

Choosing your fonts

The appropriate use of typography can enhance the layout of UI elements on the screen and make it easier for the user to navigate and absorb the information presented. There are many styles of fonts, which can visually communicate the brand of the title, as well as help keep the user immersed into the title experience. The visual quality and functionality of the UI should be consistent throughout the title.

Non-Latin Typography

Depending on your product, it may have to be translated into languages that does not use the Latin based alphabet. In many cases, a font that has been chosen will not have additional character glyphs to support non-Latin based alphabet. Try and choose a font that resembles your primary font chosen for the product.

Limit your font usage

In general, try to use one to two fonts throughout your product. Mixing several fonts can make the information seem fragmented and unfocused. Try using a single font with a few styles and sizes, and if a second font is to be used, try reserving it for headings and titles in the product to separate it from body text and lists.

Another reason to limit your font usage to one or two typefaces is to reduce overall cost. Fonts can be expensive to license, with an average cost ranging from \$5000-\$20,000 per font, depending on the licensing agreement.

If you cannot find the perfect font to title your product, a third option is to create your own custom font that you own the rights to.

Readability

Lower case letters, with the varying ascenders and descenders, make it easy for the eye to process word formations. Copy text should use regular or medium weight and avoid using light or bold weights.

Hierarchy

Difference in type sizes can create order and importance in a UI layout. Too many sizes on the same layout can cause confusion and overall look disorganized and unfocused. For localization of text/copy, allow for 30%-40% more space for non-English translation.

Below are some standard minimum sizes we recommend when designing for console.

Legibility

Unlike PC or mobile games, the console has a much greater variance when it comes to viewing distance and screen size. On average, a user sits anywhere from 6-10 feet away from a console screen. The screen size varies as well, but a good average size monitor is around 40-42 inches.

The type sizes mentioned are guidelines for legibility on a console based on the above specifications.

Quick Trick: When designing your menus and HUD, scale your screens down to 33% of their original size on your PC monitor. If the text is difficult to read at this distance, then it will be difficult to read at 6-10 feet. This is not an exact 1:1 ratio, but is a good way to quickly reference your designs without having to test on an actual TV.

UPPER CASE LETTERS HAVE NO VARIETY AND THEREFORE MAKE IT HARDER TO READ IN MOST CASES.

Reserve capital letters for headlines and never use in body copy.

Caption 18pt

Body 24pt

Subtitle 28pt

Title 30pt

Subheader 32pt

Header 48pt

Display 60pt

Alignment

Generally, it is recommended that visual elements and columns of type be left-aligned. In most instances, this flush-left and ragged-right approach provides consistent anchoring of the content and a uniform layout.

Centered, flush-right, or justified typography may lead to inconsistent word spacing and is, therefore, not recommended.

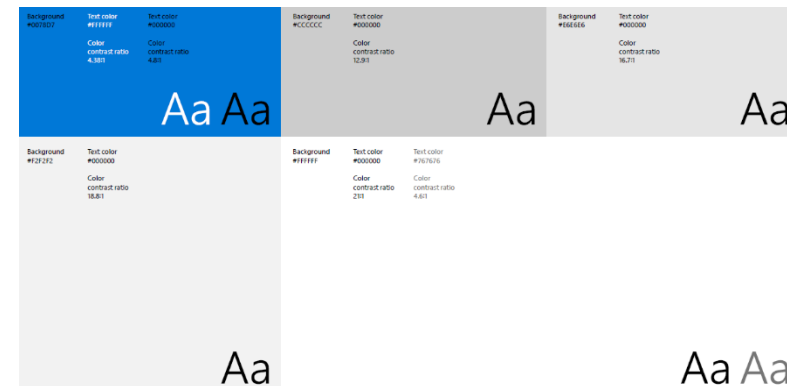
Color & contrast

Typography should be distinct from the background color. However too much contrast can be hard to read on digital screens. A good contrast ratio to work with is 4.5:1. A ratio of 7:1 provides optimal legibility for content.

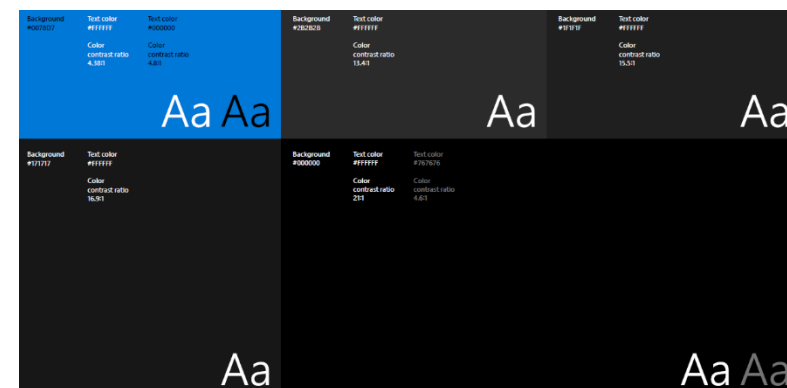
It is also recommended to differentiate the body and subhead text through color tinting, or in some cases, with a heavier type weight.

 [Link to Microsoft Font Library](#)

Flush-left text is aligned along the left margin or gutter, also known as left-aligned or ragged right.



Light Theme



Dark Theme



The following pages below are a filled out Sample Template that can be used to create your own Typography Style Guide. Simple replace the descriptions, font names and sizes where appropriate. Additional information and examples are always helpful, to help clarify areas that may not be listed below.

Primary Font Choice

ITC Elan Book

ITC Élan combines a gothic simplicity with elegance in a distinctive yet subtle typeface design. There is also a feeling of architectural strength which is derived primarily from an optically even line-weight and a sense of vertical stress. The small, almost Latin, serifs add distinction at both display and text sizes. This classical font is very legible and work well displaying any informational or HUD text.

Body Copy

Minimum size 24px

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789
(.,:;?!\$&@*)

Secondary Font Choice

ITC Minska Medium

ITC Minska is a stylized font that has a resemblance to a traditional Celtic font crossed with a Cyrillic alphabet. This font also has sophisticated alien quality to the glyphs and would make for an interesting title font.

Heading

Minimum size 48-60px

Sub Heading

Minimum size 30px

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll
Mm Nn Oo Pp
Qq Rr Ss Tt
Uu Vv Ww Xx
Yy Zz

Font Usage Example

Typographic Scale

The examples below are the different sizes that will be used in the console product. The 6-10 feet viewing distance has been taken under consideration when choosing the sizes.

Big Header Usage – ITC Minska Medium 100pt

Level Up Celebration Text, Timers

Header Usage – ITC Minska Medium 60pt

Menu Titles

A

Sub Header Usage – ITC Minska Medium 36pt

Sub Menu Titles, List Categories

B

Copy Text Usage – ITC Elan Book 24 & 30pt

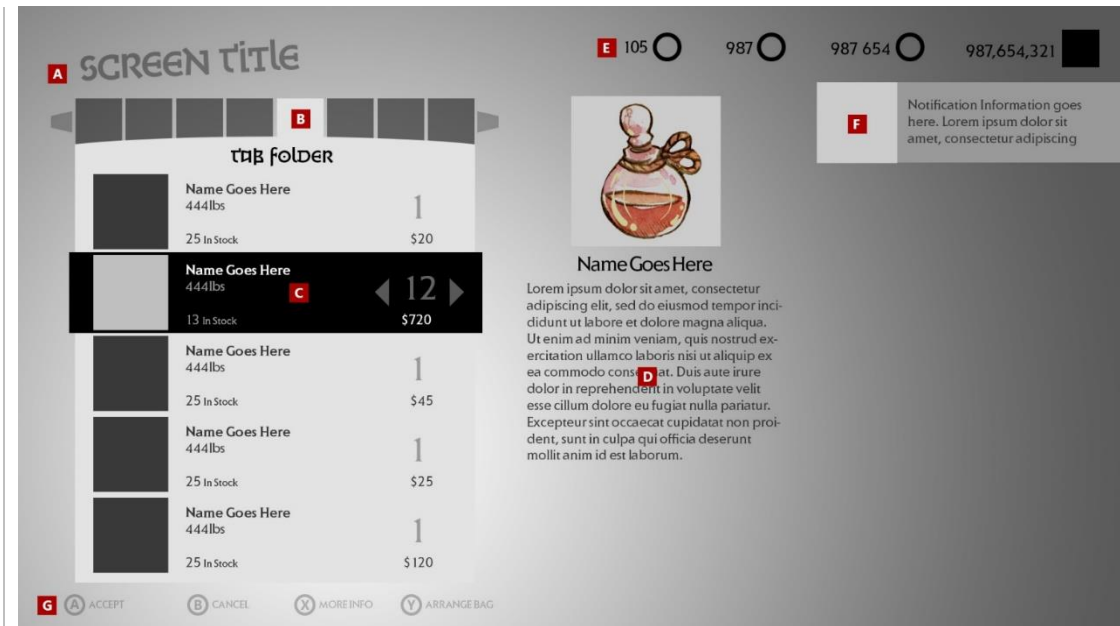
Copy text, descriptions, subtitles, currency, item titles, and in-game callouts

C D E F G

0 1 2 3 5 4 6 8 7 9

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TYPOGRAPHY: Best Practice Checklist



- There should be plenty of contrast between the background and smaller fonts for an easier read. Presenting smaller text on a solid or simple background is preferred.
- Fonts with fine serifs can become unreadable, most serif fonts do not render well. If such a font is vital to the look and feel, use it in titles and areas in which the font is displayed large enough to show off the font details.
- For console development, test designs and font readability from 6 - 10 feet away, on different TV sizes.
- Limit the amount of copy on screen at a time. Present large amounts of text in a modal window when possible, so that copy is framed properly and distractions are minimized.
- Remember to allow for extra space for localization of other languages. Design for 30-40% extra space based on the English translation.
- Large blocks of copy should never be wider than 1/3 screen width. Wider text boxes make it harder for the eye to track from line to line.
- Restrict subtitles to two lines when possible and the width of each line should not be much more than half the screen width.