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survey title:
A font by any other name? Edit Title

| design survey | collect responses | analyze results |

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Response Summary

Active Filter: Type Industry people

Total: 315

Filtered: 71

Edit Filter

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Page: Default Section

1. What are the differences between a "font" and a "typeface"? (You can check ALL that apply)

		Response Percent	Response Count
A typeface is the abstract design; a font is a computer file instantiating a typeface in a specific format.		**73.2%**	**52**
A typeface embodies more than one style (e.g. bold and italic) while a font is a single style (e.g. bold condensed italic)		47.9%	34
There is no difference, they are synonyms		8.5%	6
Other (please explain in comments)		9.9%	7
	Comments view		17
		answered question	71
		skipped question	0

2. When talking about scalable digital fonts, what constitutes "a font" in your mind?

		Response Percent	Response Count
One font includes all the different possible styles (condensed, extended, bold, italic)		4.2%	3
One font includes a base style plus any linked styles (bold, italic, bold			

italic) but no more than that. Arial is one font (including bold and italic), Arial Narrow is a second (including bold and italic), and Arial Black is a third.		5.6%	4
One font is a single style of a typeface, in a given font format. So Arial Bold Italic is one font and Arial Italic is another. (Point size doesn't matter.)		**84.5%**	**60**
One font is a given style at a specific size, just like in metal type. 10 point Arial Bold Italic is one font, and 12 point Arial Bold Italic is a different font.		4.2%	3
Other		1.4%	1
I don't know / I'm not sure		0.0%	0
	Comment [view]		9
		answered question	71
		skipped question	0

3. Which of the following elements is part of the definition of "a single typeface" in your mind? Check ALL that apply.

		Response Percent	Response Count
It is the design, regardless of how it's instantiated		61.5%	32
It is a family of one or more styles (including bold and italic)		**63.5%**	**33**
It includes no more styles than four, which are style-linked (regular, italic, bold, bold italic)		3.8%	2
It can include variants by width (such as condensed and extended)		48.1%	25
It can include variants by optical size (such as display as well as regular)		55.8%	29
A typeface can include major style variants such as serif/sans/slab/monospaced		17.3%	9
	Comments [view]		13
		answered question	52
		skipped question	19

4. How appropriate would you say each of the following terms is for meaning a single face/style of a font family in a given format, such as Helvetica Bold Condensed Italic in OpenType CFF?

	Absolutely Not	Probably Not	Maybe	Good	Very Good	Fits Perfectly	Rating Average	Response Count
Variant	10.0% (7)	10.0% (7)	21.4% (15)	**27.1% (19)**	7.1% (5)	24.3% (17)	3.84	70
Font	1.4% (1)	7.2% (5)	11.6% (8)	20.3% (14)	14.5% (10)	**44.9% (31)**	4.74	69
Face	19.1% (13)	17.6% (12)	**26.5% (18)**	17.6% (12)	7.4% (5)	11.8% (8)	3.12	68
Style	5.9% (4)	14.7% (10)	14.7% (10)	19.1% (13)	16.2% (11)	**29.4% (20)**	4.13	68
Weight	18.6% (13)	14.3% (10)	14.3% (10)	**21.4% (15)**	12.9% (9)	18.6% (13)	3.51	70
Comment						view		14
						answered question		71
						skipped question		0

5. How appropriate would you say each of the following terms is for use in describing a style-linked group of up to four fonts (regular, italic, bold, bold italic)?

	Absolutely Not	Probably Not	Maybe	Good	Very Good	Fits Perfectly	Rating Average	Response Count
Styling Group	**32.3% (21)**	20.0% (13)	27.7% (18)	9.2% (6)	6.2% (4)	4.6% (3)	2.51	65
Styling Family	**36.5% (23)**	23.8% (15)	23.8% (15)	9.5% (6)	1.6% (1)	4.8% (3)	2.30	63
Style-linked Group	21.5% (14)	18.5% (12)	**24.6% (16)**	9.2% (6)	12.3% (8)	13.8% (9)	3.14	65
Family	6.0% (4)	4.5% (3)	10.4% (7)	23.9% (16)	20.9% (14)	**34.3% (23)**	4.52	67
Font	**50.8% (33)**	24.6% (16)	12.3% (8)	7.7% (5)	1.5% (1)	3.1% (2)	1.94	65
Typeface	21.2% (14)	16.7% (11)	12.1% (8)	**22.7% (15)**	10.6% (7)	16.7% (11)	3.35	66
Style-linked Family	15.2% (10)	10.6% (7)	**25.8% (17)**	12.1% (8)	10.6% (7)	**25.8% (17)**	3.70	66
Comment						view		15
						answered question		68
						skipped question		3

6. How appropriate is each of the following terms for describing a typeface family with an arbitrary number of styles? For example, they could vary in weight, width, slope, optical size, and possibly other minor stylistic ways.

	Absolutely Not	Probably Not	Maybe	Good	Very Good	Fits Perfectly	Rating Average	Response Count

Typeface	16.7% (11)	13.6% (9)	15.2% (10)	18.2% (12)	10.6% (7)	**25.8% (17)**	3.70	66
Font	**59.7% (37)**	29.0% (18)	1.6% (1)	8.1% (5)	0.0% (0)	1.6% (1)	1.65	62
Font Family	4.6% (3)	6.2% (4)	13.8% (9)	24.6% (16)	21.5% (14)	**29.2% (19)**	4.40	65
Extended Font Family	7.8% (5)	7.8% (5)	20.3% (13)	17.2% (11)	18.8% (12)	**28.1% (18)**	4.16	64
Other suggestion (please comment)	15.4% (2)	7.7% (1)	7.7% (1)	7.7% (1)	**30.8% (4)**	**30.8% (4)**	4.23	13
						Comment 🗨 view		17
						answered question		**69**
						skipped question		**2**

7. What's the best term for describing a set of related fonts/typefaces/etcetera that differ in major design characteristics? For example, there might be a serif, a sans serif, a monospaced semi-sans, and a slab serif version, each in turn comprising a full type family (or whatever one calls them) of its own. You construct a term by combining an adjective (options across the top) with a noun (options down the left side). This creates combined terms such as "type series" and "font suite." Please check ONLY ONE BOX for this question, unless you feel there are two or more equally good first choices.

	Type	Typeface	Font	(no adjective needed)	Response Count
Series	35.3% (6)	**58.8% (10)**	5.9% (1)	5.9% (1)	17
Extended Family	25.9% (7)	**48.1% (13)**	11.1% (3)	22.2% (6)	27
Meta-family	20.0% (4)	**45.0% (9)**	0.0% (0)	40.0% (8)	20
Uber-family	20.0% (3)	20.0% (3)	6.7% (1)	**60.0% (9)**	15
Super-family	29.4% (10)	**32.4% (11)**	8.8% (3)	**32.4% (11)**	34
System	**53.1% (17)**	40.6% (13)	6.3% (2)	12.5% (4)	32
Collection	**47.8% (11)**	39.1% (9)	21.7% (5)	17.4% (4)	23
Suite	15.8% (3)	**52.6% (10)**	21.1% (4)	15.8% (3)	19
Clan	41.2% (7)	11.8% (2)	0.0% (0)	**47.1% (8)**	17
Other (see comments)	25.0% (2)	**50.0% (4)**	12.5% (1)	25.0% (2)	8
				Comment 🗨 view	13
				answered question	**68**
				skipped question	**3**

8. How deeply involved are you with fonts and typography?

	Response Percent	Response Count

Very Deeply (examples: type designer; font production, font sales or support)		**100.0%**	**71**
Deeply (examples: typographer, software developer who works closely with fonts, graphic/web designer who is "into" fonts)		0.0%	0
Moderately (examples: average graphic designer or web designer)		0.0%	0
Average User (examples: just use fonts in Microsoft Office)		0.0%	0
	answered question		71
	skipped question		0

9. Where are you from, and where do you live?

	I was mostly educated in:	I live in:	Response Count
Australia / New Zealand	**100.0% (2)**	**100.0% (2)**	2
USA/Canada	**92.5% (37)**	85.0% (34)	40
Latin America	66.7% (2)	**100.0% (3)**	3
Western Europe	**91.2% (31)**	73.5% (25)	34
Central or Eastern Europe	50.0% (2)	**100.0% (4)**	4
East Asia (incl. China)	**100.0% (1)**	**100.0% (1)**	1
South Asia	0.0% (0)	0.0% (0)	0
South-East Asia	0.0% (0)	0.0% (0)	0
Asia (other)	0.0% (0)	0.0% (0)	0
Middle East	**50.0% (1)**	**50.0% (1)**	2
Africa	0.0% (0)	0.0% (0)	0
Other	0.0% (0)	0.0% (0)	0
	answered question		71
	skipped question		0