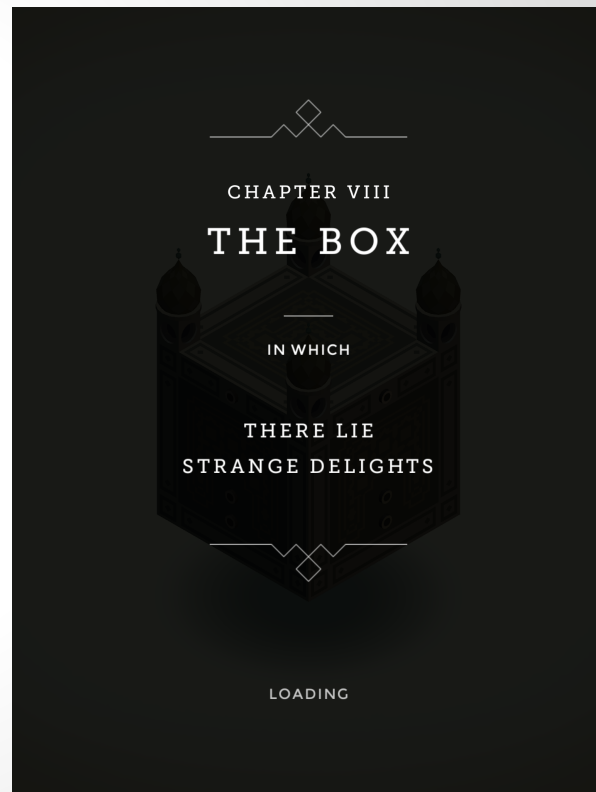
Words are made to be read.

- Find an easy-to-read font that fits the theme
- Only use ornate “*Display*” fonts sparingly, if at all
- Think about use of **color** and **alignment** to optimize legibility

Title set in “Display” type:



In-Game text set in simple slab-serif & sans-serif type:



Create harmony.



- Pair your fonts with your theme & visual aesthetic
- Theme, art, narrative, and gameplay should all be considered when choosing a font

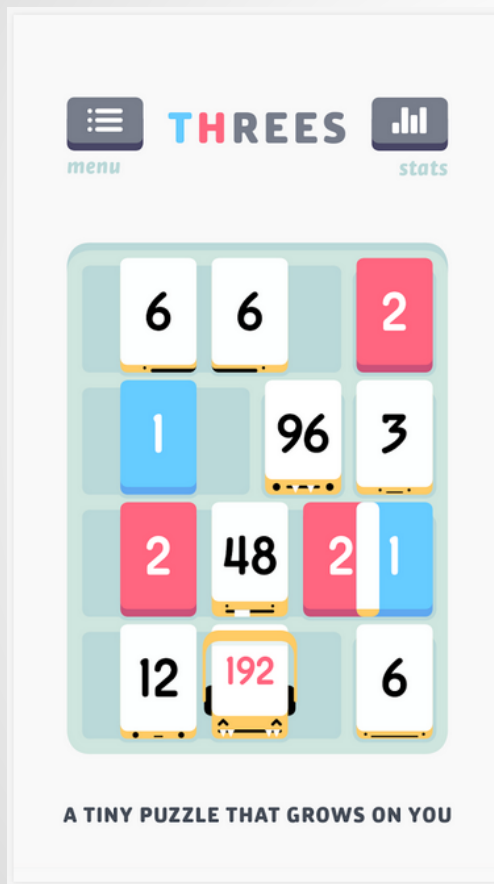
Fonts have feelings, too.

- Fonts can enhance the emotion of your game
- **Serif** type feels more formal than **Sans Serif**
- Type with **round letters** or **curved ends** often feels more playful than **blocky** or **narrow** type.
- **CAPITALS** feel more powerful than **lowercase**.

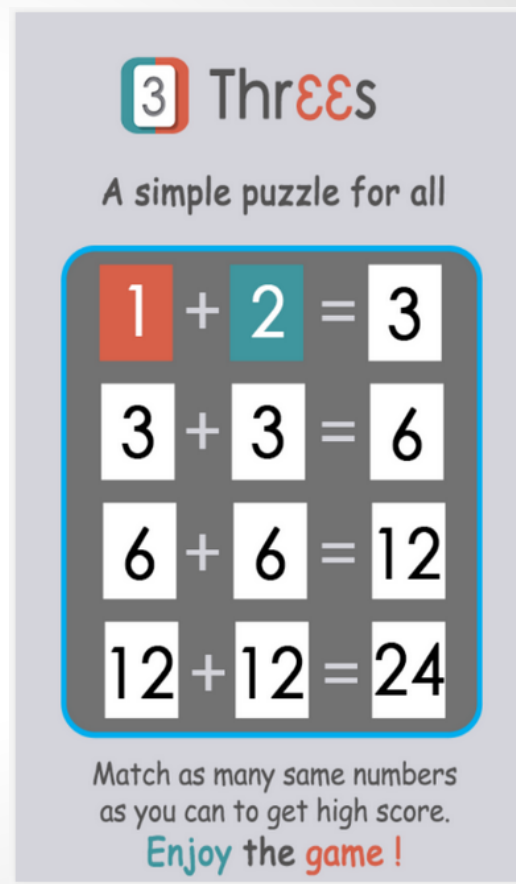
A word to the wise

- Consider **Size**, **color**, **weight**, and *style*.
- Avoid common or “Default” fonts — especially **Arial**, **Times**, **Comic Sans**, & **Courier**.
- Limit yourself to just one or two fonts. The more fonts used, the more amateur & chaotic the feel.

Thoughtful:



Thoughtless:



You have access to great things.

Free fonts for commercial use:

- google.com/fonts
- fontsquirrel.com

Inexpensive (and gorgeous) indie fonts:

- losttype.com

Take these words with you.

There is no “right” or “wrong,” but the more thought put into type, the more it can be used to enhance a game.

It takes time and experience to get a full understanding of what makes typography "feel" right. With practice and careful thought comes expertise and understanding.

Thank you.

Send any questions to:

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