

## Jean François Porchez

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After training as a graphic designer, during which he focused on type design, Jean François Porchez (born 1964) worked as a type director at Dragon Rouge. By 1994, he had created the new typeface for Le Monde and Paris métro. Today he designs custom typefaces for the Baltimore Sun, Beyoncé Knowles, Boston Consulting Group, Costa Crocieres, Louis Vuitton, Renault, as well as distributing internationally his retail typefaces via his typofonderie.com website. For the Linotype Library Platinum collection, he has created a revival of the Sabon, a Jan Tschichold revival of Garamond in 2002.

He is honorary President of the Association Typographique Internationale (was ATypI President in 2004-2007). He was awarded the Prix Charles Peignot in 1998, many of his typefaces have received honorable recognition.

[www.typofonderie.com](http://www.typofonderie.com)

## How Can Typefaces Improve Information Design Legibility and Style?

Abstract:

Legibility tests over the years proved that the same text set in capitals is 12% less legible than the same text set in lowercases. Italics, typewriter typefaces, fraktur typefaces are generally less legible too. These basic facts just mean that typefaces are important elements in design and particularly when you need to describe complex things, offer a quantity of information, etc.

Typefaces features various qualities, some are more suited to small prints, newspapers text settings when others work particularly well in signages. A low contrast serified typeface will be a good choice for text but probably underperform when used on display. Indeed, atmosphere, identity offered by typefaces help also the users to appreciate any content and recognize this content and form compared to another one. Typefaces play a key role in identity of any organization and company and help to maintain its visibility.

This paper will examine through several typefaces design projects how in particularly contexts, a suitable typeface design improve the general content and design of any communication material.