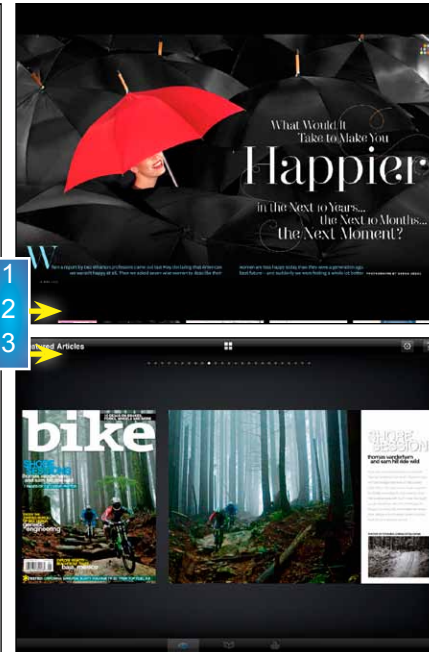


## Inspire yourself with **fontastic** resources

Magazines, as well as web sites, provide amazing inspiration for the yearbook.

Zinio.com, that previews magazines, can be surfed to gain insight into countless font strategies. A trip to the local bookstore will also give your staff tons of visual eye candy.



1>The Zinio.com homepage offers a number of magazines to choose from.  
2>This is an iPad screen capture from Oprah magazine using decorative serif fonts.  
3>Bike magazine uses drop shadows on simple serif and sans serif fonts to create personality.

### APPS FOR FONT NERDS



What the font

#### IDENTIFY FONTS IN PRINT AND ON THE WEB

Ever seen a great font in a magazine ad, poster or on the web and wondered what font it is? Whip out your iPhone and snap a photo, and WhatTheFont for iPhone will identify that font in seconds!

#### IN AN INSTANT

WhatTheFont for iPhone connects directly to MyFonts' acclaimed font identification service, which has been helping customers pinpoint mystery fonts for 10 years. It works via Wi-Fi or the mobile phone network, so you can get your font fix right there on the spot.

#### EQUAL OPPORTUNITY

iPod touch users — you may not have a camera, but you can still get in on the action! WhatTheFont for iPhone will identify fonts in images saved from apps such as Safari and Mail.

No iPhone or iPod? Submit an image to WhatTheFont.com to find the closest matches in the Jostens database. Or, let cloak-draped font enthusiasts lend a hand in the WhatTheFont Forum.

available on iTunes or online



Use magazines to find examples of each of these five classifications of fonts

#### Serif

A style of typeface that has "little feet." Common serif typefaces include Times Roman, Garamond and Palatino.



#### Sans Serif

A style of typeface that means "without feet." Common sans serif typefaces include Arial, Helvetica, AvantGarde and Verdana.



#### Decorative

"Decorative" is a generic term for lettering that is designed more for its elaborate or whimsical qualities, instead of for its "readability."



#### Script

Script typefaces are based upon the varied and often fluid stroke created by handwriting.



#### Distressed

Distressing is applying a pattern or application to a font to create a unique look. The most common type of distress is a scratch or crackle.

ALSO FIND: reverse, overprint, unique letter and line spacing, align left/right/centered, combinations of font families and styles, adaptable headline packages...